

OURAY COUNTY Plaindealer

SINCE 1877

970-325-4412
 plaindealer@ouraynews.com
 www.ouraynews.com
 @OCPlaindealer

► Street Addresses:
 300 8th Avenue
 Ouray, Colorado

609 Clinton, Ste. 104
 Ridgway, Colorado

► Mailing Address:
 PO Box 607
 Ouray Colorado 81427

► Publish Day:
 Every Thursday

► Ad Deadline:
 Tuesday, Noon
 Includes:
 Legal Notices
 Classifieds
 Display
 Obituaries

► Inserts Deadline:
 14 days in advance

► Payment Terms
 30 days net from
 statement date; 1%
 charged monthly on
 past due accounts.
 New accounts cash
 payment first 30 days
 to establish credit.

► Political Advertising
 Open rate only. Cash
 with copy. Proper dis
 claimer required. No
 unsubstantiated
 claims allowed.

Placement in Ouray County Plaindealer, the newspaper of record for
 Ouray County, the Town of Ridgway and the City of Ouray.

DISPLAY RATES

<u>Open Rate:</u>	\$10
1st ad:	Full
2nd ad:	25% discount
3rd ad:	30% discount
4th ad:	50% discount
*must be placed within an 8-week period.	

Annual Contract Rates:

13x	\$7.50
26x	\$6.00
52x	\$5.00
*10% pick up discount applies to ads with no changes	

CLASSIFIED RATES

<u>In-column:</u>	15 word minimum
1 week:	\$10
2 weeks:	\$18
3 weeks:	\$22.50
4 weeks:	\$25.20
*.16 cents per each word over 15 words	

INSERT RATES

Rates Per 8.5"x11" Piece:

1-2 pages	10 cents
4-6 pages	12 cents
8-10 pages	11 cents
12-16 pages	14 cents

*Sizes and weights may alter pricing.
 Deliver inserts to:

Montrose Daily Press
 420 Kristen Court
 Montrose, CO 81401

DIRECTORIES

<u>Business Directory</u>	
Full:	\$22/week
1/2:	\$12/week
*8-week minimum	

<u>Dining Guide</u>	
52x	\$12/week
26x	\$14/week
13x	\$16/week

OURAYNEWS.COM RATES

	<u>6 mo.</u>	<u>12 mo.</u>
728x90	\$375	\$675
300x180	\$250	\$450
300x90	\$125	\$225

NON-PROFIT RATE

Open Rate: \$7.00
 *no other discounts apply. Must be a
 501(c) (3) organization.

COLOR RATES

\$2 per inch for Display advertising.
 Frequency discounts apply.

SPECIFICATIONS

Full Page = 6 columns x 16 inches

1 column	1.55"
2 columns	3.28"
3 columns	5.01"
4 columns	6.73"
5 columns	8.46"
6 columns	10.18"

The Ouray
 County
 Plaindealer was
 established in 1877.
 Along with
 ouraynews.com
 it is an award-winning
 member of the
 Colorado Press Association.



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Send calendar, entertainment and event information to:

events@sanjuanshopper.com

Send free classifieds to:

ads@sanjuanshopper.com

Every address in San Miguel and Ouray counties for just pennies per piece.

► Direct Mail to:
 Telluride
 Norwood
 Ouray
 Ridgway

► ZIP Code Delivery
 81435: 4,540
 81423: 837
 81427: 892
 81432: 1,900

Delivered monthly to every household and every business by direct mail.

SPECIAL RATE PACKAGES

Two frequency plans; Run during an 8-week period

<u>Quarter Page</u>		<u>eighth Page</u>	
1st ad:	\$200	1st ad:	\$100
2nd ad:	\$100	2nd ad:	\$50
3rd ad:	\$100	3rd ad:	\$50
4th ad:	\$100	4th ad:	\$50
5th ad, Full Page	FREE	5th ad, Half Page	FREE
 Total Cost:	 \$500	 Total Cost:	 \$250
*Savings of over \$1,000		*Savings of over \$600	

Other package sizes and rates available.



MOUNTAIN SCENE ENTERTAINMENT & SHOPPER RATES

<u>Ad Size</u>	<u>1x</u>	<u>3x</u>	<u>6x</u>	<u>12x</u>
Full Page:	\$860	\$817	\$774	\$731
Half Page:	\$530	\$503	\$477	\$450
Quarter Page:	\$290	\$275	\$261	\$246
Eighth Page:	\$168	\$159	\$151	\$142

- 1 month = full price
- 3 month = 5% discount
- 6 month = 10% discount
- 12 month = 15% discount

Non-Profit Rate: \$7.50. Must be a 501(c) (3) organization.

OURAY COUNTY PLAINDEALER COMBINATION RATES

Issues per month

<u>Ad Size</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4-5</u>
Full Page:	\$480	\$360	\$240	free
Half Page:	\$240	\$180	\$120	free
Quarter Page:	\$120	\$90	\$60	free
Eighth Page:	\$60	\$45	\$30	free

- 1 issue = full price
- 2 issues = 25% discount
- 3 issues = 50% discount
- 4-5 issues = free

PREPRINTED INSERTS

1 Months	10 cents per piece
3 Months	9 cents per piece
6 Months	8 cents per piece
12 Months	7 cents per piece

DIRECTORY

3 Months	\$60
6 Months	\$50
12 Months	\$40

* size and weight restrictions apply.

* prices per month