

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.	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

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.



Published and distributed weekly by
AdVenture Media, Inc.
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Website: TidbitsPalmSprings.com



A consistent Tidbits ad schedule keeps your business visible and trusted—so you get more calls, more customers, and predictable revenue.

Advertising Rates*

Rates Listed are **PER WEEK**

Ad Size	Frequency	B & W	1 Color + Black	Full Color
"Business Card" Size 3.25" x 2"	Open/ Non-Contract	105	136	147
	6 week	89	116	125
	13 week	83	108	116
	26 week	75	98	106
1/16 pg. 3.25" x 3"	Open/ Non-Contract	129	167	180
	6 week	109	142	153
	13 week	102	132	142
	26 week	93	120	130
1/12 pg. 3.25" x 4.5"	Open/ Non-Contract	190	247	266
	6 week	162	210	226
	13 week	150	195	210
	26 week	137	178	192
1/8 pg. 7" x 3" or 3.25" x 6"	Open/ Non-Contract	233	303	327
	6 week	198	258	278
	13 week	184	240	258
	26 week	168	218	235
Banner 10.5" x 2.0"	Open/ Non-Contract	273	355	383
	6 week	232	302	325
	13 week	216	281	302
	26 week	197	256	276
1/6 pg. 7" x 4" or 3.25" x 8"	Open/ Non-Contract	297	386	416
	6 week	253	328	354
	13 week	235	305	329
	26 week	214	278	299
1/4 pg. (see back page)	Open/ Non-Contract	412	536	577
	6 week	350	456	491
	13 week	326	423	456
	26 week	297	386	416
1/3 pg. (see back page)	Open/ Non-Contract	525	683	735
	6 week	447	580	625
	13 week	415	539	581
	26 week	378	492	530
1/2 pg. 10.5" x 8" or 7" x 12"	Open/ Non-Contract	763	992	1068
	6 week	648	843	908
	13 week	603	783	844
	26 week	549	714	769

* 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 WEEK**

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	940	1221	1315
	6 week	799	1038	1118
	13 week	742	965	1039
	26 week	677	879	947
3/4 pg. 10.5" x 12.5"	Open/ Non-Contract	1058	1375	1481
	6 week	899	1169	1259
	13 week	836	1086	1170
	26 week	762	990	1066
Full pg. 10.5" x 16"	Open/ Non-Contract	1152	1498	1613
	6 week	980	1273	1371
	13 week	910	1184	1275
	26 week	830	1079	1162

Premium Preferred Fixed Positions (Full Color only)

Front Page				
3" x 4"	13x (consec. weeks only)	***	***	278
Front Page Banner				
10.5" x 2"	13x (consec. weeks only)	***	***	367
Puzzler	Comics page - Anchored position (between Sudoku & Crossword)			
3.25" x 6"	13x (consec. weeks only)	***	***	302
Golf page "Caddy"	Fixed position next to weekly Master Strokes golf feature			
2" x 6"	13x (consec. weeks only)	***	***	163
Master Strokes Golf Feature Weekly Sponsorship				
4" x .75"	13x (consec. weeks only)	***	***	141
(Full page, full color position above weekly Puzzle & Trivia Quiz solutions)				
Back Page	Open rate (non-contract)	***	***	2,017
10.5" x 13"	6x (See rep for available dates)	***	***	1,714
	13x " " "	***	***	1,593
	26x " " "	***	***	1,452

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. 13 - Effective Jan. 1, 2026. Prices subject to change on publisher's advance written notice. Pricing and provisions herein supersede all previously published rate cards.