



# Daily Courier

# Display Advertising

# Rates

**Effective January 1, 2024**

*Rates are subject to change during the year.*

The Daily Courier is delivered by carrier  
Tuesday through Friday afternoons with a Sunday  
weekend edition delivered on Saturday afternoon.

**[www.thedailycourier.com](http://www.thedailycourier.com)**

The Latest News Online 7 Days A Week

Grants  
Pass

**Daily Courier**



409 S.E. 7th Street, Grants Pass, OR 97526 • P.O. Box 1468, Grants Pass, OR 97528  
 541-474-3733 • Fax 541-474-3814 • Toll-Free: 800-228-0457  
 display@thedailycourier.com

Office Hours: Monday through Friday, 8 a.m. to 5 p.m.  
 Delivered by carrier Tuesday through Friday afternoons and Sunday.  
 The Sunday edition arrives as early as Saturday afternoon.

### Contact Us At:

Advertising Director /  
 Agency & Preprint Sales ... Debbie Thomas, dthomas@thedailycourier.com ..... (541) 474-3807  
 Classified Supervisor ..... Cassie Clarke, classified@thedailycourier.com ..... (541) 474-3714  
 Legal Notices ..... Debbie Thomas, legals@thedailycourier.com ..... (541) 471-7784  
 Accounting Department..... Sarah Kenyon, book1@thedailycourier.com ..... (541) 474-3826  
 Circulation Department ..... circulation@thedailycourier.com ..... (541) 474-3702  
 News Department ..... news@thedailycourier.com ..... (541) 474-3823  
 Toll-Free Phone Number ... (800) 228-0457

### Representatives

Oregon Newspaper Publishers Association  
 400 Second Street, - Ste 100, Lake Oswego, OR 97034, 503-624-6397

### Advertising Deadlines

#### Daily Courier

Deadline	Publication Day
<b>Monday</b> .....	Thursday
<b>Tuesday</b> .....	Friday
<b>Wednesday</b> .....	Sunday
<b>Thursday</b> .....	Tuesday
<b>Friday</b> .....	Wednesday

#### Country Weekly

TMC delivered to households Wednesdays.  
**Deadline:** Thursday prior to publication.

#### WeeksWorth TV Magazine

Distributed in the Daily Courier on Fridays.  
**Deadline:** Thursday one-week prior to publication.

**Note: Inquire about holiday deadlines.**

Cancellation in the Daily Courier must be made by noon, two business days preceding publication. A charge for half the cost of the ad will apply for ads canceled after deadline. The deadline to cancel in WeeksWorth or Country Weekly is the Friday prior to publication. The deadline to submit "camera ready" material is 5:00 p.m. PST, two days prior to publication.

### Special Days / Pages / Features

Local Business, Weddings, Engagements, Health, History Page, and  
 Home & Garden..... Sunday  
 Best Food Day..... Tuesday  
 Midweek Spotlight Ads..... Wednesday  
 Expanded Entertainment..... Thursday  
 Faith and WeeksWorth TV Guide..... Friday

**Daily:** Community, Sports, TV Listings, Entertainment, Opinion, Letters, Business, Classifieds.

### Commissions / Payments / Credit

Agency commission of 15% off general rate to recognized agencies. Local rates are not commissionable. Courier Publishing Co. does not pay placement fees.

Payment is due within 30 days of the billing date indicated on the publisher's statement. If payment is not so made, a late charge of 1.5% per month shall be assessed on the unpaid balance. In addition to the late charge, the publisher may deny service or terminate any advertising agreement with the advertiser and seek any other remedies permitted by law. Advertiser agrees to indemnify the publisher for all expenses incurred in connection with collection of amounts payable such as court costs and attorney fees.

In order to establish an account, a completed credit application is required. Payment in advance of publication will be required until the credit application is approved.

### General Policy

A.) Advertising is accepted with the understanding that the terms, conditions, and charges specified herein are acceptable to the advertiser, and that no contrary oral or written agreement shall be binding on publisher.

B.) The publisher assumes no financial responsibility for typographical errors, omission of copy, omission of the total ad or incorrect classification. Liability for errors or omissions shall not exceed the cost to the advertiser(s) of the portion of space occupied by such error. Claims for adjustment of the cost of the ad must be made within 10 days of publication. Credit is allowed for first insertion only.

C.) Advertiser will be held liable for damages or any court judgment for invasion of privacy, libel, copyright violation of trademark or patent infringement contained in any advertisement which appears in the Daily Courier, or any of its sections, Country Weekly or WeeksWorth on advertiser's behalf. Advertiser's liability shall include newspaper's defense costs should any legal action be brought as a result of any such action resulting from a published advertisement.

