

Mechanical Requirements

Layout Sizes - Outside Measurements

Column Width: 3.25"

H: Horizontal V: Vertical

Bus. Card	3.25 in. x 2.0 in.	1/2 pg.	H: 10.5 in. x 8.0 in. V: 7.0 in x 11.75 in.
1/16 pg	3.25 in. x 3.0 in.	2/3 pg.	H: 10.5 in. x 10.5 in. V: 7.0 in. x 15.75 in.
1/12 pg.	3.25 in. x 4.5 in.		
1/8 pg.	H: 7.0 in. x 3.0 in. V: 3.25 in. x 6.0 in.	3/4 pg.	10.5 in. x 12.5 in.
Banner	10.5 in. x 2.0 in.	Full pg.	10.5 in. x 15.75 in.
1/6 pg.	H: 7.0 in. x 4.0 in. V: 3.25 in. x 8.0 in.	Front pg. "box"	3.0 in x 3.75 in.
1/4 pg.	H: 10.50 in. x 4.0 in. V: 7.0 in. x 6.0 in. V: 3.25 in. x 12.5 in.	Front Banner	10.5 in. x 2.0 in.
1/3 pg.	H: 10.5 in. x 5.25 in. V: 7.0 in x 8.0 in. V: 3.25 in. x 15.75 in.	Golf pg. "Caddy"	2.0 in. x 6.0 in.
		Master Strokes	4.0 in. x .75 in.
		"Puzzler"	3.25 in. x 6.0 in.
		Back Pg.	10.5 in. x 13.0 in.

Send graphic files to:

valleybits@msn.com

PDF files preferred • **CMYK** color format

Standard ad design and layout services for advertising published in *Tidbits® of Coachella Valley* are provided without charge. Special creative and design services are provided at the rate of \$95.00 per hour on a time-available basis. Advertisers requesting the release of advertising materials produced by AdVenture Media, Inc. and not previously published in *Tidbits® of Coachella Valley* will be charged for original design services and production time at the rate of \$95.00 per hour in quarter-hour increments. Consult your Tidbits representative for complete information.

Orders are non-cancellable after cancellation deadline. Advertiser will be charged billable cost for space and/or color cancelled after final cancellation deadline regardless of whether the ad runs.

All advertising is prepaid on a monthly basis unless prior credit arrangements have been established and approved by the Publisher. A monthly surcharge of 1.5 percent (18% per year) is added to unpaid balances. Accounts over 90 days past due will be surrendered to a collection agency and advertiser will pay, in addition to the unpaid balance, all court and legal costs required for collection of the unpaid amounts.

Publisher reserves the right to refuse any advertising for any reason deemed inappropriate or not in the Publisher's best interest.



"The Neatest Little Paper Ever Read"

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[@TidbitsNewspapr](https://twitter.com/TidbitsNewspapr)

ADVERTISING RATES

Rate Card No. 11

January 1, 2024



Advertising Rates*

Rates Listed are PER INSERTION

Ad Size	Frequency	B & W	1 Color + Black	Full Color
"Business Card" Size 3.25" x 2"	Open/ Non-Contract	97	127	137
	6 week	83	108	117
	13 week	77	101	108
	26 week	69	92	98
1/16 pg. 3.25" x 3"	Open/ Non-Contract	120	156	168
	6 week	102	132	143
	13 week	95	123	133
	26 week	86	112	121
1/12 pg. 3.25" x 4.5"	Open/ Non-Contract	178	232	249
	6 week	151	197	212
	13 week	141	183	197
	26 week	128	167	179
1/8 pg. 7" x 3" or 3.25" x 6"	Open/ Non-Contract	218	283	305
	6 week	185	241	259
	13 week	172	224	241
	26 week	157	204	219
Banner 10.5" x 2.0"	Open/ Non-Contract	256	332	359
	6 week	218	283	305
	13 week	202	262	283
	26 week	185	239	258
1/6 pg. 7" x 4" or 3.25" x 8"	Open/ Non-Contract	278	362	389
	6 week	237	308	331
	13 week	220	286	308
	26 week	198	259	281
1/4 pg. (see back page)	Open/ Non-Contract	386	502	541
	6 week	328	427	459
	13 week	305	397	427
	26 week	278	361	389
1/3 pg. (see back page)	Open/ Non-Contract	491	638	687
	6 week	417	542	584
	13 week	388	504	543
	26 week	353	459	495
1/2 pg. 10.5" x 8" or 7" x 12"	Open/ Non-Contract	713	927	998
	6 week	606	788	848
	13 week	563	732	788
	26 week	513	667	719

* Rates shown are net. Advertising agencies add appropriate percentage for commissionable billing. Consult your representative for billing quote prior to sending Insertion Order.

Tidbits Delivers Affordable Advertising Results

Rates Listed are PER INSERTION

Ad Size	Frequency	B & W	1 Color + Black	Full Color
2/3 pg. 10.5" x 10.5" or 7" x 16"	Open/ Non-Contract	879	1143	1230
	6 week	747	971	1046
	13 week	694	903	972
	26 week	633	823	886
3/4 pg. 10.5" x 12.5"	Open/ Non-Contract	989	1286	1384
	6 week	841	1093	1177
	13 week	781	1016	1094
	26 week	712	926	997
Full pg. 10.5" x 16"	Open/ Non-Contract	1078	1401	1509
	6 week	916	1191	1283
	13 week	852	1107	1192
	26 week	776	997	1087

Premium Preferred Fixed Positions

(Full Color only)

Master Strokes Golf Feature Weekly Sponsorship				
4" x .75"	13x (consec. weeks only)	***	***	132
Front Page				
3" x 4"	13x (consec. weeks only)	***	***	241
Front Page Banner				
10.5" x 2"	13x (consec. weeks only)	***	***	343
Golf page "Caddy" - Fixed position next to weekly Master Strokes golf feature				
2" x 6"	13x (consec. weeks only)	***	***	153
Puzzler Comics page - Anchored position (between Sudoku & Crossword)				
3.25" x 6"	13x (consec. weeks only)	***	***	279
(Full page, full color position above weekly Puzzle & Trivia Quiz solutions)				
Back Page				
10.5" x 13"	Open rate (non-contract)	***	***	1,887
	6x (See rep for available dates)	***	***	1,604
	13x " " "	***	***	1,489
	26x " " "	***	***	1,358

Guaranteed positioning is not available on any page other than those specified under "Premium Preferred Fixed Positions." Publisher will attempt to honor an advertiser's request for positioning on a page or proximity to specific news matter, but such positioning cannot be guaranteed.

DEADLINES: Reservations/Cancellations/Proof service: 12:00 noon Fri., 8 days prior to date of publication. Final ad changes due by 12:00 noon Monday prior to date of publication.

Rate card No. 11 - Effective Jan. 1, 2024. Prices subject to change on publisher's advance written notice. Pricing and provisions herein supersede all previously published rate cards.