

2025 MEDIA GUIDE

PRINT AND DIGITAL MARKETING
OPPORTUNITIES

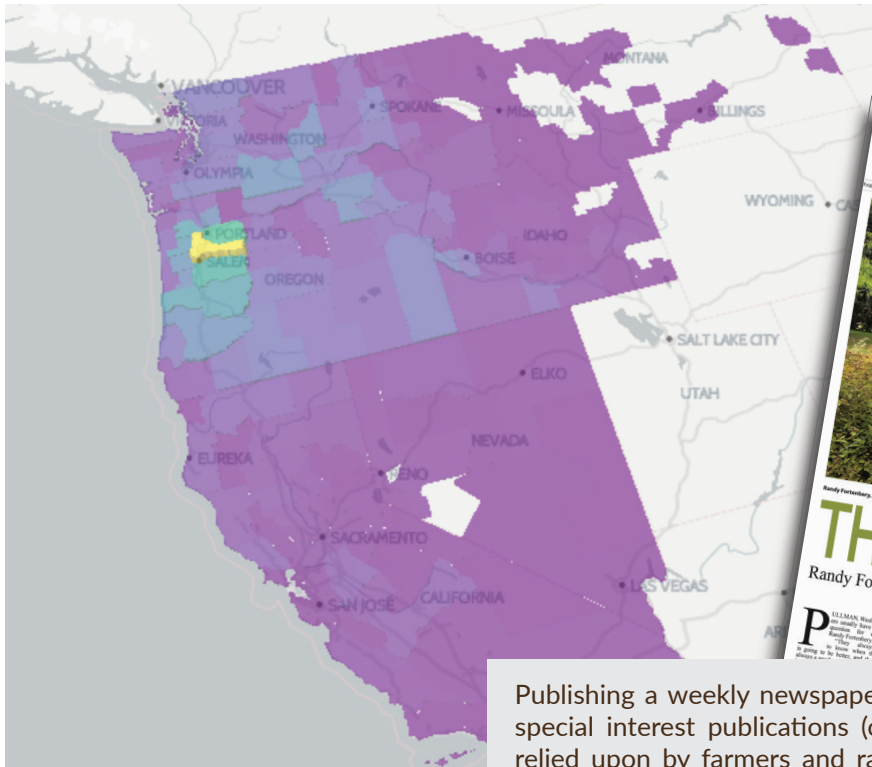


THE PACIFIC NORTHWEST'S TRUSTED SOURCE
OF AGRICULTURE & TIMBER INDUSTRY
NEWS & ADVERTISING



Capital Press
EMPOWERING PRODUCERS OF FOOD & FIBER





Capital Press
EMPOWERING PRODUCERS OF FOOD & FIBER



Publishing a weekly newspaper, website, email newsletters and a variety of special interest publications (commodities, ag shows etc.), Capital Press is relied upon by farmers and ranchers for its award-winning coverage of ag news and the most comprehensive advertising marketplace of agricultural products and services.

onlyAG Find. Sell. Simple.
Call 1-800-882-6789 to place your ad today.

May 26, 2023

onlyAG is a publication of Capital Press and EQ Media Group

PASTURES, FARMS, HEMP & MORE

- Improves soil without operating near
- Stimulates life in soil & supplies all
- Allows plants to reach maximum genetic potential
- No added chemicals
- No GMOs, no herbicides
- No Animal Byproducts

Dr. Jim's

Bulk quantities available
Call 800-882-6789 or www.OnlyAG.com

KNIFE LAND

WANTED
Land for sale in the southern Idaho region. Must be suitable for agricultural use. Call 800-882-6789 or www.OnlyAG.com

2020 Value Village

Call 800-882-6789 or www.OnlyAG.com

Idaho students' aquaculture program spawns many achievements

By DIANA TROYER

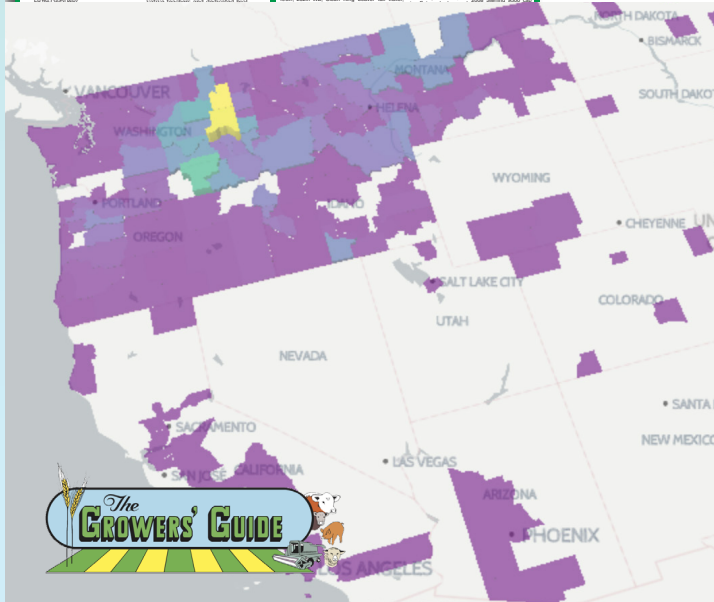
Students collaborated with innovative techniques and traditional fish

EXTENDED DISTRIBUTION INTO SOUTHERN IDAHO

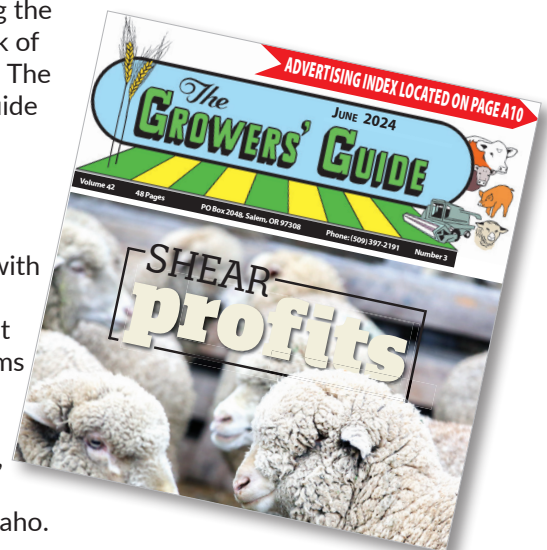
- Similar to the Capital Press Ag Weekly classified section.
- Publishes on alternating weeks with 9,000+ going to Southwest Idaho and 8,300+ to Southeast Idaho.



- Economical pick up rate when combined with running an ad in Capital Press or The Growers' Guide for added circulation at a very low cost.



➤ Publishing the second week of each month, The Growers' Guide is a regional agricultural publication providing ag businesses with an effective print product to reach farms and ranches in Washington, Montana, Oregon & Idaho.



NEWS (ROP) AD SPACE & MATERIAL DEADLINE: Monday @3pm (PT) prior to Friday publication date.

COMMON AD SIZES:

OPEN RATE

PER COLUMN INCH:

NEWS (ROP): \$46.75 COLOR

1/8th PAGE

3-Columns (5.125") x 5"
15 column inches

Starting at \$701.25

1/16th PAGE

3-Columns (5.125") x 2.5"
7.5 column inches

Starting at \$350.63

QUARTER PAGE (Horizontal)

6-Columns (10.5") x 5.25"
31.5 column inches

Starting at \$1472.63

HALF PAGE (Horizontal)

6-Columns (10.5") x 10.5"
63 column inches

Starting at \$2945.25

QUARTER PAGE (Vertical)

3-Columns (5.125") x 10.5"
31.5 column inches

Starting at \$1472.63

PUBLISHED EVERY FRIDAY IN PRINT & ONLINE

➔ SPECIAL RATES & PLACEMENTS

PER COLUMN INCH:

NONPROFIT: \$39.25 COLOR

LEGAL: \$34.75 B&W

FRONT PAGE

BANNER: \$495.00

5-Columns (8.75") x 1.5" ad on
the bottom of the front page

MARKET REPORT

BANNER: \$455.00

6-Columns (10.5") x 1.5" ad at
the top of the market report page

FFA NEWS

SPONSOR: \$55.00

1-Column (1.625") x 2" ad published
on the 3rd Friday of the month

➔ FREQUENCY DISCOUNTS

PER COLUMN INCH

3 - 5X INSERTIONS: \$42.08 COLOR

(10% savings*)

6X + INSERTIONS: \$39.74 (15% savings*)

52 WEEKS \$39.25 COLOR

*Ads must be scheduled in advance.

➔ CAMPAIGN DISCOUNTS

TOTAL ANNUAL
INVESTMENT**

➔ **DISCOUNTED RATES
PER COLUMN INCH:**

| | | |
|-------------------|---------|-------------|
| \$2,500-\$4,999 | \$42.07 | 10% savings |
| \$5,000-\$6,999 | \$39.73 | 15% savings |
| \$7,000-\$9,999 | \$37.40 | 20% savings |
| \$10,000-\$12,499 | \$35.06 | 25% savings |
| \$12,500-\$14,999 | \$32.72 | 30% savings |
| \$15,000-\$24,999 | \$28.05 | 40% savings |
| \$25,000+ | \$23.37 | 50% savings |

**Total investment includes all print and digital advertising products, trade show booths, and sponsorships. Must be scheduled in advance for discount to apply.

