



Member newspapers of the
Newspaper Association of ID
(NAI)

Advertising service provided by ONAC
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Idaho Newspaper Advertising Rates & Data							Effective 1/1/15 through 12/31/15
City/zip Weekly Newspaper	CI rate	Page size	Pub days	Deadline	Paid Circ	Color 1&b/2&b/3&b	
ABERDEEN 83210 Aberdeen Times/Power County Press	7.80	5x21	Wed	Week Prior to pub	900	FC\$200	
AMERICAN FALLS 83211 American Falls/Power County Press	8.25	5x21	Wed	Week Prior to pub	1,800	FC\$200	
ARCO 83213 Arco Advertiser	5.50	6x21	Thurs	Week Prior to pub	1,700	Not Avail	
BOISE 83707 Idaho Business Review	Per Request	5x16 Mod	Fri	Week Prior to pub	3,400	110	
BONNERS FERRY 83805 Bonners Ferry Herald	12.73	6x20.25	Thurs	Week Prior to pub	2,008	FC \$5.50 pci	
BUHL 83316 Buhl Herald	5.00	6x20.25	Wed	Week Prior to pub	2,300	FC\$160	
CHALLIS 83226 Challis Messenger	5.80	5X16	Thurs	Week Prior to pub	1,825	FC\$60	
COUNCIL 83612 Adams County Record	4.76	6x15.5	Wed	Week Prior to pub	1,650	\$5.48 w/cir	
DRIGGS 83422 Teton Valley News	13.00 Modular Sizes \$16.00 Odd Size	4x16 9.833"x15.66 FP	Thurs	Week Prior to pub	2,300	\$172 Full Pg or \$2.25 pci	
EMMETT 83617 Messenger-Index	13.25 Base	6X20.25	Wed	Week Prior to pub	7,000	FC\$320	
GARDEN VALLEY 83622 Idaho World	6.25	5x16	Wed	Week Prior to pub	1,150	On Request	
GRANGEVILLE 83530 Idaho County Free Press	8.70	6x20	Wed	Week Prior to pub	3,316	FC\$129	
GRANGEVILLE 83530 Free Press Shopper Combo	8.70	6x20	Tues	Week Prior to pub	10,835	FC\$129	
HOMEDALE 83628 Uwyhee Avalanche	6.00 B/W 8.00 FC	5x15 9.75"x15" FP	Wed	Week Prior to pub	8,000	\$2. pci for 1,2 or 3 clrs	
ISLAND PARK 83429 Island Park News	info needed from pub		Thurs	Week Prior to pub			
KAMIAH 83536 Clearwater Progress	7.95	5X16.5	Thurs	Week Prior to pub	1,570	FC\$150	
KETCHEM 83340 Idaho Mountain Express	19.00	5X16	Wed/Fri	Week Prior to pub	13,200	FC\$333	
KUNA 83634 Kuna-Melba News	9.50	5x14.5	Wed	Week Prior to pub		FC+-\$2pci	
MALAD 83252 Idaho Enterprise	8.42	6x20.5	Thurs	Week Prior to pub	1,550	1.75pci,\$20 min	
MCCALL 83638 McCall Star-News	13.00	6x19.75 10"x19.75" FP	Thurs	Week Prior to pub	4,500	\$250 Flat Rate	
MONTPELIER 83254 News-Examiner	7.00	6x20.5	Wed	Week Prior to pub	1,850	FC\$250	
MOUNTAIN HOME 83647 Mountain Home News	10.25	6x21.5	Wed	Week Prior to pub	3,500	FC\$140	
MOUNTAIN HOME 83647 The Patriot (Air Force Base Pub)	10.55	6x21.5	Fri	Week Prior to pub	4,500	FC\$175	
MOUNTAIN HOME 83647 Glenns Ferry Gazette	8.60	5x13	Tues	Week Prior to pub	6,000	FC\$175	

