

## DISTRIBUTION

The Moneysaver is a free paper circulated weekly on Thursday mornings utilizing both home and rack distribution. Circulation is audited by Circulation Verification Council.

Counties served: Clearwater, Idaho, Latah, Lewis and Nez Perce in Idaho; Asofin, Garfield, and Whitman in Washington.

## LEWIS CLARK EDITION

|                       |       |                       |       |
|-----------------------|-------|-----------------------|-------|
| Ahsahka . . . . .     | 83520 | Kamiah . . . . .      | 83536 |
| Anatone . . . . .     | 99401 | Keuterville . . . . . | 83538 |
| Asofin . . . . .      | 99402 | Kooskia . . . . .     | 83539 |
| Clarkston . . . . .   | 99403 | Lapwai . . . . .      | 83540 |
| Colton . . . . .      | 99113 | Lenore . . . . .      | 83541 |
| Cottonwood . . . . .  | 83522 | Lewiston . . . . .    | 83501 |
| Craigmont . . . . .   | 83523 | Moscow . . . . .      | 83843 |
| Culdesac . . . . .    | 83524 | Nezperce . . . . .    | 83543 |
| Dayton . . . . .      | 99328 | Orofino . . . . .     | 83544 |
| Deary . . . . .       | 83823 | Peck . . . . .        | 83545 |
| Dixie . . . . .       | 83525 | Pierce . . . . .      | 83546 |
| Elk City . . . . .    | 83525 | Pomeroy . . . . .     | 99347 |
| Ferdinand . . . . .   | 83526 | Princeton . . . . .   | 83857 |
| Genesee . . . . .     | 83832 | Riggins . . . . .     | 83549 |
| Grangeville . . . . . | 83530 | Spalding . . . . .    | 83551 |
| Greencreek . . . . .  | 83533 | Stites . . . . .      | 83552 |
| Greer . . . . .       | 83544 | Uniontown . . . . .   | 99179 |
| Harpster . . . . .    | 83552 | Weippe . . . . .      | 83553 |
| Juliaetta . . . . .   | 83535 | White Bird . . . . .  | 83554 |
| Kendrick . . . . .    | 83537 | Winchester . . . . .  | 83555 |

## PALOUSE EDITION

|                     |       |                      |       |
|---------------------|-------|----------------------|-------|
| Colfax . . . . .    | 99111 | Potlatch . . . . .   | 83855 |
| Colton . . . . .    | 99113 | Princeton . . . . .  | 83857 |
| Deary . . . . .     | 83823 | Pullman . . . . .    | 99163 |
| Elk River . . . . . | 83827 | St. Maries . . . . . | 83861 |
| Genesee . . . . .   | 83832 | Troy . . . . .       | 83871 |
| Harvard . . . . .   | 83834 | U of I . . . . .     | 83844 |
| Moscow . . . . .    | 83843 | Uniontown . . . . .  | 99179 |
| Palouse . . . . .   | 99161 | WSU . . . . .        | 99164 |

## ELECTRONIC TRANSFER

Classified ads can be placed online at:

[www.lcmoneysaver.com](http://www.lcmoneysaver.com) or [palousemoneysaver.com](http://palousemoneysaver.com)

Ads may also be faxed to both offices. Ask about large file transfers.

## CIRCULATION AUDITED



## HISTORY

Moneysaver has been published continuously since January 18, 1973. The free want ad newspaper was first distributed on racks in high traffic areas in Lewiston, Idaho and Clarkston, Washington. In 1977, Moneysaver began building a private carrier system to deliver the paper in the urban areas. In 1998 Moneysaver purchased ADmart, a competitor in the Moscow, Idaho and Pullman Washington market. Today Moneysaver Lewis Clark Edition and Moneysaver Palouse Edition are delivered to homes and stores Thursday morning. The Circulation Verification Council audits circulation of both Moneysavers.

## MEMBERSHIPS

Both Moneysavers are wholly owned subsidiaries of Eagle Newspapers, Inc. of Salem Oregon. Moneysaver is a founding member of the Pacific Northwest Association of Want Ad Newspapers. Memberships are maintained in PNAWAN, Association of Free Community Papers, the Chambers of Commerce of Lewiston, Clarkston, Moscow, and Pullman, the Lewis Clark Association of Realtors®, and Whitman County Association of Realtors®.

## ADVERTISING POLICY

The Moneysaver reserves the right to edit any advertising deemed objectionable. The Moneysaver does not accept advertisements requesting money for merchandise or information not clearly described. The Moneysaver cannot guarantee placement. The Moneysaver will be responsible, up to the price of the ad, for errors in ads (not the advertiser's fault) by repeat that portion of the ad in which the error occurred if notified within 5 days of publication.

## CREDIT POLICY

The Business Manager must approve all new credit accounts. Terms net 30 days. All advertising will be suspended on accounts 30 days in arrears.

