



# 2012 LOCAL ADVERTISING RATE CARD

P.O. Box 634 • Red Bluff, CA 96080  
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### Tehama Trader Direct Is Distributed By A Combination Of Direct Mail And Traditional Street Stands.

Direct mail is to all of the households in the  
96080 zip code\* and Street Stands are  
located in Red Bluff (96080), Los Molinos (96055),  
Corning (96021), Anderson (96007), Cottonwood  
(96022) and Orland (95963)

Direct Mail Quantity approx. 11,850  
Street Stands Distribution approx. 7,000

**Total Press Run 19,000**

### SEE SEPARATE RATE CARDS FOR CLASSIFIED & PRE-PRINTED INSERT PRICING

Ad Size	1x	12x
Full Page	\$799.00	\$649.00
Half Page	\$569.00	\$459.00
Quarter Page	\$395.00	\$319.00
Eighth Page	\$279.00	\$219.00
1/16 Page	\$199.00	\$159.00
2 Page Spread	\$1,499.00	\$999.00
Front Page	\$1679.00	\$1,349.00
Half Front	\$999.00	\$749.00
Front Square	\$239.00	\$199.00
Full Back	\$1199.00	\$899.00
Half Back	\$619.00	\$499.00
Services Directory	\$79.00	\$59.00
Double Services Directory	\$139.00	\$99.00

All prices are per edition. 12x rates require a contract and are to be run consecutively. Contract discount pricing on front and back pages can be earned by customer running either a quarter, half or full page ad inside the papers in editions where they are not scheduled on front or back due to choice or availability. \*Tehama Trader Publishing uses the latest route information available from our list supplier. Due to rapidly changing route information, some households may be missed on any given mailing. Mail delivery is to households only and excludes most businesses and post office boxes. Rate structure is based on mailing a minimum of 11,700 pieces & street stands delivery of approx 7000 papers.

Terms are COD unless customer has an open account in good standing. Past due accounts are subject to 3% per month late charge (minimum \$3.00). Accounts more than 70 days are subject to \$25.00 final demand fee and/or \$25 collection processing fee and all costs of collection. Checks returned for insufficient funds subject to \$30 processing charge. All copy is subject to the approval of the Publisher. Prices are subject to change without notice.

Zip List: **Mailing:** Red Bluff 96080. **Street Stands:** Corning 96021, Los Molinos 96055, Cottonwood 96022, Anderson 96007 & Orland 95963

Effective Date  
01/01/2012