D.) Publisher reserves the right to edit or reject advertising copy or cancel any advertisement. All advertising is accepted subject to approval of publisher and must conform to the general standards of advertising acceptance.

E.) Position requests will be given every consideration but are not guaranteed. An advertiser's request for position is not a condition of acceptance nor basis for an adjustment.

Guaranteed Position: If an ad is at least **90 column inches**, a position request can often be guaranteed with an **additional charge of 25% of the cost of the ad**.  
 Some positions are not available.

F.) Publisher reserves the right to insert the word "Advertisement" above any advertisement and to insert a line rule (border) if necessary.

G.) Publisher reserves the right to amend the terms, conditions, rates, etc., specified in contracts upon 30 days notice, and if revision is not acceptable to the advertiser, the advertiser has the right to terminate contracts upon date of change without penalty.

H.) Acceptance for publication is contingent upon space being available and whether or not advertising is received by deadline. Advertising copy is not considered in on time unless all components are received by deadline.

I.) No advertising space will be sold by the newspaper(s) for the purpose of resale.

J.) Political advertising, advertising on public policy questions and controversial issues will be prepaid. Those ads must carry the name and address of person(s) or organization(s) responsible for the advertisement.

K.) All advertising copy which represents the creative effort of the publisher, the use of creativity, illustrations, photographs, labor, or material furnished by the publisher shall be and remain the property of the publisher, including all rights of copyright herein. Advertiser understands and agrees that photographic and other reproductions, in whole or in part, of any such advertising copy for use in any other medium cannot be authorized by advertiser without the express written consent of the publisher.

L.) Incorrect rates on insertion orders which do not correspond to the rate card will be regarded as clerical errors and advertisements will be published and charged at the applicable rate.

M.) No advertising will be deemed to have been accepted by the publisher until it has in fact been published.

N.) The publisher will not be responsible for duplication of illustrations in competitive ads. The publisher is not responsible for poor reproduction if material submitted is not suitable for offset reproduction.

## ROP / Classified Display Rates

**Local Rate** (Non-commissionable).....**Per Column Inch**  
ROP or Classified Display, **Sunday**.....\$18.95

ROP or Classified Display, **Tuesday - Friday**.....\$17.95

**Repeat Rate** (6" minimum. Same ad, no changes, repeat within 90 days)

**Tuesday - Friday only**..... \$14.95

**Weekly Rate** ..... \$45.00

5 consecutive Daily Courier publishing days plus one Country Weekly. Same ad, no changes.

**Monthly Rate** ..... \$155.00

22 consecutive Daily Courier publishing days plus 4 Country Weeklies.

Classified display rates are the same as ROP rates (6 column format). For Classified line ads, please see separate rate card.

### Agency Commissionable Rate

Sunday.....\$22.30

Tuesday - Friday .....\$21.12

Agency commission of 15% off general rate to recognized agencies. Local rates are not commissionable.

Courier Publishing Co. does not pay placement fees.

**Web Ads**.....**see separate rate card**

## Country Weekly

Country Weekly TMC (Total Market Coverage) is distributed by carrier in Josephine County to non-subscribers of the Daily Courier each Wednesday.

**Local Rate**..... \$6.30

**Repeat Rate** (6" minimum. Repeat within 90 days)..... \$5.70

**Pick Up Rate**..... \$4.20

Repeat a Daily Courier ad in the Country Weekly. Same ad, no changes, repeat within 90 days.

**Agency Commissionable Rate**..... \$7.41

*Courier Publishing Co. does not pay placement fees.*

## Color Rates

### Daily Courier or Country Weekly

1 Color + Black..... \$145.00..... Double Truck..... \$290.00

Full Color..... \$325.00..... Double Truck..... \$650.00

### Agency

1 Color + Black National (Agency Commissionable).....\$170.59

Full Color National (Agency Commissionable).....\$382.35

**Rates are for standard colors only.**

## WeeksWorth TV Magazine - Published Fridays

WeeksWorth contains a complete listing of all Broadcast, Cable, DIRECTV, Dish Network and Premium Channel programming from 6:00 a.m. through 11:30 p.m. daily.

Additional features are the New York Times crossword, daily programming highlights and miscellaneous tidbits of information from the world of entertainment, "Your Stars This Week" horoscope, and upcoming streaming shows.