PLEASE NOTE: Minimum space is 1-Col. x 1". Ad height may increase in 0.25" increments. Minimum 20% premium on guaranteed placements. See back page for exact dimensions & mechanical requirements.

CLASSIFIED DISPLAY



Capital Press
EMPOWERING PRODUCERS OF FOOD & FIBER

CLASSIFIED DISPLAY AD SPACE & MATERIAL DEADLINE:
Monday @3pm (PT) prior to Friday publication date.



**PUBLISHED EVERY FRIDAY
IN PRINT & ONLINE**

➔ SPECIAL RATES & PLACEMENTS

BY THE COLUMN INCH:

NONPROFIT: B&W **\$28.00**
COLOR **\$33.00**

LEGAL: B&W **\$26.25**

➔ FREQUENCY DISCOUNTS

3 - 5X INSERTIONS: B&W **\$29.93**
COLOR **\$34.43**
(10% savings*)

6X + INSERTIONS: B&W **\$28.27**
COLOR **\$32.52**
(15% savings*)

*Ads must be scheduled in advance.

52 WEEKS PER COLUMN INCH:
B&W **\$28.50**
COLOR **\$34.00**

OnlyAG per column inch

B&W **\$17.50**
Color **\$20.00**

Pick-up from Capital Press or Growers' Guide

B&W **\$6.25**
Color **\$8.75**

➔ CAMPAIGN DISCOUNTS UP TO 50% SAVINGS!

| TOTAL ANNUAL INVESTMENT** | B&W | COLOR | |
|------------------------------|---------|---------|-------------|
| \$2,500-\$4,999 | \$29.92 | \$34.42 | 10% savings |
| \$5,000-\$6,999 | \$28.26 | \$32.51 | 15% savings |
| \$7,000-\$9,999 | \$26.60 | \$30.60 | 20% savings |
| \$10,000-\$12,499 | \$24.93 | \$28.68 | 25% savings |
| \$12,500-\$14,999 | \$23.27 | \$26.77 | 30% savings |
| \$15,000-\$24,999 | \$19.95 | \$22.95 | 40% savings |
| \$25,000+ | \$16.62 | \$19.12 | 50% savings |

**Total investment includes all print and digital advertising products, trade show booths, and sponsorships. Must be scheduled in advance for discount to apply.

PLEASE NOTE: Minimum space is 1-Col. x 1". Ad height may increase in 0.25" increments. Minimum 20% premium on guaranteed placements. See back page for exact dimensions & mechanical requirements.

COMMON AD SIZES:

OPEN RATE COST*

PER COLUMN INCH:

CLASSIFIED: B&W **\$33.25**
COLOR **\$38.25**

1/16th PAGE

4-Columns (5.125") x 2.5"
10 column inches

1/8th PAGE

4-Columns (5.125") x 5"
20 column inches

QUARTER PAGE (Horizontal)

8-Columns (10.5") x 5.25"
42 column inches

HALF PAGE (Horizontal)

8-Columns (10.5") x 10.5"
84 column inches

QUARTER PAGE (Vertical)

4-Columns (5.125") x 10.5"
42 column inches



➔ OPEN RATE COST*

PER COLUMN INCH:

B&W: \$12.50 **COLOR:** \$16.00

➔ COST FOR COMMON AD SIZES

FULL PAGE B&W: \$900.00/COLOR: \$1200.00
5-Columns (10") x 15"

HALF PAGE B&W: \$450.00/COLOR: \$600.00
5-Columns (10") x 7.5"

1/3 PAGE B&W: \$312.50/COLOR: \$400.00
5-Columns (10") x 5"

1/4 PAGE B&W: \$262.50/COLOR: \$336.00
Horizontal = 3-Columns (5.93") x 7" or Vertical = 2-Columns (3.87") x 10.5"

1/8 PAGE B&W: \$125.00/COLOR: \$160.00
2-Columns (3.875") x 5"

BUSINESS CARD B&W: \$50.00/COLOR: \$64.00
2-Columns (3.875") x 2"

**PUBLISHED THE SECOND WEEK OF
EACH MONTH IN PRINT & ONLINE**

➔ FREQUENCY DISCOUNTS

PER COLUMN INCH:

| | B&W | COLOR |
|-----------------|---------|---------|
| 2x RATE: | \$11.35 | \$14.35 |
| 3x RATE: | \$10.60 | \$13.60 |
| 4x RATE: | \$9.75 | \$12.75 |

Ads must be scheduled in advance.

