

*Caldwell*



BRIDGING COMMUNITY & COMMERCE

# PERSPECTIVE

“WE BELIEVE IN STRONG  
RELATIONSHIPS, PASSIONATE  
COMMUNITY AND  
SUCCESSFUL BUSINESS.”



## MEDIA KIT

**A MONTHLY PAPER**

FOR THE COMMUNITY OF CALDWELL

Publisher Chantele Dice Hensel



# What is Caldwell Perspective?

Caldwell Perspective is a **full color, monthly, community newspaper** that reaches over **15,500 addresses** in Caldwell through direct mail. We focus on the positive people, organizations and businesses our wonderful community offers; all-the-while providing the leading marketing vehicle in our coverage area.

## The Print Publication

**Frequency:** We go to Press the First Day of Each Month.

**Format:** 11" x 17", Full Color, 5 Column Newspaper.

**Paper Stock:** Standard Recycled Newsprint.

## Appearance

We are excited to share that we are in the process of modernizing our appearance to draw more attention to Caldwell Perspective. We have recently updated and simplified the layout of our front page to be more striking at first glance and have redesigned our logo. We feel these changes are necessary to grow as Caldwell grows and to continue being an effective resource for our advertisers.



Previous Folded Layout



New Folded Layout



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# Contents

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Caldwell Perspective is full of content that the residents of Caldwell want to read. Being a community of around 50,000, there are plenty of stories, events and interesting people to keep us busy writing 24/7. We pride ourselves in bringing quality coverage and content to our community. Each of our issues include (but are not limited to) the following sections:

- Calendar of Events
- Our Community
- Business
- Flashback
- Opinion
- Entertainment
- Outdoors
- Education
- Clubs
- Classifieds

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# Distribution

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## 15,000 COPIES PRINTED EACH MONTH

Currently, **14,300+ copies are direct mailed** to Caldwell addresses, and we intend to increase in the near future. Not limited to downtown, but delivering your message to rural Caldwell bringing them to Caldwell for shopping and entertainment.

Remaining copies are distributed throughout Caldwell in select areas where they are most likely to be read such as: the **Chamber of Commerce, City of Caldwell, Senior Center, Library, local hospital, coffee shops, Rubiyat Book Store and many other Caldwell businesses, lobbies.**

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# Social Media

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For the past 4 plus years Caldwell Perspective has successfully delivered quality content to mailboxes throughout Caldwell with our printed newspaper, now we are reaching even further. Social media outlets such as Facebook and Instagram will be used to consistently promote and provide updates about our product and community efforts, in addition to highlighting the content within our paper. We intend to accomplish this by the use of striking images. We will also be using social media to engage the public through targeted marketing, drawing more readers to our online version (identical to print).

In addition to the growth and positive changes we are experiencing, we are also completely revamping our website, designing our mobile kiosk and continually looking for outlets to get in front of the general public.



**GENERAL ADVERTISING RATES:**

OPEN RATE: \$14 per column inch.  
 6 month commitment: \$12 per column inch (per insertion)



**Classified Rates**

Classified Display Ad . . . . . \$10 per column inch  
 Classified Line Ads . . . . . \$5 (first 5 lines)  
 Additional Lines . . . . . 25 cents each  
 Graphic or Logo . . . . . \$1.00

**Pre-Print Insert**

\$50 per 1,000, Full run 14,500 with 3% spoilage.  
 Due to be delivered by the 20th of each month.

**BUSINESS DIRECTORY**

Business Directory ads come in two choices of sizes.

1 column x 2.5 inches. . . . . \$27 per publication  
 2 columns x 2.5 inches . . . . \$ 48 per publication

**COMMON SIZES**

# OF ISSUES	1X	6X
<b>BUSINESS CARD</b>	\$56	\$48
1/8 PAGE	\$140	\$120
1/4 PAGE	\$280	\$240
1/2 PAGE	\$560	\$480
FULL PAGE	\$960	\$800

1 column . . . . . 1.876"  
 2 columns . . . . . 3.91"  
 3 columns . . . . . 5.93"  
 4 columns . . . . . 7.96"  
 5 columns . . . . . 10"

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