

**Shasta County Association Accounts and  
Record Searchlight Advertising Agreement  
Appendix A – Rates Associated to \$100,000 Contract**

**Record Searchlight Print Advertising**

Mon-Saturday: \$19.26/per column inch; **Sunday:** \$20.74/per column inch

**Flight discounts apply** (20% off each ad when running 2 ads in a 7 day period, or 35% off when running 3 or more ads in a 7 day period).

**Color Rate:** 25% of the black and white ad cost per day with a min. \$100 and a maximum of \$500

**MVP** – Insert Package with display ads. Delivery on Wednesdays to 39,000 non-subscribers.

**1/8 Page** (4.92" x 5.25"), color: \$110/Flat fee ; **¼ Page** (4.92" x 10.50"), color: \$180/Flat fee

**½ Page** (4.92" x 10.50"), color: \$290/Flat fee; **Full Page** (10" x 21.25"), color: \$480/Flat fee

**Sticky Note ads** – front page of the Record Searchlight: \$39cpm x daily circulation count.

**Date** – Entertainment and Event Advertising – inserted into newspaper on Thursdays.

Per inch rate: \$16.04. Color Rate: \$50 flat fee per ad insertion date.

**1/8 Page** (2.29" x 4.75"); **¼ Page** (4.74" x 4.75"); **½ Page** (4.74" x 9.75");

**Full Page** (9.65" x 9.75"). **Color Rate:** \$50 flat fee per ad insertion date.

**Classified Print Recruitment Advertising**

Mon-Saturday: \$19.70/per column inch for display; Sunday: \$21.63/per column for display

Mon-Saturday – Print for Liner Ads: \$1.97/line; Sunday – Print for Liner Ads: \$2.16/line

Exclusive big box on the Jobs page of Redding.com +15,000 mobile banners – Flat \$550 Per Month x 12 months.

*See attached "Recruitology" Rates*

*See attached "2016 Monster.com Rates"*

**Legal Advertising**

Display ads: \$7.00/per column inch; Liner ads: \$0.70/per line

Auto pickup to online at [www.legalnotice.org](http://www.legalnotice.org) (our legal notice online partner)

Price for the online order for each legal ad is 11% of the print liner or display ad cost.

**Online Advertising**

*See attached online packages and associates rates*

The above and attached rate sheets, extended by the President of the Record Searchlight to Shasta County, will hold from the date the amended agreement is signed by all parties and extend through July 31, 2017.

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Shasta County Representative

Date