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ONTARIO 97914 Payette Ind. Enter. c/o Argus Observer	9.00	6x21	Wed	Week Prior to pub	2,203		FC\$290
OROFINO 83554 Clearwater Tribune	5.60	6X20	Thurs	Week Prior to pub	2,800		1 color \$30/FC \$70
PRESTON 83263 Preston Citizen	11.40	6X20.50	Wed	Week Prior to pub	8,200		FC\$250
PRIEST RIVER 83856 Priest River Times	12.00	6x20.25 10"x20.25"	Wed	Noon Fri prior to pub	10,500		\$5.50pci \$1.50pci Press Choice
REXBURG 83440 Standard Journal	14.00	6x20.50	Tu,Th,Sa	Week Prior to pub	5,783		FC\$205
RIGBY 83442 Jefferson Star	6.75	5x16	Wed	Week Prior to pub	2,000		FC \$60
RIGBY 83442 Jefferson Star/Star P/Shelley Pioneer	13.50	5x16	Wed	Week Prior to pub	9,800		FC \$120
SALMON 83467 The Recorder Herald	7.25	6X21	Thurs	Week Prior to pub	3,190		105/210/315
SHELLEY 83274 Shelley Pioneer	5.95	5x16	Wed	Week Prior to pub	1,700		FC \$60
SODA SPRINGS 83276 Caribou County Sun	8.65	6X21.5 12,75"x21 FP	Thurs	Week Prior to pub	3,000		\$150 Spot \$325 FC
ST MARIES 83861 Gazette-Record	7.65	6x21	Wed	Week Prior to pub	3,300		FC\$75
WEISER 83672 Weiser Signal-American	8.70	6x16	Wed	Week Prior to pub	2,497		FC by size
City/zip Daily Newspaper	CI rate	Page size	Pub days		Paid Circ		Color 1&b/2&b/3&b
BLACKFOOT 83221 The Morning News	15.00	6x21.5	M-Sa		4,000		89/120/150
BOISE 83707 Idaho Statesman	46.00 4-14" Frequency rates	6x20	M-Sun		Dly 51,200 Sun 79,004		Full Color Included in rates
COEUR D'ALENE 83814 Coeur d'Alene Press	M-Sa 24.43 Sun 26.87	6X20.25	M-Sun		Dly 24,000 Sun 31,000		196/299/395
IDAHO FALLS 83403 Idaho Falls Post Register	Dly 19.75 Sun 21.50	6x19.75	M-Sun		Dly 21,469 Sun 25,470		5.5" size ads and up are \$3 per inch
KELLOGG 83837 Shoshone News-Press	14.66 Tu-Sat Sun 26.87 Network	6x20.25	Tue-Sun		Tue-Sat 3,985 Sun shared network 33,514		
LEWISTON 83501 Lewiston Morning Tribune	Dly 18.99 Sun 20.14	6X20	M-Sun		Dly 24,385 Sun 26,113		based on inch size of ad
MOSCOW 83843 Moscow-Pullman Daily News	Dly 13.64 Wknd 14.04	6X20	M-Sun		8,000		based on inch size of ad
NAMPA 83652 Idaho Press Tribune	25.00 Base 28.75 Sun	6x20.25	M-Sun		Dly 19,822 Sun 19,964		based on inch size of ad
POCATELLO 83204 Idaho State Journal	Dly 30.09 Sun 31.47	6x20.5	M-Sun		18,500		based on inch size of ad
SANDPOINT 83864 Bonner County Daily Bee	16.25 Tues-Sun 26.67 Sun/Network	6X20.25	M-Sun		6,240		based on inch size of ad
TWIN FALLS 83303 Times-News	Dly 22.81 Sun-Holiday 24.10	6X21	M-Sun		Dly 20,325 Sun 23,577		195-1 color/ 365-3 colors

NOTE: The rates and data contained herein are published periodically by Oregon Newspaper Advertising Co. (ONAC) based on information submitted by publishers/ad managers. ONAC exercises reasonable care to assure accuracy in printing and subsequently updating rates and data, but assumes no financial liability if publisher fails to notify ONAC 90 days prior to change. 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