**Limited ad space available. Call for details.**

## PrePrint Rates

Minimum preprint size is 8½" x 11", maximum size with fold on left is 11¼" x 12½". **Reservations** 10 business days in advance. **Delivery** 8 a.m. to 5 p.m., 5 days or more in advance. **Preprints must be delivered in cartons or strapped neatly on pallets.** Damaged preprints will be discarded. No guarantee to advertiser of exclusive preprint inclusion in the newspaper product. Single sheet or solo inserts must be printed on **#80 book or heavier stock.** 2% spoilage is requested.

**Advertisers will only be billed for actual quantity distributed.**

The following rates apply to sections featuring the products and services of a single advertiser. Multiple advertiser inserts are not accepted. The costs are per thousand terms.

0 to 70 sq. inches equal a mini or flexi tab; 71 to 140 sq. inches equal a tab; 141+ sq. inches equal a standard, metro or broadsheet section. Preprints are inserted into full circulation for home delivery by carrier, rack and dealer sales. **Gatefolds and wraps will have an additional charge.** For costs on irregular sizes and for circulation information call (541) 474-3807.

### Daily Courier

**Size Net Rate**

Single Sheet.....\$52 CPM

4 Tab/2 Std.....\$54 CPM

8 Tab/4 Std.....\$56 CPM

12 Tab/6 Std.....\$58 CPM

16 Tab/8 Std.....\$60 CPM

20 Tab/10 Std..\$62 CPM

24 Tab/12 Std..\$64 CPM

28 Tab/14 Std..\$64 CPM

32 Tab/16 Std..\$66 CPM

36 Tab/18 Std..\$66 CPM

40 Tab/20 Std..\$66 CPM

### Country Weekly

**Size Net Rate**

Single Sheet.....\$50 CPM

4 Tab/2 Std.....\$52 CPM

8 Tab/4 Std.....\$54 CPM

12 Tab/6 Std.....\$56 CPM

16 Tab/8 Std.....\$58 CPM

20 Tab/10 Std..\$60 CPM

24 Tab/12 Std..\$62 CPM

28 Tab/14 Std..\$62 CPM

32 Tab/16 Std..\$64 CPM

36 Tab/18 Std..\$64 CPM

40 Tab/20 Std..\$64 CPM

**Above rates are for FULL DISTRIBUTION only.**  
**Add \$2 CPM (net) for each additional 2 standard or 4 tab pages.**  
Additional charges may apply for specialty inserts.  
**\$200 minimum order for low quantities.**

## Contracts

### ANNUAL CONTRACT

Twelve month contract. Discount is earned on local, non-commissionable rate by contracting to spend the following amounts **ANNUALLY.**

\$6,000 to \$11,999.....4% discount

\$12,000 to \$17,999.....5% discount

\$18,000 to \$23,999.....5.5% discount

\$24,000 to \$29,999.....6% discount

\$30,000 to \$35,999.....6.5% discount

\$36,000 to \$41,999.....7% discount

\$42,000 to \$47,999.....7.5% discount

\$48,000 to \$59,999.....8% discount

\$60,000 to \$71,999.....8.5% discount

\$72,000 to \$83,999.....9% discount

\$84,000 to \$95,999.....9.5% discount

\$96,000 and more.....10% discount

All advertising (display ads, color charges and preprint insertions) billed on Courier Publishing Co. statement qualify. Short rate penalty for non-compliance. Terms of payment: Net 30 unless approved by Adv. Mgr.

## Special Services / Reproduction

- A. Spec ads, custom marketing campaigns and design work for publication in Courier Publishing Co. products are free. Art preparation, photography, scanning and design services are available. Time and materials used for ads in other media will be charged.
- B. Reproduction of ads is not allowed without written permission of the publisher. Ads, photos, scans, artwork, etc. are property of the Courier Publishing Co. and reproduction will be charged.
- C. Rates on this card are based on normal and usual composition of ads run in one of the Courier Publishing Co. products. A \$75.00 per hour rate may be charged for extremely difficult make-up or excessive revision from original layout after ad is typeset.

