

## Mechanical Requirements

### Layout Sizes - Outside Measurements

Column Width: 3.25"

H: Horizontal V: Vertical

	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.	3/4 pg.	10.5 in. x 12.5 in.
1/8 pg.	H: 7.0 in. x 3.0 in. V: 3.25 in. x 6.0 in.	Full pg.	10.5 in. x 15.75 in.
Banner	10.5 in. x 2.0 in.	Front pg. "box"	3.0 in x 3.75 in.
1/6 pg.	H: 7.0 in. x 4.0 in. V: 3.25 in. x 8.0 in.	Front Banner	10.5 in. x 2.0 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.	Golf pg. "Caddy"	2.0 in. x 6.0 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.	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](mailto: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.



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Rate Card No. 12

January 1, 2025

## 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	102	132	143
	6 week	87	113	121
	13 week	81	105	113
	26 week	73	95	103
1/16 pg. 3.25" x 3"	Open/ Non-Contract	125	162	175
	6 week	106	138	149
	13 week	99	128	138
	26 week	90	95	126
1/12 pg. 3.25" x 4.5"	Open/ Non-Contract	185	241	259
	6 week	157	205	220
	13 week	146	190	205
	26 week	133	173	187
1/8 pg. 7" x 3" or 3.25" x 6"	Open/ Non-Contract	227	295	317
	6 week	193	251	270
	13 week	179	233	251
	26 week	163	212	229
Banner 10.5" x 2.0"	Open/ Non-Contract	266	346	373
	6 week	226	294	317
	13 week	210	273	294
	26 week	192	249	268
1/6 pg. 7" x 4" or 3.25" x 8"	Open/ Non-Contract	289	376	405
	6 week	246	319	344
	13 week	228	297	320
	26 week	208	271	291
1/4 pg. (see back page)	Open/ Non-Contract	401	522	562
	6 week	341	444	478
	13 week	317	412	444
	26 week	289	376	405
1/3 pg. (see back page)	Open/ Non-Contract	511	664	715
	6 week	434	564	608
	13 week	403	524	565
	26 week	368	478	515
1/2 pg. 10.5" x 8" or 7" x 12"	Open/ Non-Contract	736	957	1031
	6 week	626	813	876
	13 week	582	756	814
	26 week	530	689	742

\* 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	910	1183	1274
	6 week	773	1005	1083
	13 week	719	934	1006
	26 week	655	852	917
3/4 pg. 10.5" x 12.5"	Open/ Non-Contract	1026	1334	1437
	6 week	872	1134	1221
	13 week	811	1054	1135
	26 week	739	960	1034
Full pg. 10.5" x 16"	Open/ Non-Contract	1121	1457	1570
	6 week	953	1239	1334
	13 week	886	1151	1240
	26 week	807	1049	1130

  

Premium Preferred Fixed Positions (Full Color only)				
<b>Master Strokes Golf Feature</b> Weekly Sponsorship				
4" x .75"	13x (consec. weeks only)	***	***	137
<b>Front Page</b>				
3" x 4"	13x (consec. weeks only)	***	***	251
Front Page Banner				
10.5" x 2"	13x (consec. weeks only)	***	***	357
<b>Golf page</b> "Caddy" - Fixed position next to weekly Master Strokes golf feature				
2" x 6"	13x (consec. weeks only)	***	***	159
<b>Puzzler</b> Comics page - Anchored position (between Sudoku & Crossword)				
3.25" x 6"	13x (consec. weeks only)	***	***	294
(Full page, full color position above weekly Puzzle & Trivia Quiz solutions)				
<b>Back Page</b>				
Open rate (non-contract)		***	***	1,962
10.5" x 13"	6x (See rep for available dates)	***	***	1,668
	13x " " "	***	***	1,550
	26x " " "	***	***	1,413

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. 12 - Effective Jan. 1, 2025. Prices subject to change on publisher's advance written notice. Pricing and provisions herein supersede all previously published rate cards.