

The Lincoln Advertiser

www.lincolnadvertiser.com
 incolnadvertiser@gmail.com • parksprint@centurytel.net
 509-725-8007 fax 509-725-8026
 mail: 1208 Main St. office: 701 12th St.
 Davenport, WA 99122

The Lincoln Advertiser will work with you to create an eye-catching ad that fits your budget. With sufficient lead time you will have an opportunity to review your ad before it is published. We do not charge extra for changes to an ad that is already running.

CIRCULATION

The Lincoln Advertiser is **Direct Mailed** to all postal patrons in Lincoln County, WA, and southern Stevens County, serving about 14,000 readers.

PRINT READY ADS

- We accept print-ready ads in pdf, jpg, eps and tiff format.
- CMYK, and at least 300 dpi will result in the best looking print
- Graphics/photos/logos should be high resolution whenever possible
- All print-ready ads receive a 10% discount

PLACEMENT

Requests for specific placement are on a first come, first served basis. We will do our best to accommodate requests for placement on a specific page and/or above or below the fold.

Front page

We do not charge extra for one-time front page placement. Ongoing front page placement is subject to a surcharge of \$10.00 and is limited to space available.

Political Ads

Political ads will not be placed on the front or back page - interior pages only. Political ads must be paid at the time they are placed. Ad must state "Paid for by" and name the person or organization who is paying for the ad.

DISCOUNTS

- Display ads are full price the first week only; 10% discount thereafter
- Ads submitted print-ready: Always a 10% discount
- School events and charitable organizations receive a 10% discount
- Discount is predicated on keeping your account current.

Accounts not paid within 60 days will forfeit all discounts.

INSERTS

- 8.5¢ each and up—depending on size, number of pages, and weight
- Two weeks advance notice required
- Inserts must be delivered to The Lincoln Advertiser office by 4 p.m. on Thursday prior to the week of insertion
- Please call 509-725-8007 for more information.

PUBLICATION

- The Lincoln Advertiser is a weekly publication
- Published and **Direct-Mailed** every Tuesday

ADVERTISING DEADLINE FRIDAY AT 4:00 P.M. for most ads.

PLEASE NOTE: EARLIER DEADLINE FOR LARGER ADS

If you are submitting print-ready content you need only reserve space ahead of time; content can be submitted by deadline. If we are creating your ad, please submit your content at the time you reserve the space.

- 1/4 Page **12 noon on Friday** prior to publication date
- 1/2 page at least **ONE WEEK PRIOR** publication date
- Full page at least **TWO WEEKS PRIOR** to publication date

NOTE: Deadline may be different on holiday weeks. We publish deadline changes and office closure at least two weeks in advance, or you can check with us by calling 509-725-8007 or email lincolnadvertiser@gmail.com

SPECS

Column Width (in inches)

1 column	1.81
2 columns	3.8
3 columns	5.8
4 columns	7.78
5 columns	9.77

Column length 12.5" or 15" long

(Column length subject to change depending on content in a given week)

AD RATES

Display Ads	\$10 per column inch
(10% discount for print-ready content & repeat weeks)	
Want Ad	15 words - \$8.50
Additional words	15¢ each
Graphic/logo/photo/background/color text.....	Add \$4.00

AD SIZING

Display ads may be up to 5 columns wide, and any length up to full page, in 1/4 inch increments.

Commonly used ad sizes:

1 col. x 1"	\$10.00
1 col x 2"	\$20
1 col. x 3"	\$30
2 col x 2" ("business card size").....	\$40
2 col x 3"	\$60
2 col x 4"	\$80
3 col x 2"	\$60
3 col x 3"	\$90
3 col x 5"	\$150
4 col x 8"	\$320
5 col x 2"	\$100
1/4 page..... 3 col x 5"	\$150
1/4 page..... 2 col x 7.5"	\$150
1/4 page..... 4 col x 4"	\$160
Half Page..... 5 col x 6.5"	\$270
Full Page - short	5 col x 12.5" \$585
Full Page - long	5 col x 15..... \$675

WEB ADVERTISING is available.

The Lincoln Advertiser is published on the web each week at www.LincolnAdvertiser.com. Archive issues may also be accessed there, as well as a calendar of local events. Select ads also appear on our FB page, at our discretion.

All advertising submitted is published at the discretion of The Lincoln Advertiser. The Lincoln Advertiser reserves the right to refuse publication of material for any reason.

Rate Card updated April 2023