GROWERS' GUIDE AD SPACE & MATERIAL DEADLINE: Second Wednesday of the month @2pm (PT).

➔ COMMON AD SIZES:

1/8th PAGE

2-Columns (3.875") x 5"
10 column inches
Starting at \$125

BUSINESS CARD
2-Columns (3.875") x 2"
4 column inches
Starting at \$50

HALF PAGE

5-Columns (10") x 7.5"
37.5 column inches
Starting at \$450

QUARTER PAGE (Vertical)

2-Columns (3.875") x 10.5"
21 column inches
Starting at \$262.50

QUARTER PAGE (Horizontal)

3-Columns (5.93") x 7"
21 column inches
Starting at \$262.50

1/3rd PAGE (Horizontal)

5-Columns (10") x 5"
25 column inches
Starting at \$312.50

CLASSIFICATIONS


Capital Press
EMPOWERING PRODUCERS OF FOOD & FIBER

➔ CLASSIFICATIONS FOR CAPITAL PRESS, IDAHO ONLY AG & GROWERS' GUIDE

NOTICES

- 91 - Obituaries
- 101 - Legal Notices
- 102 - Public Notices
- 103 - Announcements
- 106 - Fundraisers
- 107 - Personals
- 114 - Group Meetings
- 157 - Events

TRUCKS/AUTOS

- 201 - Antique/Classic Vehicles
- 204 - Automobiles
- 207 - SUV's
- 210 - Trucks
- 211 - Pickups
- 216 - Vans
- 219 - ATV's/Motorcycle
- 222 - Truck/Auto Parts & Accessories
- 228 - Tires & Wheels
- 251 - Boats for Sale
- 254 - Boating Parts & Accessories
- 257 - Boats Wanted
- 260 - Boat Trailers
- 263 - Commercial Fishing Boat/Equip
- 266 - Marine Supplies & Equip
- 269 - Boat/RV Storage

TRAILERS/REC. VEHICLES

- 301 - RV's & Travel Trailers
- 304 - Aircraft
- 307 - RV Parts & Accessories
- 310 - Campers & Canopies
- 313 - Utility Trailers
- 316 - Trailers Misc.
- 319 - Trailers, Horse & Stock

AUCTIONS/ESTATE SALES

- 351 - Farm & Estate Sales
- 354 - Auction Sales

REAL ESTATE

- 501 - Open Houses
- 503 - Real Estate Wanted
- 510 - Condos/Townhomes
- 513 - Vacation Homes for Sale
- 522 - Manufactured Homes
- 525 - Commercial Property
- 528 - Out of Area Property
- 534 - Auctions, Real Estate
- 540 - Recreational Property
- 543 - Coastal Property
- 549 - Residential Property
- 546 - Rentals, Leases
- 552 - Equestrian Properties
- 555 - Mini Ranchettes
- 558 - Ranchettes
- 561 - Ranches
- 564 - Farms
- 567 - Dairy Farms
- 570 - Orchard & Vineyard Property
- 573 - Timber Property
- 579 - Acreage
- 581 - Irrigation Property
- 582 - Pasture

RENTALS

- 610 - Commercial Rental

BUSINESS OPPORTUNITIES

- 646 - Business Opportunities

HELP WANTED

- 651 - Help Wanted
- 655 - Work Wanted
- 661 - Childcare/Adult Care

SERVICES

- 664 - Services
- 665 - Lab Testing Services
- 667 - Loans & Financing
- 670 - Schools & Instruction

LIVESTOCK/ANIMALS/PETS

- 701 - Animal Boarding
- 702 - Pet Grooming
- 703 - Pet Schools, Instruction
- 716 - Hay, Straw, Forage
- 719 - Feed, Grain
- 721 - Fish
- 722 - Poultry & Fowl
- 725 - Rabbits
- 728 - Dogs, Cats, Pets
- 730 - Free to a good home
- 731 - Horses, Mules, Donkeys
- 734 - Draft Horses & Equip.
- 737 - Exotic Animals
- 740 - Sheep
- 743 - Alpacas & Llamas
- 744 - Emu, Ostrich, Rhea
- 746 - Goats
- 749 - Swine
- 750 - Mixed Livestock Sales
- 755 - Cattle Dairy
- 758 - Cattle Beef
- 761 - Bison

FARM MISC./GENERAL MISC.