## Customer Supplied Ads

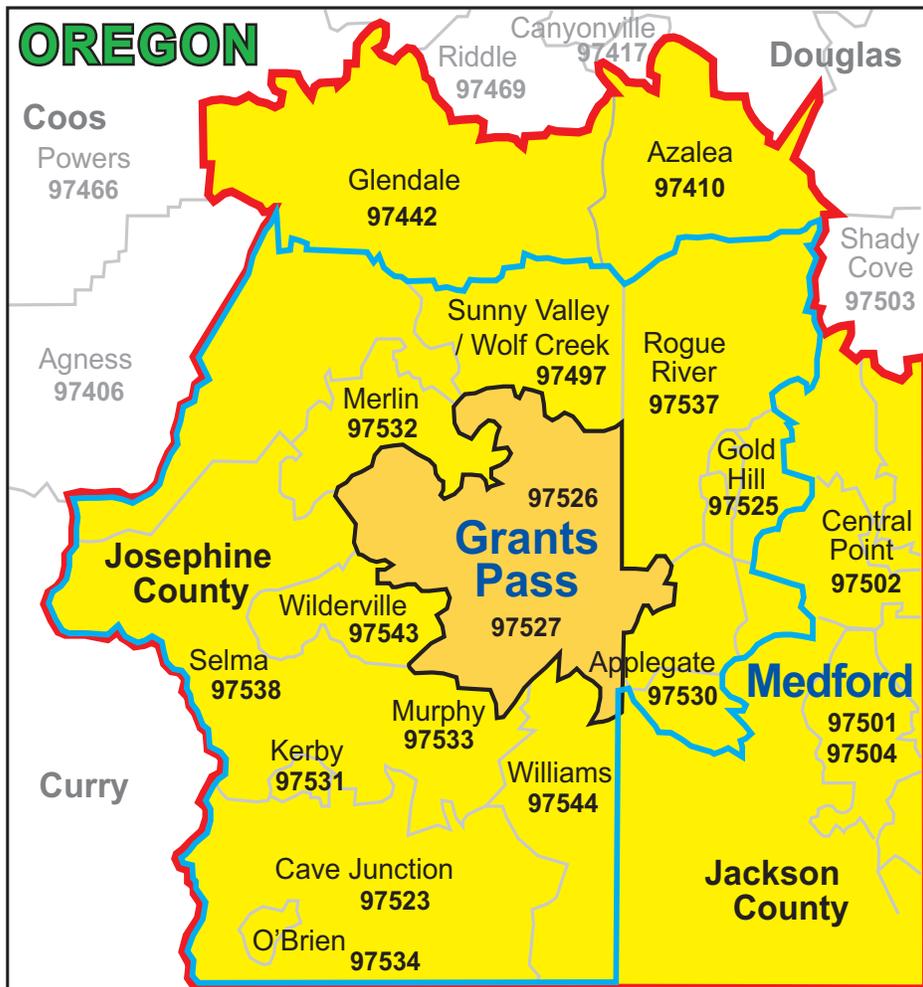
Design work for publication in Courier Publishing Co. products is available free of charge by our design staff, including art preparation, photography and scanning. There are no discounts for customer supplied ads.

Ads should be sent as an Adobe Acrobat PDFx1a (Portable Document Format). A PDF created in Adobe Acrobat is preferred. Ads should be supplied on USB flashdrive or via e-mail. Please call your advertising representative for appropriate e-mail address.

When preparing artwork that is placed in ad documents, process as follows: **Color files should be CMYK only**; all grayscale and color artwork should be **EPS** or **TIF** format with a resolution of **300 dpi**.

Please include a hard copy of each ad for reference when sending, or fax a copy to us at (541) 474-3814. For ads with color, mark clearly what items are to appear in color.

## Distribution Map for Grants Pass Daily Courier and Country Weekly (TMC)



Shaded zip codes are distribution areas  
█ Daily Courier distribution  
█ Country Weekly distribution

Grants Pass **Daily Courier**

## Mechanical Measurements

The Daily Courier and Country Weekly are six column (50 inch web) format. A full page is six columns wide by 21.42 inches deep.

- A. A column inch is one column wide by one inch deep.
- B. Minimum display size: One column inch.
- C. Total inches are found by multiplying the number of columns wide by the number of vertical inches.  
(Example: 2 col. x 3" = 6 col. inches)
- D. Minimum double truck size: 10.5 columns by 13.5 inches deep. The gutter is charged as 1/2 col.
- E. **Maximum depth is 21.42 inches. Ads deeper than 19.5 inches will be charged as 21.42 inches.**
- F. Tab format ads deeper than 10.5 inches will be charged as 12.5 inches.

### Standard Column Widths

	Inches
1 Column.....	1.837
2 Columns.....	3.82
3 Columns.....	5.8
4 Columns.....	7.785
5 Columns.....	9.767
6 Columns.....	11.75

### Double Truck Widths

	Inches
10.5 Columns.....	20.286
12.5 Columns.....	24.25
Depth.....	13.5 to 21.42

### WeeksWorth (TV magazine)

10.25" wide x 11.575" high

**SPECIAL SECTIONS** are designed for modular-size ads. Your advertising representative can provide specs and prices.