

OURAY COUNTY Plaindealer

SINCE 1877

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

- ▶ Street Addresses:
300 8th Avenue
Ouray, 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.

The Ouray County Plaindealer was established in 1877. Along with ouraynews.com it is an award-winning member of the Colorado Press Association. Primary ZIP code coverage is in Ouray (81427) and Ridgway (81432).

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

DISPLAY RATES

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

COLOR RATES

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

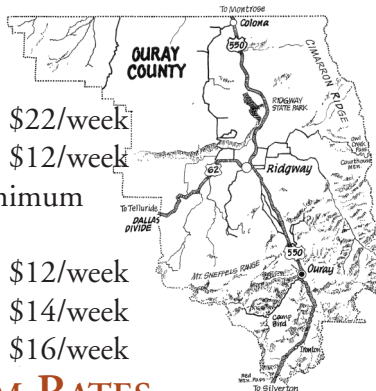
NON-PROFIT RATE

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

DIRECTORIES

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

Dining Guide
 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

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"

CLASSIFIED RATES

In-column: 15 word minimum
 1 week: \$15 2 weeks: \$27
 3 weeks: \$36 4 weeks: \$42
 *.50 cents per each word over 15 words

SPECIAL RATE PACKAGES

Two frequency plans:
Run during an 8-week period

Quarter Page

1st ad:	\$200
2nd ad:	\$100
3rd ad:	\$100
4th ad:	\$100
5th ad, Full Page	FREE

Total Cost: \$500
 *Savings of over \$1,000

Eighth Page

1st ad:	\$100
2nd ad:	\$50
3rd ad:	\$50
4th ad:	\$50
5th ad, Half Page	FREE

Total Cost: \$250
 *Savings of over \$600

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