- 801 - Timber/Lumber
- 802 - Fencing
- 803 - Rock, Sand & Gravel
- 804 - Building Materials
- 805 - Farm Buildings
- 807 - Fuel, Heating & Firewood
- 810 - Furniture & HH Goods
- 811 - TV & Electronics
- 813 - Antiques & Collectibles
- 814 - Jewelry
- 816 - Arts & Crafts
- 817 - Musical Instruments
- 818 - Bicycles & Accessories
- 819 - Sporting Goods/Hunting
- 820 - Firearms & Ammunition
- 821 - Christmas Trees
- 822 - Nursery Stock - Plants
- 823 - Bees
- 824 - Seed
- 825 - Fertilizer & Soil Amendments
- 826 - Organic
- 827 - Crop Protection Products
- 828 - Misc. for Sale or Trade

- 830 - Produce

- 835 - Hemp

APPLIANCES

- 851 - Appliances

EQUIPMENT & TOOLS

- 854 - Lawn & Garden Equipment
- 863 - Refrigeration Equipment
- 866 - Medical Equipment/Supply
- 869 - Livestock Equip. & Supplies
- 872 - Dairy Equip. & Supplies
- 875 - Tanks & Storage
- 878 - Generators
- 881 - Shop Equip. & Tools
- 884 - Well-Drilling Equipment
- 887 - Irrigation Equipment

- 890 - Packing/Processing Equipment

- 893 - Logging Equipment

- 894 - Sawmill Equipment

- 896 - Forklifts

- 899 - Heavy & Industrial Equip.

- 902 - Farm Equip. Parts

- 905 - Antique Farm Equip. & Parts

- 907 - Nursery Equipment & Supplies

- 908 - Garden, Turf, Yard Equip.

- 911 - Hay Equipment

- 914 - Potato/Sugar Beet Equip.

- 917 - Orchard/Vineyard Equipment

- 920 - Tractors

- 923 - Farm Equipment

TO PLACE A CLASSIFIED LINE AD THAT INCLUDES ONLY WORDS AND UP TO ONE PHOTO & LOGO:

CALL 800-882-6789

BEFORE WEDNESDAY @ 11 A.M. (PT)



2025



Capital Press

EMPOWERING PRODUCERS OF FOOD & FIBER

SPECIAL SECTIONS CALENDAR

JANUARY

**NORTHWEST
AG SHOW
GUIDE**
JANUARY 3

**IDAHO
INNOVATORS***
JANUARY 17

**SPOKANE
AG SHOW**
JANUARY 24

FEBRUARY

**INNOVATIONS
& TECH***
FEBRUARY 7

MARCH

**CENTRAL OREGON AG
SHOW GUIDE**
MARCH 14

SEED & ROW CROPS
MARCH 7

APRIL

**ORCHARDS, NUTS &
VINES**
APRIL 4

MAY

AG EDUCATION*
MAY 2

JUNE

DAIRY
JUNE 6

JULY

WOMEN IN AG*
JULY 4

AUGUST

NURSERY
AUGUST 8

SEPTEMBER

VITICULTURE
SEPTEMBER 5

OCTOBER

WATER
OCTOBER 24

NOVEMBER

**WILLAMETTE
VALLEY
AG EXPO***
NOVEMBER 7

DECEMBER

**LIVESTOCK
&
HORSE**
DECEMBER 5

DATES SUBJECT TO CHANGE AT PUBLISHER'S DISCRETION

* ASTERISK DENOTES ROP BROADSHEET SECTION

| TAB MODULAR SIZES | COLUMNS | HEIGHT | COST |
|---------------------------|-------------|--------|---------|
| MARKETPLACE | 2 (3.375") | 2" | \$245 |
| 1/8 PG. HORIZONTAL | 3 (5.125") | 3" | \$465 |
| 1/4 PG. HORIZONTAL | 6 (10.5") | 2.5" | \$710 |
| 1/4 PG. VERTICAL | 3 (5.125") | 5" | \$710 |
| 1/2 PG. HORIZONTAL | 6 (10.5") | 5" | \$1,360 |
| 1/2 PG. VERTICAL | 3 (5.125") | 10" | \$1,360 |
| FULL PAGE | 6 (10.5") | 10" | \$2,610 |
| PREMIUM PLACEMENTS | | | |
| FRONT PG. STRIP | 6 (10.5") | 2" | \$750 |
| PG. 3 - 1/2 HORIZONTAL | 6 (10.5") | 5" | \$1,685 |
| PG. 3 - 1/2 VERTICAL | 3 (5.125") | 10" | \$1,685 |
| PG. 3 - FULL PG. | 6 (10.5") | 10" | \$3,250 |
| CENTER SPREAD (1/2 PG.) | 13 (21.75") | 5" | \$3,500 |
| CENTER SPREAD (FULL PG.) | 13 (21.75") | 10" | \$6,840 |
| BACK COVER - FULL PG. | 6 (10.5") | 10" | \$3,250 |

