

SEELEY SWAN PATHFINDER

Andi & Nathan Bourne • PO Box 702 • Seeley Lake MT 59868
406-677-2155 (For display ads) • 406-677-2022 (For classifieds)
e-mail: pathfinder@seeleylake.com • Website: www.seeleylake.com

****DEADLINE – Mondays at 2pm****

ADVERTISING RATE SCHEDULE (Effective November 2015)

Display Ads: 4 column inch (ci) minimum (1 ci is 2 inches wide by 1 inch tall – Full paper size is 10 inches wide by 16 inches tall)

- Base Rate: \$6.00/ci
 - Discount Base Rate for 3 or more consecutive weeks (same ad): \$5.50/ci
 - Full Process Color: additional \$2.00/ci
- Half Page rate: 40 ci or larger \$5.00/ci
 - Discount Half Page rate for 3 or more consecutive weeks (same ad): \$4.60/ci
 - Full Process Color: additional \$2.00/ci
- Full Page rate: 80 ci \$4.25/ci (\$340)
 - Discount Full Page rate for 3 or more consecutive weeks (same ad): \$3.90/ci (\$312)
 - Full Process Color: additional \$1.40/ci (\$112)
- There are no setup charges for camera-ready ad copy emailed to the Pathfinder as a high-resolution .pdf or .jpg. Make sure all fonts are embedded.
- Initial setup-charge for ads the Pathfinder builds: 20% of base rate plus \$5 per image or photo.
Note: Following initial setup, all text changes are included in ads built by the Pathfinder. \$5 photo and NEW clip-art image charge applies. Text changes in pre-built ads are subject to 20% setup charge.
- Inserts (for single page or folded 8½ X 11 inches or less; Call for pricing on other sized inserts):
 - Pre-printed Insert Charge/1,000 inserts: \$65 every week; \$80 once/month; \$95 one time insert
 - Folding Charge (Required for inserts greater than 8½ by 11 inches): \$60/1,000 inserts
 - Call for quotes on printing inserts. We offer many options. (677-2155)

Business Directory: (4 week minimum – Business Card printed in directory and in our online directory)

- Rate: \$9/week
- Setup Charge: \$7.50 (Once card is in our system there is no set-up charge to reinstate)

Classifieds, printed and online:

- \$5 for first 15 words, \$0.20 each additional word
- \$5 additional for photo. Photos will print in black and white and must be emailed to pathfinder@seeleylake.com or uploaded to the website's classified form.
- \$1 additional charge for **Bold text**.
- No charge for lost, found or giveaways for first week, 30 word limit.
- Ask us about Statewide Classified advertising (70 weekly & daily newspapers across Montana)

Website Advertising. Limited space, first come first serve. Properly sized ad copy must be provided, sizes listed in pixels (px).

All ads will randomly rotate as pages are reloaded:

- Sidebar Ads (appear on sidebar of Home and Article Pages):
 - 300x250 px: \$51/month
 - 300x600 px: \$114/month
- Splash Ad (pops up when users first view page):
 - 550x480 px: \$230/month
- Banner ads (appears on bottom of homepage and next to header on article pages):
 - 728x90 px: \$90/month
- Site Sponsor Ad:
 - 260x90 px (appears on top of homepage next to header). Limited to 3 businesses: \$120/month
 - Combine 260x90 px with Banner ad 728x90 px: \$144/month
- Online Business Directory
 - Only available as combined print/web. See **Business Directory** above for pricing.
- **Call for discounted print/web combination specials.**

****A \$1 invoicing fee will be charged to monthly accounts owing less than \$10.00****

****\$10.00 LATE FEE PER MONTH will be assessed on ALL PAST DUE BALANCES****