

The Independent-Observer

Pondera County's Official Newspaper

Serving the towns of Conrad, Brady, Valier, Dupuyer, Ledger and Pendroy

Rates Effective June 10, 2020 (Subject to change without notice – new accounts must prepay)

P.O. Box 966
7 3rd Ave SE
Conrad, Montana 59425

theindependentobserver.com
eedition.theindependentobserver.com

Column width for display ads:

| | | |
|----------|------------|--------|
| 1 Column | 10.2 picas | 1.72" |
| 2 Column | 21.6 picas | 3.576" |
| 3 Column | 32.7 picas | 5.432" |
| 4 Column | 43.9 picas | 7.288" |
| 5 Column | 54.1 picas | 9.144" |
| 6 Column | 66.0 picas | 11.0" |

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|--------------------------------|----------|
| Baby..... | \$50.00 |
| Engagement, wedding..... | \$ 50.00 |
| Public Notices..... | \$15.00 |
| Archive research per hour..... | \$10.00 |
| Obituaries with picture..... | \$50.00 |
| Each additional 100 words | \$10.00 |
| Funeral Notices..... | N/C |
| Lt/Ed Political Endorsement.. | \$25.00 |

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|--|--------|
| Thank You – first 15 words..... | \$7.50 |
| Each additional 5 words..... | .50 |
| Display Advertising per column inch – Black and White..... | 7.00 |

For Full Color add \$75.00

| | |
|--|-------------|
| Spot Color (one color) in addition to ad cost..... | 35.00 |
| Classified Display Advertising per column inch..... | 7.00 |
| Classified Advertising – first 15 words..... | 7.50 |
| For each additional 5 words..... | .50 |
| <i>Classified Advertising – 15 words, first insertion Charge Rate.....</i> | <i>9.00</i> |

Deadline for all advertising..... Wednesdays at 5 p.m.

| | |
|---|-------------------|
| National Rate per inch..... | 9.00 |
| Inserts, Flat Rate (no exceptions)..... | 200.00 |
| Circulation..... | 1,700 |
| Local circulation with inserts..... | 1,100 |
| Page size..... | 6 col x 20 inches |

Printable page size..... 6 col x 19.25 inches

| | |
|-----------------------------------|--------------|
| Population of Conrad..... | 2,500 (2018) |
| Population of Pondera County..... | 5,972 (2018) |

Subscriptions: In county \$25 • Out of County \$40 • Out of State / Dual Address \$45

E-edition subscriptions \$30.00

Publisher's Liability for Error

"The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement."

Indemnification: "The advertiser and/or advertising agency agrees to defend and indemnify the Publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copy rights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement."