Mechanical Requirements

Layout Sizes - Outside Measurements

Column Width: 3.3” H: Horizontal V: Vertical

Bus. Card	3.3 in. x 2.0 in.
1 /16 pg	3.3 in. x 3.0 in.
1 /12 pg.	3.3 in. x 4.5 in.
1/8 pg.	H: 6.85 in. x 3.0 in. V: 3.3 in. x 6.0 in.
Banner	10.375 in. x 2.0 in.
1/6 pg.	H: 6.85 in. x 4.0 in. V: 3.3 in. x 8.0 in.
1/4 pg.	H: 10.375 in. x 4.0 in. V: 6.85 in. x 6.0 in. V: 3.3 in. x 12.5 in.
1/3 pg.	H: 10.375 in. x 5.25 in. V: 6.85 in x 8.0 in. V: 3.3 in. x 15.75 in.
1/2 pg.	H: 10.375 in. x 8.0 in. V: 6.85 in x 11.75 in.
2/3 pg.	H: 10.375 in. x 10.5 in. V: 6.85 in. x 15.75 in.
3/4 pg.	10.375 in. x 12.5 in.
Full pg.	10.375 in. x 15.75 in.
Front pg. “box”	3.0 in x 4.0 in.
Front Banner	10.375 in. x 2.0 in.
Golf pg. “Caddy”	2.0 in. x 6.0 in.
Master Strokes	4.0 in. x 0.75 in.
“Puzzler”	3.3 in. x 6.0 in.
Back Pg.	10.375 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.

TIDBITS® OF COACHELLA VALLEY

“The Neatest Little Paper Ever Read”®

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Website: TidbitsPalmSprings.com

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Advertising Rates*

Be the name readers call first. Repetition builds reputation.

Rates Listed are **PER WEEK**

Ad Size	Frequency	B & W	1 Color + Black	Full Color
"Business Card" Size 3.3" x 2"	Open/ Non-Contract	$110	$143	$154
	6 week	94	122	131
	13 week	87	113	122
	26 week	79	103	111
1 /16 pg. 3.3" x 3"	Open/ Non-Contract	$135	$176	$190
	6 week	115	150	161
	13 week	107	139	150
	26 week	98	127	137
1 /12 pg. 3.3" x 4.5"	Open/ Non-Contract	$200	$259	$279
	6 week	170	220	237
	13 week	158	205	221
	26 week	144	187	201
1/8 pg. 6.85" x 3" or 3.3" x 6"	Open/ Non-Contract	$245	$318	$343
	6 week	208	270	291
	13 week	193	251	271
	26 week	176	229	247
Banner 10.375" x 2"	Open/ Non-Contract	$287	$373	$401
	6 week	244	317	341
	13 week	226	294	317
	26 week	206	268	289
1/6 pg. 6.85" x 4" or 3.3" x 8"	Open/ Non-Contract	$312	$405	$437
	6 week	265	345	371
	13 week	246	320	345
	26 week	225	292	314
1/4 pg. (see back page)	Open/ Non-Contract	$433	$562	$606
	6 week	368	478	515
	13 week	342	444	478
	26 week	311	405	436
1/3 pg. (see back page)	Open/ Non-Contract	$551	$717	$772
	6 week	469	609	656
	13 week	435	566	610
	26 week	397	516	556
1/2 pg. 10.375" x 8" or 6.85" x 11.75"	Open/ Non-Contract	$801	$1041	$1122
	6 week	681	885	953
	13 week	633	823	886
	26 week	577	750	808

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

Rates Listed are **PER WEEK**

Ad Size	Frequency	B & W	1 Color + Black	Full Color
2/3 pg. 10.375" x 10.5" or 6.85" x 15.75"	Open/ Non-Contract	$987	$1283	$1382
	6 week	839	1091	1175
	13 week	780	1014	1092
	26 week	711	924	995
3/4 pg. 10.375" x 12.5"	Open/ Non-Contract	$1111	$1444	$1555
	6 week	944	1228	1322
	13 week	878	1141	1229
	26 week	800	1040	1120
Full pg. 10.375" x 15.75"	Open/ Non-Contract	$1210	$1572	$1693
	6 week	1028	1337	1439
	13 week	956	1242	1338
	26 week	871	1132	1219

Premium Preferred Fixed Positions (Full Color only)

Front Page
3" x 4" 13x (consec. weeks only) *** *** $299

Front Page Banner
10.375" x 2" 13x (consec. weeks only) *** *** $385

Puzzler Comics page - Anchored position (between Sudoku & Crossword)
3.3" x 6" 13x (consec. weeks only) *** *** $317

Golf page "Caddy" - Fixed position next to weekly Master Strokes golf feature
2" x 6" 13x (consec. weeks only) *** *** $169

Master Strokes Golf Feature Weekly Sponsorship
4" x 0.75" 13x (consec. weeks only) *** *** $148

(Full page, full color position above weekly Puzzle & Trivia Quiz solutions)

Back Page
10.375" x 13"

Open rate (non-contract)	***	***	$2,117
6x (See rep for available dates)	***	***	1,799
13x " " "	***	***	1,672
26x " " "	***	***	1,524

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., 10 days prior to date of publication. Final ad changes due by 12:00 noon Monday prior to date of publication.

Rate card No. 14 - Effective Nov. 1, 2026. Prices subject to change on publisher's advance written notice. Pricing and provisions herein supersede all previously published rate cards.