

# 2015

## Miscellaneous Rates

411 N. Mill Street  
Tehachapi, CA 93561  
661-822-6828  
advertise@tehachapinews.com  
www.tehachapinews.com



Rates on this sheet are not subject to further discounting, but advertising ordered at these rates counts toward revenue commitment for discounts on display advertising.

### Classified Liners

Lost and Found - no charge

Items for sale, \$75 or less - 3 lines, 1 week, no charge (does not include animals)

Bargain Counter (items for sale, \$76 to \$250), 3 lines, 3 weeks, \$7.50 (private party only)

Yard Sale rain insurance, \$3.50 (restrictions apply)

### Other Classifications

Private Party	3 Lines	4 Lines	5 Lines	6 Lines	7 Lines	8 Lines	9 Lines	10 Lines	Add'l Line
1 Week	10.37	13.13	15.89	18.65	21.41	24.17	26.93	29.69	2.76
2 Weeks	17.52	22.20	26.88	31.56	36.24	40.92	45.60	50.28	4.68
3 Weeks	23.40	29.64	35.88	42.12	48.36	54.60	60.84	67.08	6.24
4 Weeks	26.56	33.68	40.80	47.92	55.04	62.16	69.28	76.40	7.08

Commercial	3 Lines	4 Lines	5 Lines	6 Lines	7 Lines	8 Lines	9 Lines	10 Lines	Add'l Line
1 Week	13.51	17.07	20.63	24.19	27.75	31.31	34.87	38.43	3.56
2 Weeks	20.90	26.42	31.94	37.46	42.98	48.50	54.02	59.54	5.52
3 Weeks	26.37	33.33	40.29	47.25	54.21	61.17	68.13	75.09	6.96
4 Weeks	30.36	38.36	46.36	54.36	62.36	70.36	78.36	86.36	8.00

### Add-ons:

One-time charge added to order

	Private Party	Commercial
Border	\$5	\$10
Highlight	\$5	\$10
Photo	\$5	\$10

Boldfacing more than first two words — 10 cents per word

### Public Notices

Fictitious Business Name Statement	
Runs four consecutive weeks	\$24.50
Each additional name	\$3.00
Abandonment of Fictitious Business Name	
Runs four consecutive weeks	\$24.50
Withdrawal from Partnership	
Runs four consecutive weeks	\$24.50
Name Change	
Runs four consecutive weeks	\$135.00
Alcoholic Beverage Control Notice	
Runs one week	\$32.50
Alcoholic Beverage Control Notice, 3 weeks	
Runs three consecutive weeks	\$85.00
All other legal advertising	\$20.00 per inch per week

### OPEN/NATIONAL DISPLAY ADVERTISING RATE (commissionable)

\$19.00 per column inch (ROP)  
\$22.80 per column inch (Classified)

### SPECIAL SIZES AND DIRECTORIES

Front Page Ad (Size 51), limited availability .....\$180 per week

### Find It Fast Directory

#### Single Size (1.5" wide by 1.5" high)

6 weeks .....\$99  
13 weeks .....\$195

#### Double Size (1.5" wide by 3" high)

6 weeks .....\$179  
13 weeks .....\$377

### Worship Directory

Three sizes:

Small .....\$28.50 per week (2 col x 1 inch)  
Medium.....\$40 per week (2 col x 1.5 inch)  
Large.....\$55 per week (2 col x 2 inch)

### Coupon Special

2x2 (Size 2) coupon special rate — \$38  
Ad must be coupon offering value or discount

### Real Estate Spotlight

2 column x 3 inch Classified Display (also runs as static web ad)  
Print-Web Combo, 1 week .....\$49.00 weekly

### Front Page Stick-On Ad

"Memo Stick" full color stick-on ad on front page ....\$499 weekly

### Full Color Glossy Flyers Designed, Printed & Distributed

13,500 .....\$649