

The Independent-Observer

Pondera County's Official Newspaper

Rates Effective June 10, 2020

P.O. Box 966 • 7 - 3rd Ave. S.E. •

Conrad, Montana 59425

www.theindependentobserver.com •

eedition.theindependentobserver.com

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

Rates subject to change
without notice.

Column width for display ads:			Baby	\$ 50.00
1 column	11 picas	1.83"	Engagement, Wedding	\$ 50.00
2 column	22.75 picas	3.79"	Public Notices	\$15.00
3 column	34.5 picas	5.75"	Archive Research per hour	\$10.00
4 column	46.25 picas	7.708"	Obituaries WORDS(picture included)....	\$ 50.00
5 column	58 picas	9.66"	Each additional 100 words.....	\$ 10.00
6 column	69.75 picas	11.625"	Funeral Notices.....	N/C
			Lt/Ed Political Endorsement.....	\$25.00

Thank You – first 15 words.....	\$7.50
Each additional 5 words	\$.50
Display Advertising, per column inch	\$7.00
Classified Display Advertising, per column inch	\$7.00
Classified Advertising – first 15 words.....	\$7.50
Additional words, per 5	\$.50
Classified Advertising - 15 words, first insertion - CHARGE RATE	\$9.00
National Rate, per inch	\$9.00
Inserts, Flat Rate (no exceptions)	\$200.00
Spot Color (1) (In addition to cost of ad)	\$35.00
Full Color Display Ads (In addition to cost of ad)	\$75.00
Circulation	1,700
Local Circulation (with Inserts)	1,100
Page size	6 col x 21 inches
Printable page size	6 col x 20 1/2 inches
Maximum insert size	11"x12 1/2"
Publication Day	Thursday
Distribution Day (under normal conditions)	Wednesday
Deadline for all advertising	Wednesday at 5 p.m.
Population Conrad	2,577
Population of Pondera County	6,032
Subscriptions: In-County \$35.00 • Out of County \$40.00 • Out of State / Dual Address \$45.00	
Eedition 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 and 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, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement."

New accounts must pre-pay.