

## SERVICE DIRECTORY & BORDERED CLASSIFIEDS

Bordered Classifieds, which appear in the Classifieds under a given heading (i.e. Help Wanted, For Sale, Farm & Ranch), and Service Directory ads are sold on a combination basis only, meaning all such ads automatically appear in both *The I-70 Scout* and *Eastern Colorado News*. Typically these ads are sold in five sizes, 1", 1.5", 2", 3" and 4". Their weekly costs follow.

TERMS	BW RATE per inch
OPEN	\$14/wk
6 weeks	\$12.50/wk
13 weeks	\$12.00/wk
26 weeks	\$11.50/wk
39 weeks	\$11.00/wk
52 weeks	\$10.00/wk

All Bordered Classifieds require a 4-week minimum placement. Service Directory ads require a 6-week minimum placement. Combination contract rates, as stated above, are available for Bordered Classifieds and Service Directory ads of 4 or more column inches or in conjunction with Display Ads of 4 or more column inches.

## LEGAL ADVERTISING

The *Eastern Colorado News* is the legal newspaper for Eastern Adams County and the Town of Bennett. Our rates for public entities, in accordance with state statutes, is prorated for a column width of 29.5 picas and includes an affidavit of publication. The rate is \$1.32 per line. For private party legal advertising, the cost is \$9.86 per column inch. Deadline for publication is 2:00 pm Tuesdays.

Legal advertising may be placed in *The I-70 Scout*. Advertisers pay \$14.00 per column inch unless they agree to a contract, however because the *Scout* is a free paper, no affidavit of publication can be provided.

## PREPRINTED INSERT RATES

*The I-70 Scout* will include your preprinted inserts at a cost of 12¢ per insert. Oversized pieces must be folded. The maximum folded size is 8.5 by 11 inches. We can also print inserts for you, please contact us for a quote.

Inserts can be sent by zip code (i.e. Watkins, Bennett, Strasburg, Byers, Deer Trail, or Agate, or any combination of these towns).

## POLITICAL & NONPROFIT ADVERTISING

The rate for political ads is the same as the open rate. Such ads must be paid in advance.

Nonprofit organizations are eligible for a 10% discount off all rates. Press releases for such entities run at no charge at the discretion of the editor.

## SUBSCRIPTION RATES

As previously mentioned, *The I-70 Scout* is bulkmailed to all Watkins, Bennett, Strasburg, Byers, Deer Trail, and Agate addresses. The *Eastern Colorado News* is available to these readers in these 6 communities for \$30.00 per year.

Outside these communities, the papers are sold together. Within Colorado, the subscription charge for both papers is \$44.00 per year. Outside Colorado, the cost is \$48.00 per year. The papers are also sold together over-the-counter for \$1.

**JUST CALL TO SUBSCRIBE!**

# RETAIL ADVERTISING RATES



## I-70 PUBLISHING COMPANY, INC.

The I-70 Scout & Eastern Colorado News  
P.O. Box 829 • 1522 Main St. •  
Strasburg, Colo. 80136  
(303)622-9796 • Fax (303)622-9794



# The I-70 Scout & Eastern Colorado News

**Giselle Rowe**

Advertising Manager

**303-622-9796**

advertising@i-70scout.com  
Strasburg, Colo. • www.i-70scout.com

## ABOUT US

The I-70 Scout was founded by Douglas Claussen in October, 1994. Delivered by bulk mail to Watkins, Bennett, Strasburg, Byers, Deer Trail, and Agate, the paper has enjoyed considerable success by simply giving advertisers results.

Since 1994, the business has been incorporated as the I-70 Publishing Company, Inc. and two other products have been developed. First, *www.i-70scout.com* was launched in August, 2000. Second, the *Eastern Colorado News*, our legal newspaper, was acquired in July, 2001.

We are members of the Colorado Press Association and the Associated Press.

### WHY ADVERTISE WITH THE I-70 PUBLISHING COMPANY, INC.

Advertising in *The I-70 Scout & Eastern Colorado News* is a highly cost-effective way to reach the rapidly growing market of the I-70 Corridor area east of Denver. It provides twice-weekly news with *The I-70 Scout* distributed by bulk mail every Tuesday to every home with an address at Watkins, Bennett, Strasburg, Byers, Deer Trail, and Agate. The *Eastern Colorado News* follows each Friday to subscribers within these same communities and beyond. Total print circulation is in excess of 8,800.

### ADVERTISING POLICIES

These rates are effective August 1, 2022 and are subject to change without notice. The deadline to place or cancel a display ad is Friday at 5 p.m. Display ads require a minimum of four column inches. Smaller ads go into our Service Directory or Classifieds sections.

The local retail rate is noncommissionable. Na-

tional rates only are commissionable. Local retail rates are allowed only to retail and service establishments dealing directly with consumers in our circulation area.

The national advertising rate is \$16.00 per column inch. National accounts must be prepaid.

All charges are due within 30 days after the end of any month during which ads were placed. If not paid within 30 days, a 2% service charge per month is added. This charge equals an annual rate of 24 percent.

### SPECIAL SERVICES

Tear sheets are provided, upon request, to all display advertisers. Tear sheets will be provided to classified advertisers for \$1.00 each.

### NEWSPAPER MECHANICAL REQUIREMENTS

*The I-70 Scout* and *Eastern Colorado News* are printed by digital offset. The printed area on a full page is 10" wide by 16" tall.

Columns	Width
one	2.375"
two	4.91"
three	7.45"
four	10"

### DISPLAY ADVERTISING

All display advertising is sold on a combo basis and rates are based on column inches. An example of a single column inch:

1 column inch Open Rate: \$14.00/week
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***All advertising is sold on a combo basis and appears in both papers and website automatically.***

To appear in the main body of our newspapers, rather than the services or classifieds sections, advertisers must purchase **FOUR OR MORE COLUMN INCHES**. Advertisers who choose this option qualify for certain discounts (contract required) if they agree to run **SIX OR MORE CONSECUTIVE WEEKS**.

If a contract is canceled before completion of the agreed upon term, each ad which has run is recalculated at the open rate, and the advertiser must pay the difference to keep their account in good standing.

Some of our more popular ad sizes, with their weekly costs in black and white calculated at the OPEN RATE, are below. Please call for a quote for consecutive week advertising discount.

Size	BW Rate	Color Rate
1/16 page (4 col. inches)	\$56	\$74
2x3 (6 col. inches)	84	111
1/8 page (8 col. inches)	112	148
2x5 (10 col. inches)	140	185
2x6 (12 col. inches)	168	222
2x7 (14 col. inches)	196	259
1/4 page (16 col. inches)	224	296
3x8 (24 col. inches)	336	444
1/2 page (32 col. inches)	448	592
Full Page (64 col. inches)	896	1184