

2026

# 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





**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**

10" X 20.25" IMAGE AREA  
11" X 21.25" DOCUMENT SIZE  
MARGINS 0.5"  
GUTTERS 0.125"

**MISC SIZES**

1/2 BOX (4x16) 6.622" x 16"  
1/9 (2x7) 3.25" x 7"  
1/12 (2x5) 3.25" x 5"  
1/16 (3x2.5) 4.938" x 2.5"  
1/18 (2x3.5) 3.25" x 3.5"  
1/24 Horizontal (2x2.5) 3.25" x 2.5"  
1/24 Vertical (2x2.5) 3.25" x 2.5"  
1/30 (1x3) 1.563" x 3"  
1/32 (1x2.5) 1.563" x 2.5"

**10" X 20.25" IMAGE AREA**  
**11" X 21.25" DOCUMENT SIZE**  
**MARGINS 0.5"**  
**GUTTERS 0.125"**

**COLUMN WIDTHS**

**1 COL.....1.563"**  
**2 COL.....3.25"**  
**3 COL.....4.938"**  
**4 COL.....6.622"**  
**5 COL.....8.313"**  
**6 COL.....10"**

**PUBLISHED EVERY FRIDAY  
IN PRINT & ONLINE**

**SPECIAL RATES & PLACEMENTS**

**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**

**3 - 5X INSERTIONS:** PER COLUMN INCH **\$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.

**1/6 PAGE**

1/6 pg Box  
4.938" x 7"

1/6 Pg V  
3.25" x 10"

2x10=20

1/6 Pg Horizontal  
8.313" x 4"  
5x4=20

3x7=21

**QUARTER PAGE**

1/4 PAGE Box

6.622" x 7"

4x7=28

1/4 PAGE H

10" x 5

6x5=30

1/4 pg Verticle  
4.938" x 10"

3x10=30

**HALF PAGE**

1/2 PAGE V

4.938" x 20.25"

**FULL PAGE**

10" x 20.25"

6x20.25= 121.50

1/2 PAGE H

10" x 10"



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



## PUBLISHED EVERY FRIDAY IN PRINT

### OPEN RATE COST

B&W **\$33.25**    COLOR \$38.25

### ➔ SPECIAL RATES & PLACEMENTS

**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**                    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.

### COLUMN WIDTHS

- 1 COL.....1.563"
- 2 COL.....3.25"
- 3 COL.....4.938"
- 4 COL.....6.622"
- 5 COL.....8.313"
- 6 COL.....10"

10" X 20.25" IMAGE AREA  
11" X 21.25" DOCUMENT SIZE  
MARGINS 0.5"  
GUTTERS 0.125"

### MISC SIZES

- 1/2 BOX (4x16) 6.622" x 16"
- 1/9 (2x7) 3.25" x 7"
- 1/12 (2x5) 3.25" x 5"
- 1/16 (3x2.5) 4.938" x 2.5"
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- 1/24 Vertical (2x2.5) 3.25" x 2.5"
- 1/30 (1x3) 1.563" x 3"
- 1/32 (1x2.5) 1.563" x 2.5"

## 1/8 PAGE

**1/8 PG Box**  
4/938" x 5"  
3x5=15"

**1/8 PG V**  
3.25"x7.5"  
2x7.5=15"

**1/8 PG H** 10.25"x2.5"  
6x2.5=15"

## 1/6 PAGE

**1/6 PG Horizontal**  
8.313" x 4"  
5x4= 20"

**1/6 pg Box**  
4.938" x 7"  
3x7= 21"

**1/6 Pg V**  
3.25" x 10"  
2x10= 20"

## QUARTER PAGE

**1/4 PAGE BOX**  
6.622" x 7"  
4x7= 28"

**1/4 PAGE H**  
10"x5"  
6x5= 30"

**1/4 Pg Vertical**  
4.938" x 10"  
3x10= 30"

## HALF PAGE

**1/2 PAGE H**  
10" x 10"  
6x10= 60"

**1/2 PAGE V**  
4.938"x 20.25"  
3x20.25= 60.75"

## FULL PAGE

10"x20.25"  
6x20.25= 121.50"



➔ 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
<b>2x RATE:</b>	\$11.35	\$14.35
<b>3x RATE:</b>	\$10.60	\$13.60
<b>4x RATE:</b>	\$9.75	\$12.75

Ads must be scheduled in advance.

