



The Independent-Observer

Pondera County's official weekly newspaper

PO Box 966 • 7 - 3rd Ave SE • Conrad, MT 59425 • 406-271-5561

www.theindependentobserver.com • eedition.theindependentobserver.com

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

~ Rate Sheet - Effective June 15, 2020 • Rates subject to change without notice. ~

Column width for display advertising:

1 column	1.72"
2 column	3.576"
3 column	5.432"
4 column	7.288"
5 column	9.144"
6 column	11.0"

ionews.ads@3rivers.net

- Press Releases / Articles
- Letters to the Editor / Op-Ed
- Advertising / Legal & Public Notices

Julie.office@3rivers.net

- Subscriptions, Eedition, Billing

indobserv@3rivers.net

- Commercial Printing / Design

Baby / Engagement / Wedding	\$50
Public Notices	\$15
Legal Notices 1st Insertion / \$13 per folio	
 Additional Insertions / \$11 per folio	
	100 words = 1 folio	
Political Endorsement Lt/Ed	\$25
	Must be pre-paid	
Thank You Notes - 15 words	\$7.50
	Each additional 5 words 50¢
Obituary (500 words or less)	\$50
	Includes up to 2 photographs	
	Each additional 250 words \$25
Death / Funeral Notice	N/C
Archive Research per hour	\$10

Cost per column inch (CPI)	\$7
National Rate (CPI)	\$9
Spot Color (1) In additional to ad cost	\$45
Full Color in addition to ad cost	\$75
Line Classified Advertising / Public Services -		
first insertion 15 words	\$7.50
Additional words - per 5	50¢
Add for charge rate	\$2
	<i>Second and any additional insertion is 50% discount of first insertion cost</i>	
Home Business Directory	\$7
	<i>3 - 4 lines, depending on size of text</i>	
Inserts	\$200
	900 pieces required • maximum size 11" x 12 1/2"	
	Flat rate, no zoning, per insert per issue	
Local Circulation with Inserts	900
Total Circulation	1,700
Publication Day	Thursday
Distribution Day	Wednesday
	(under normal conditions)	
Deadline for all advertising / articles	Wednesday prior at 5 pm
Deadline for classified advertising	Monday 9 am

Subscriptions / per year:

In County	\$35
Out of County	\$40
Out of State / Dual Address	\$45
Eedition	\$30
College - In State	\$23
College - Out of State	\$25

"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."

"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 liable, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement."

Full page is 115.5 column inches

11" wide (6 column) x 19.25" high
Cost in Black and White \$808.50
Add \$75 for Full Color \$883.50

Half page is 57.75 column inches

Cost in Black and White \$404.25
Add \$75 for Full Color \$479.25

- Standard size

11" wide (6 column) x 9.5" high

- Optional size

9.144" wide (5 column) x 11.5" high
7.288" wide (4 column) x 14.5" high
5.432" wide (3 column) x 19.25" high

Quarter Page is 28.5 column inches

Cost in Black and White \$199.50
Add \$75 for Full Color \$274.50

- Standard size

5.432" wide (3 column) x 9.5" high

- Optional size

7.288" wide (4 column) x 7.125" high
9.144" wide (5 column) x 5.7" high
3.576" wide (2 column) x 14.25" high

Eighth Page is 14.25 column inches

Cost in Black and White \$99.75
Add \$75 for Full Color \$174.75

- Standard size

5.432" wide (3 column) x 4.75" high

- Optional size

7.288" wide (4 column) x 3.6" high
3.576" wide (2 column) x 7.125" high

Tips for your Ad copy:

Keep your copy simple. Too much copy in an ad will lose your reader.

Proofing your ad is encouraged, leave an email address and it can be sent prior to printing.

Some editing, abbreviating, etc., may be done to copy prior to design completion.

Avoiding all capitals and all italicized text is important for easy reading.

Try to not do black backgrounds and reverse print. If you must do that, stick with a block type.

Once the pages are sent to press, we cannot guarantee the print. We make it the best we can and then hand our trust into the printer's hands.

ALL Advertising goes to:
ionews.ads@3rivers.net



**I-O
SUBMISSION
STANDARDS**

We gladly accept digital submissions of photographs. To insure the highest quality reproduction we request the following standards.

1. Resolution must be at least 300 dpi at reproduction size. Sending our files to press require 200 dpi.

2. We prefer to work from the original camera file or scan. Your modifications to the file may look good on your screen or printer, however, for reproduction in a newspaper settings are different.

3. If you wish to bring a print in that originated on a digital camera, make sure it is as big as possible. We prefer to have the unedited camera file as each generation adds to the degradation of image quality. If you have printed a digital file and we need to scan it, reproduction will never look as high quality as e-mailing or bringing in the file.

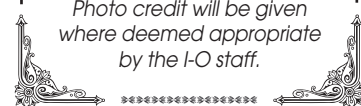
4. We cannot make a poor image good. If there is any question as to the reproducibility of an image please feel free to bring the original in to the Independent-Observer.

In some cases, depending on workflow, we are able to scan your original and return it directly to you.

In all cases original photographs remain the property of the owner unless otherwise agreed upon before reproduction.

Photos that have been left for reproduction can be picked up at our office after publication.

Photo credit will be given where deemed appropriate by the I-O staff.



Acceptable file types for digital submission:
PDF files • JPEG • Tiff • PNG

Word document is preferred for copy, or typed in the body of an email.

We are not able to work with Publisher documents.

Pictures need to be submitted as a separate entity.

Street address for delivery:
7 - 3rd Ave SE • Conrad, Montana

Mailing address for mail:
PO Box 966 • Conrad, MT 59425-0966

For any special requests, questions, or items not covered in this rate sheet, please contact
McKenzie Graye, Advertising / Reporter
at ionews.ads@3rivers.net
or call the office during business hours 406.271.5561