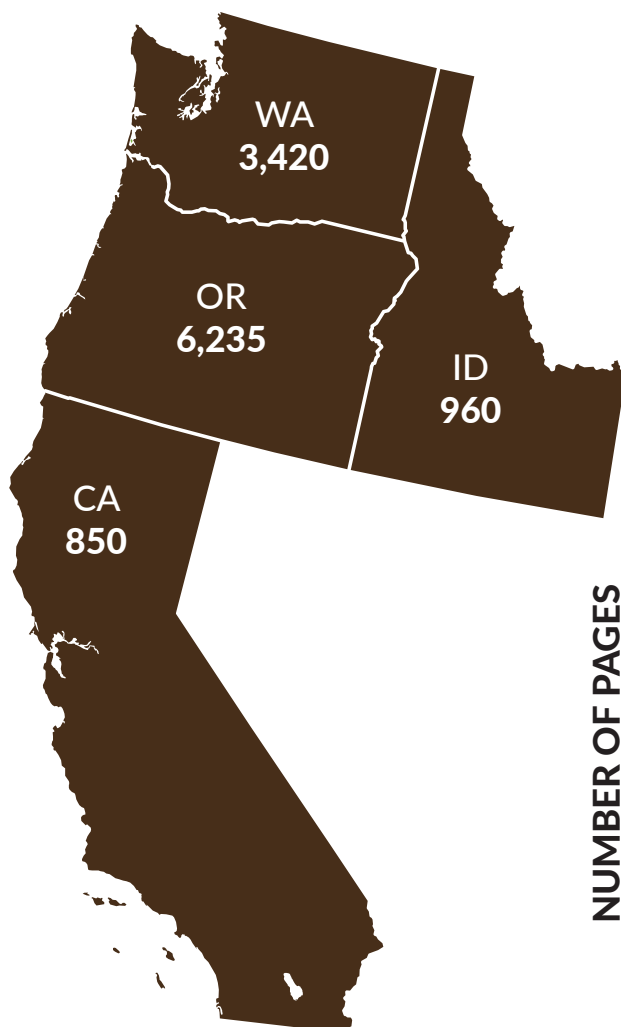
CAMPAIGN DISCOUNTS

3-5 IN 12 MONTHS.....15% OFF
6+ IN 12 MONTHS.....20% OFF

TO RESERVE AD SPACE,
CALL OR EMAIL:

800-882-6789
ADSERVICES@CAPITALPRESS.COM

PRE-PRINTED INSERTS



NUMBER OF PAGES

Increase your visibility - place your promotional flyers, catalogs and more into the center of the Capital Press weekly print edition with a pre-printed insert.

Digital Inserts on our electronic edition are included **free of charge!** Simply ask your sales rep to include this with your order and provide a PDF to upload.

Printing services are also available, ask for a quote.

| Standard Broadsheet | Tabloid Page | Flexi* Up to 8.5"x11" | Price Per M |
|------------------------|-----------------|--------------------------|----------------|
| 2 | 4 | 8 | \$121 |
| 4 | 8 | 16 | \$168 |
| 6 | 12 | 24 | \$176 |
| 8 | 16 | 32 | \$184 |
| 10 | 20 | 40 | \$195 |
| 12 | 24 | 48 | \$202 |
| 14 | 28 | 56 | \$209 |
| 16 | 32 | 64 | \$218 |
| 18 | 36 | 72 | \$227 |
| 20 | 40 | 80 | \$235 |
| 22 | 44 | 88 | \$245 |

* Includes single sheets

- **Full Run and Statewide zone distribution available. A minimum \$525 charge applies to all zoned orders.** Statewide totals above are estimated, check with your sales rep for an updated total.

- Minimum size is 7"x 5". Minimum paper weight is 60#.

- To conform to postal requirements, inserts taller than 11" will need to be quarter-folded and may not extend beyond the 11"W x 11"H size of our folded newspaper.

- Inserts must not have a postal indicia imprinted on them.

- Palletized or boxed inserts must be received by Friday at 2:00 pm (PT) the week prior to the publication date at:

CAPITAL PRESS PREPRINTED INSERTS

(Customer Name)

C/o The Columbian

801 W. 8th St., Vancouver, WA 98660

Shipments Accepted: Mon.-Fri., 9:00am-2:00pm (PT)

Contact Phone: 360-735-4653 / Mobile 503-866-6317

CAPITALPRESS.COM BANNER ADS

Run of Site Sizes: 300x250,
320x50 & 970x90

Premium Sizes: 300x600 and
970x250

Homepage Takeover: 300x250,
300x600, 320x50, 970x90 and
970x250 sizes.

Half-page ad: 300x600 px

Leaderboard: 728x90 px

Medium Rectangle ad: 300x250 px

Mobile Banner: 320x50 px

Billboard ad: 970x250 px

Section Fronts: One Day-\$175
Three Days-\$350

Homepage Takeover:
One Day-\$200 Three Days-\$400

| | RUN OF SITE | PREMIUM |
|-----------|-------------|---------|
| OPEN RATE | \$12.00 | \$15.00 |
| 3 MONTHS | \$10.80 | \$13.50 |
| 6 MONTHS | \$10.20 | \$12.75 |
| 9 MONTHS | \$9.60 | \$12.00 |
| 12 MONTHS | \$9.00 | \$11.25 |

EMAIL NEWSLETTER BANNER ADS

ad size = 300x250 pixels

DAILY SUBSCRIBER UPDATE **\$250/week**
Delivers once per day, M-F

WEEKLY AUCTION UPDATE **\$125/week**
Delivers Friday at 12:30PM.

WEEKLY TOPICS UPDATE **\$75 ea./week**
Livestock, Dairy, Idaho, California
Delivers once per week, varied days/times.

AUCTION CALENDAR LISTINGS

Listing in our weekly Auction email newsletter and
included on the online auction calendar. **\$22/week**

AUCTION CALENDAR SPONSOR

320x50 and 970x90 banner ad size anchored at the
top of the page. **\$50/week**

E-BLAST MARKETING

- Choose a deliver date.
- Submit material to your sales representative.

COST = \$40.00/M

TOTAL AUDIENCE: \$325

ALL OTHER AG SEGMENTS = \$25 Cost/M

AG SEGMENT: AUCTIONS \$175

FACEBOOK POST \$25/post

Your business message and up to 4 photos
posted to the Capital Press Facebook Page,
potentially reaching over 22K followers. Limit
one post per week.






RECRUITING PACKAGES

Post one or more job openings on our regional
job board and we will cross post it to the major
job search websites, veterans, college, diversity
and social network job boards. Contact us for
package pricing and details.



MULTI-CHANNEL TARGETED MARKETING

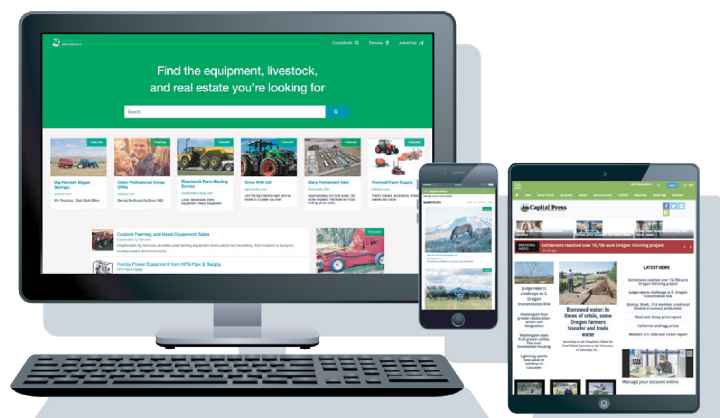
MULTI-CHANNEL TARGETED MARKETING

-  LOCATION
  DEMOGRAPHICS
  BEHAVIOR & INTERESTS
-  SITE & SEARCH RE-TARGETING
  CATEGORY & CONTEXT

➔ **NEED WEB TRAFFIC OR FOOT TRAFFIC? WE CAN HELP YOU DRIVE IT**
with one or more of the following targeted marketing channels & products:

- | | |
|---|---|
| <input type="checkbox"/> Targeted Display (Programmatic) | <input type="checkbox"/> Google Search PPC (Pay-Per-Click) |
| <input type="checkbox"/> Mobile Location Targeting (Geofencing) | <input type="checkbox"/> Call Tracking |
| <input type="checkbox"/> Social Media Campaign Management | <input type="checkbox"/> Websites & Landing Pages |
| <input type="checkbox"/> Pre-Roll Video | <input type="checkbox"/> Targeted Email Blasts |
| <input type="checkbox"/> Streaming Connected TV/OTT | <input type="checkbox"/> Direct Mail Re-targeting |
| <input type="checkbox"/> YouTube TrueView | <input type="checkbox"/> Branded Content/Brand Storytelling |
| <input type="checkbox"/> Video Asset Creation Services | <input type="checkbox"/> Contest, Quiz, and Poll management |
| <input type="checkbox"/> Streaming Audio | |

➔ **PACKAGES STARTING AT \$500/month**



MECHANICALS, DEADLINES, & IMPORTANT INFO

TERMS AND CONDITIONS

Acceptance of Advertising:

Capital Press reserves the right to revise or reject any advertisement.

Ad Sizes:

Minimum size display advertisement is one column by 1 inch. All advertisements are billed by the 1/4 inch.

Position of Advertisements:

Capital Press neither sells nor guarantees position. Requests for special positions will be given every consideration whenever possible without violation of established rules of make-up of the newspaper.

Omission and Error:

Capital Press will exercise due care to prevent omissions and mistakes, but its total liability for any error in any advertisement published shall not exceed the proportionate space in which the error occurred. Credit, when allowable, will apply to the first insertion only.

Cancellation of Advertising:

Any advertisement which is set up but canceled prior to its insertion will be billed the equivalent of 25% the total normal cost of that advertisement.

Payment for Advertising:

When credit is allowed to an advertiser, accounts are due and payable on or before the 10th day of the month following publication. When any part of an account becomes delinquent, the entire amount shall then become due and payable and any existing agreement may be canceled. Bills not paid within 30 days are subject to 1-1/2% monthly finance charge (18% annually). Advertiser is ultimately responsible and liable for payment in the event that agency defaults payment to publisher.

Credit Cards Accepted For Advertising and Subscriptions:



Ad Material Supplied Electronically

- We will accept all images in .tiff, EPS or PDF format. All images must be sent as individual images (do not enclose in a document).
- Large files can be compressed with winZip or Ziplt.
- Acrobat PDF is our choice of transport.
- All fonts should be ember EPS.
- Line art should be scanned at 600 - 1200 dpi.
- Web resolution does not print with quality (72 dpi).
- Labeling. All media must be labeled with the following information:

- Advertising name, ie, Smith Trucking.
- The company name & address with contact name & phone number.
- Sales representative's name and the date of publication.

P.O. Box 2048,
Salem, Oregon 97308
Phone: 1-800-882-6789
www.capitalpress.com

PUBLISHER
Joe Beach
joseph.beach@capitalpress.com



Capital Press
EMPOWERING PRODUCERS OF FOOD & FIBER

ADVERTISING DEADLINES

| | |
|----------------------|-------------------|
| All News/ROP, Legal: | Mon. 3 pm (P.T.) |
| Classified Display: | Mon. 3 pm (P.T.) |
| Classified Line Ads: | Wed. 11 am (P.T.) |

NEWS DISPLAY (BROADSHEET)

PAGE SIZE: 6 columns (10.5") x 21.25"

| | | |
|-----------|---------|--------|
| 1 column | 1-5/8" | 1.625" |
| 2 columns | 3-3/8" | 3.375" |
| 3 columns | 5-1/8" | 5.125" |
| 4 columns | 6-7/8" | 6.875" |
| 5 columns | 8-3/4" | 8.75" |
| 6 columns | 10-1/2" | 10.50" |

CLASSIFIED DISPLAY & IDAHO ONLYAG (BROADSHEET)

PAGE SIZE: 8 columns (10.5") x 21.25"

| | | |
|-----------|----------|---------|
| 1 column | 1-1/4" | 1.25" |
| 2 columns | 2-1/2" | 2.50" |
| 3 columns | 3-13/16" | 3.8125" |
| 4 columns | 5-1/8" | 5.125" |
| 5 columns | 6-7/16" | 6.4375" |
| 6 columns | 7-3/4" | 7.75" |
| 7 columns | 9-1/16" | 9.0625" |
| 8 columns | 10-1/2" | 10.50" |



PAGE SIZE: 5 columns (10") x 15

| | | |
|-----------|----------|---------|
| 1 column | 1-13/16" | 1.8125" |
| 2 columns | 3-7/8" | 3.875" |
| 3 columns | 5-15/16" | 5.9375" |
| 4 columns | 8" | |
| 5 columns | 10" | |

Press Ready Ad Submission

The newspaper is not responsible for errors due to improperly prepared files. We reserve the right to publish an ad "as is" if necessary to meet deadlines. Please submit press quality PDF files that meet the following specifications:

- Contain high resolution (250 - 300 dpi) CMYK or grayscale photos and graphics. (no Pantone, or RGB elements)
- No Rich Black (100% Black, not CMYK mix)
- All fonts embedded (or turned to outlines)

Typography Rules

- * Color type on White background = 8pt. Minimum
- * White type on Color background = 10pt. Minimum
- * Color type on Color background = 12pt. Minimum
- * Light-weight serif fonts should not be used with reverse type

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