**GROWERS' GUIDE AD SPACE & MATERIAL DEADLINE:** First 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



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

AG ONLY & CAPITAL PRESS

### 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

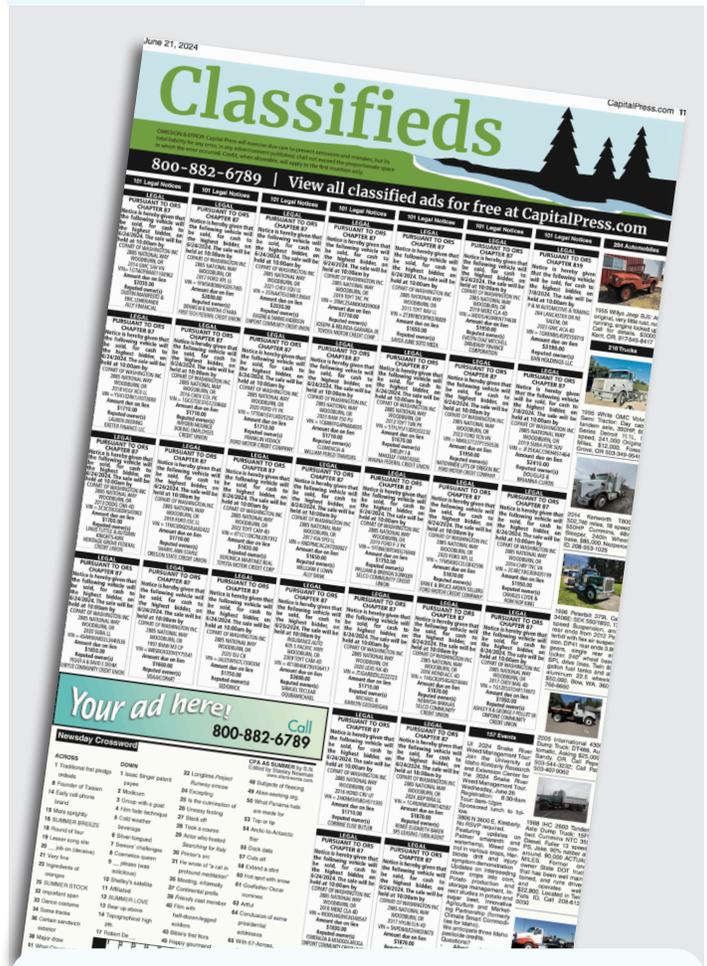
- 851 - Appliances

### 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)**

# 2026 Capital Press

EMPOWERING PRODUCERS OF FOOD & FIBER

## SPECIAL SECTIONS CALENDAR

DATES SUBJECT TO CHANGE AT PUBLISHER'S DISCRETION

JANUARY



### NW AG SHOW GUIDE

AD SPACE : 12/22 @ 10am  
 MATERIALS: 12/23 @ 3pm  
 APPROVAL: 12/26 @ 3pm

PUBLISH: JANUARY 2



### IDAHO INNOVATORS\*

AD SPACE : 1/12 @ 3pm  
 MATERIALS: 1/12 @ 3pm  
 APPROVAL: 1/14 @ 8am

PUBLISH: JANUARY 16



### SPOKANE AG SHOW

AD SPACE : 1/13 @ 10am  
 MATERIALS: 1/14 @ 3pm  
 APPROVAL: 1/16 @ 3pm

PUBLISH: JANUARY 23

FEBRUARY

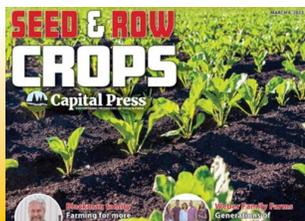


### INNOVATIONS & TECH\*

AD SPACE: 2/2 @ 3pm  
 MATERIALS: 2/2 @ 3pm  
 APPROVAL: 2/4 @ 8am

PUBLISH: FEBRUARY 6

MARCH



### SEED & ROW CROPS

AD SPACE : 2/24 @ 10am  
 MATERIALS: 2/25 @ 3pm  
 APPROVAL: 2/27 @ 3pm

PUBLISH: MARCH 6

MARCH

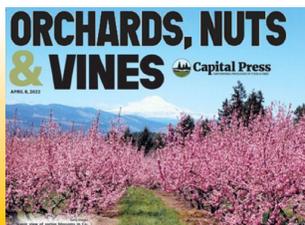


### CENTRAL OREGON AG SHOW GUIDE

AD SPACE: 3/3 @ 10am  
 MATERIALS: 3/4 @ 3pm  
 APPROVAL: 3/6 @ 3pm

PUBLISH: MARCH 13

APRIL



### ORCHARDS, NUTS & VINES

AD SPACE: 3/24 @ 10am  
 MATERIALS: 3/25 @ 3pm  
 APPROVAL: 3/27 @ 3pm

PUBLISH: APRIL 3

MAY



### AG EDUCATION\*

AD SPACE: 4/27 @ 3pm  
 MATERIALS: 4/27 @ 3pm  
 APPROVAL: 4/29 @ 8am

PUBLISH: MAY 1

JUNE



### DAIRY

AD SPACE: 5/26 @ 10am  
 MATERIALS: 5/27 @ 3pm  
 APPROVAL: 5/27 @ 3pm

PUBLISH: JUNE 5

JULY



### WOMEN IN AG\*

AD SPACE: 6/29 @ 3pm  
 MATERIALS: 6/29 @ 3pm  
 APPROVAL: 7/1 @ 8am

PUBLISH: JULY 3

AUGUST



### NURSERY

AD SPACE: 7/28 @ 10am  
 MATERIALS: 7/29 @ 3pm  
 APPROVAL: 7/31 @ 3pm

PUBLISH: AUGUST 7

SEPTEMBER



### VITICULTURE

AD SPACE : 8/25 @ 10am  
 MATERIALS: 8/26 @ 3pm  
 APPROVAL: 8/28 @ 3pm

PUBLISH: SEPTEMBER 4

OCTOBER



### WATER

AD SPACE: 10/13 @ 10am  
 MATERIALS: 10/14 @ 3pm  
 APPROVAL: 10/16 @ 3pm

PUBLISH: OCTOBER 23

NOVEMBER

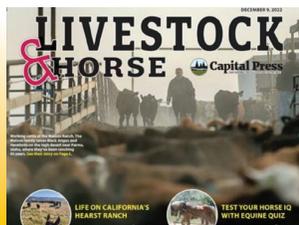


### WILLAMETTE VALLEY AG EXPO

AD SPACE : 10/27 @ 10am  
 MATERIALS: 10/28 @ 3pm  
 APPROVAL: 10/30 @ 3pm

PUBLISH: NOVEMBER 6

DECEMBER



### LIVESTOCK & HORSE

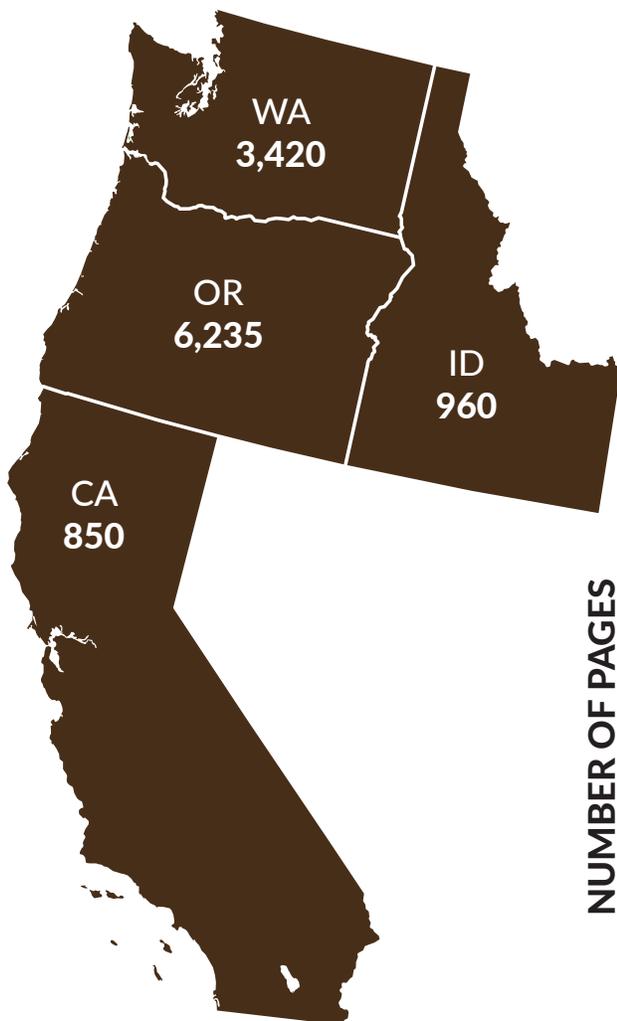
AD SPACE : 11/17 @ 10am  
 MATERIALS: 11/18 @ 3pm  
 APPROVAL: 11/20 @ 3pm

PUBLISH: DECEMBER 4

TO RESERVE AD SPACE, CALL OR EMAIL: 503-949-1607 • PAT.MCKENZIE@CAPITALPRESS.COM

\*ROP BROADSHEET SECTION

# 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

# DIGITAL & SOCIAL MEDIA

## 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

### 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**

	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.

### 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

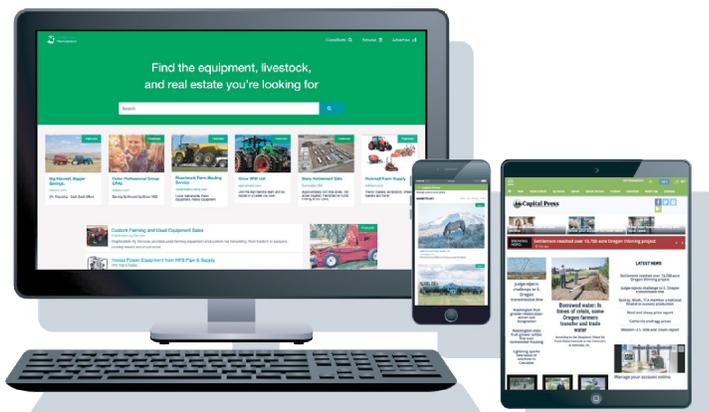
## MULTI-CHANNEL TARGETED MARKETING

- ⊗ 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:

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

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**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

### COPYRIGHT DISCLAIMER:

The advertiser is solely responsible for the content of the ad and for obtaining permission to use photographs, fonts, or any copyrighted material.

Should you require additional information, please do not hesitate to contact us at 800-882-6789 | AdServices@capitalpress.com or your sales representative.