

2012 Advertising Rates Display & Classified

Effective January 1, 2012

The Wasatch Wave & Wave Extra Summit County News

Serving the Wasatch Back Since 1889

We've got you covered....

- The "home town voice" for dynamic communities experiencing a great growth rate for the past 3 years
- Published continuously for more than 121 years
- The only locally owned/operated newspapers in our trading area
- Total market penetration in Wasatch County and rural Summit County
- Substantial discounts for contract clients



Published Wednesday

(435) 654-1471
Fax: (435) 654-5085
165 South 100 West
Heber City, Utah 84032



Published Friday

(435) 783-1471
Fax: (435) 783-1472
115 North Main
Kamas, Utah 84036

The Wasatch Wave & The Summit County News

QUALITY COMMUNITY NEWSPAPERS

The residents of Wasatch County and Summit County depend on local community newspapers to keep them abreast of local news, events and shopping information. Our combination rates make it easy to buy the advertising coverage you need at a discounted rate, with the convenience of one order.

OFFICE HOURS

WAVE OFFICE

Monday thru Friday 8:00 a.m. - 5:30 p.m.
165 South 100 West • Heber City, Utah 84032
Telephone: (435) 654-1471 • Fax: (435) 654-5085

Subscription Rate: \$30.00 (in Wasatch county)
\$40.00 (out-of-county)
\$20.00 (Senior Citizen; in-county only)
\$35.00 for Online Subscription

E-mail Addresses: editor@wasatchwave.com
kari@wasatchwave.com
classifieds@wasatchwave.com

NEWS OFFICE

115 North Main • Kamas, UT 84036

Subscription Rate: \$20.00 (in Summit county)
\$30.00 (out-of-county)
\$15.00 (Senior Citizen; in-county only)

E-mail Addresses: editor@wasatchwave.com
kari@wasatchwave.com
classifieds@wasatchwave.com

CLASSIFIED ADVERTISING RATES

Classified section is published in an eight (8) column format.

1 week (20 words or less)\$8.00
each additional word25¢
Consecutive Weeks\$7.00
Classified Display Ad\$12.75
per column inch
Picture Classified\$13.90

LEGALS

Wasatch Wave\$9.25 per column inch
Summit Co News\$7.25 per column inch

COLOR CHARGES

Color by the inch\$3.00 + col. in. rate
Four Color Process\$150.00
Special Rates for Contract Clients

PICK-UP ADVERTISING

The advertisement has to run consecutively for 3 weeks with no changes to receive the 25% off the 2nd & 3rd weeks. Open rate for the first week.

ROP DISPLAY ADVERTISING RATES

QUOTED IN COLUMN INCHES

<u>PUBLICATION</u>	<u>Open</u>	<u>6wks</u>	<u>12wks</u>	<u>26wks</u>	<u>52wks</u>
Wasatch Wave/Wave Extra (circ. 9,200)	\$13.28	12.81	12.36	11.96	11.51
Summit County News (circ. 1,600)	\$7.94	7.66	7.39	7.12	26.67
TMC (circ. 11,100)	\$17.81	17.18	16.58	16.01	15.45

COLUMN WIDTHS

**W/B/E
6 COL. FORMAT**

1 Column1.833 in
2 Columns3.792 in
3 Columns5.75 in
4 Columns7.708 in
5 Columns9.667 in
6 Columns11.625 in

**CLASSIFIEDS
8 COL. FORMAT**

1 Column1.306 in
2 Columns2.778 in
3 Columns4.25 in
4 Columns5.736 in
5 Columns7.208 in
6 Columns8.681 in
7 Columns10.153 in
8 Columns11.625 in

Page 21.5 inches in depth

PLACEMENT

The rates stated are for run-of-press (ROP) positions. To guarantee specific section/pg placement, there is 15% premium (depending on availability).

FLYER INSERTS

Flyers are inserted in the Wasatch Wave/Summit County News and through 3rd class mail. Other distributions and prices available on request.

Wasatch Wave & Wave Extra 9,200\$390.00
Total Coverage 11,100.....\$490.00

(Price includes layout, printing and distribution by Wave Publishing, for 8 1/2" x 11" flyer, black ink on 20# bond, in-house stock.) \$100.00 for back side. Colored ink is available at minimal charge. Full color flyers are also available. Please call for more information.)

PRE-PRINTED INSERT RATES

Bundle box or pallet delivered five days prior to insertion.

Wave or News only7.5¢ ea.*
Full Run (11,100)7.0¢ ea.*

*Based on advertising price with a maximum weight of .8 oz For advertising prices in excess of .8 oz/piece contact Wave Publishing for rates.

DEADLINE: WEDNESDAY NOON

STATEWIDE CLASSIFIED ADVERTISING

Your ad is placed in 36 newspapers statewide, per issue for \$163.00 for 25 words or less. Additional words are \$5 each. Statewide classifieds require a 10 day lead time.

Reaches more than 340,000 households.

STATEWIDE 2X2 ADVERTISING

Your ad is placed in 30 newspapers statewide, per issue for \$320.00. 2x4 - \$588. Call your ad sales representative for more information.

Effective 01/01/12

POLITICAL ADVERTISING

All political advertising is payable in advance. Each advertisement must contain a "Paid for" credit line.

R.O.P. REQUIREMENTS

- Half tone screens: 65 to 100 line required.
• Ads measuring more than 19 inches in depth are charged as full page length. (More than 11 inches in a tabloid section.)
• All double trucks will be charged one additional column for gutter space. Minimum size for partial double trucks is 9 columns (Includes 1 column gutter) by 14 inches. (Tabloid minimum 7 column by 13 inches.)
• The Wave Publishing Production Department runs a Macintosh platform. We are using QuarkXpress, In-Design, Illustrator & Photoshop. Ads may be sent to us either camera ready, by CD, Flash drive or via email.

E-mail address: waveads@wasatchwave.com.

TERMS/PAYMENT

Terms are net 30 with established credit. A late charge of 2% will be added to payments not received by the 30th of the month following insertion. The late charge percentage is equal to 24% per year. Agency discounts of 15% are available to accredited advertising agencies. Claims for error must be received by Wave Publishing within one business day of the date of publication to be considered for adjustment or credit.

All ads must be paid for in advance until credit application has been received by our accounting department and credit established.

A cash in advance discount of 5% will be extended to accounts in good standing.

ADVERTISING DEADLINES

Wasatch Wave
NOON FRIDAY

Summit County News
NOON TUESDAY

Straight-Line Classifieds
5:00 P.M. FRIDAY

Display Classifieds
NOON FRIDAY

Real Estate
NOON THURSDAY

Legals
NOON MONDAY

Due to some holidays our deadlines may vary.



Wasatch Counties
ONLY In-House
Full Service Printer

-
- Copies
 - Business Forms
 - Envelopes
 - Newsletters
 - Brochures
 - Rack Cards
 - Spiral & Comb Binding
 - Laminating

*When you come to
Wave Printing your dollars
stay in Wasatch County!*