# Money\$aver

# RATE CARD

Prices Effective April 1, 2012

## LEWIS/CLARK EDITION

LEWISTON, ID – CLARKSTON, WA

## PALOUSE EDITION

MOSCOW, ID – PULLMAN, WA

Lewiston 208-746-0483

Toll Free 800-473-4158

Fax 208-746-8507

P.O. Box 682 • 626 Thain Road  
Lewiston, ID 83501

websites: [www.lcmoneysaver.com](http://www.lcmoneysaver.com)  
[www.palousemoneysaver.com](http://www.palousemoneysaver.com)

email: [ads@lcmoneysaver.com](mailto:ads@lcmoneysaver.com)

## —LEWIS-CLARK EDITION—

### DISPLAY RATES

National (commissionable) . . . . . \$9.80 per col. inch  
 Open (non-commissionable) . . . . . \$8.45 per col. inch

Rates by Agreement (non-commissionable)

300" per year . . . . . \$7.60  
 1,000" per year . . . . . \$7.35  
 2,000" per year . . . . . \$7.15  
 3,000" per year . . . . . \$6.95  
 Service Directory (4 week min.) . . . . . \$16.90

### CLASSIFIED ADS

10 words or less . . . . . \$5.00  
 Additional words . . . . . 15¢  
 Bold type . . . . . \$1.00  
 (2 places in ad, each additional 25¢)  
 1-Point Border . . . . . \$2.50  
 Centered lines . . . . . \$1.00  
 Centered Lines w/headline type . . . . . \$3.50  
 Front page placement (additional) . . . . . \$3.50

## —FULL DISTRIBUTION—

### DISPLAY RATES

National (commissionable) . . . . . \$13.70 per col. inch  
 Open (non-commissionable) . . . . . \$11.95 per col. inch

Rates by Agreement (non-commissionable)

300" per year . . . . . \$11.55  
 1,000" per year . . . . . \$11.30  
 2,000" per year . . . . . \$11.20  
 3,000" per year . . . . . \$11.10  
 4,000" per year . . . . . \$10.95

### CLASSIFIED ADS

10 words or less . . . . . \$7.50  
 Additional words each . . . . . 25¢  
 Bold type . . . . . \$2.00  
 (2 places in ad, each additional 25¢)  
 1-Point Border . . . . . \$5.00  
 Centered lines . . . . . \$2.00  
 Centered line w/headline type . . . . . \$7.00  
 Front page placement (additional) . . . . . \$7.00

## —PALOUSE EDITION—

### DISPLAY RATES

National (commissionable) . . . . . \$7.75 per col. inch  
 Open (non-commissionable) . . . . . \$6.70 per col. inch

Rates by Agreement (non-commissionable)

300" per year . . . . . \$6.10  
 1,000" per year . . . . . \$5.85  
 2,000" per year . . . . . \$5.65  
 3,000" per year . . . . . \$5.45  
 Service Directory (4 week min.) . . . . . \$13.40

### CLASSIFIED ADS

10 words or less . . . . . \$4.20  
 Additional words . . . . . 10¢  
 Bold type . . . . . \$1.00  
 (2 places in ad, each additional 25¢)  
 1-Point Border . . . . . \$2.50  
 Centered lines . . . . . \$1.00  
 Centered line w/headline type . . . . . \$3.50  
 Front page placement (additional) . . . . . \$3.50

# GENERAL INFORMATION

### INSERTION RATES

Up to 4 page tab . . . . . \$30 per M  
 5 to 8 page tab . . . . . \$40 per M  
 9 to 12 page tab . . . . . \$45 per M

Ask for quotation on greater page count or off-size inserts. All rates are non-commissionable.

Insertions can be broken down by geographical area. Minimum insertion requirement is 1,000 pieces. One week's notification is appreciated. Inserts must be delivered by Tuesday, 9 a.m. Finished size of the insert should be no larger than a quarter fold tab (8½"x10½").

### MECHANICAL REQUIREMENTS

The Moneysaver is printed offset in tabloid size (7 columns wide and 17" deep). Overall page measurement is 9½" x 17". One column measures 7.50 picas. Gutters between columns are ¾ pica. Minimum size of display ads is 4 column inches.

### SPOKANE EXCHANGE

Classified ads may be placed with the Moneysaver to appear in the Spokane Exchange. Ask for combination rates.

### REGIONAL ADVERTISING

Through our membership in the Pacific Northwest Association of Want Ad Newspapers (PNAWAN) your ad can be conveniently placed in 40 other papers located in Idaho, Washington, Oregon, Alberta and British Columbia. Call for details.

### CAMAS PRAIRIE

Combination rates are available for ads in the Moneysaver, the Shopper and the Idaho County Free Press in Grangeville.

### COLOR

Process and spot color prices are available on request.

### FRONT PAGE

A 3 column x 7 inch ad, a 3 column x 3 inch ad, and a 7 column x 3 inch banner are sold on the front page by reservation only. Ask about pricing and available color.

### DEADLINES

Display Ads . . . . . Monday, 5:00 p.m.  
 Ads Requiring Proofs . . . . . Friday, 5:00 p.m.  
 Classified Ads . . . . . Tuesday, 2:00 p.m.

### PROOFING POLICY

Proofs are provided for correcting errors. Changes and substitutions may result in additional charges.

### ART REQUIREMENTS

For the best results when submitting art for display ads, please call and request our art submission guidelines.

|                             |                                |                            |                                |                              |                                |                           |
|-----------------------------|--------------------------------|----------------------------|--------------------------------|------------------------------|--------------------------------|---------------------------|
| 1 column<br>7.5 picas/1.25" | 2 column<br>15.75 picas/2.625" | 3 column<br>24 picas/4.00" | 4 column<br>32.25 picas/5.375" | 5 column<br>40.5 picas/6.75" | 6 column<br>48.75 picas/8.125" | 7 column<br>57 picas/9.5" |
|-----------------------------|--------------------------------|----------------------------|--------------------------------|------------------------------|--------------------------------|---------------------------|