

All New ^{TOOELE} Transcript Bulletin

Advertising Rate Card

Rates below are net.
Deadline: Monday 3:00 pm

January 1, 2022

All advertising rates include graphic design, as needed and **full color**. When submitting artwork, files must be:
 •Supplied by 12pm Monday •300+ pixels per inch •Acceptable file type (.jpg, .pdf, .png or .eps)

Tooele Transcript Bulletin • Weekly Subscription Newspaper

AD SIZE	1-9X	10X	20X	42X
Full Page	\$750	\$675	\$600	\$525
3/4 Page	\$622	\$560	\$498	\$435
2/3 Page	\$502	\$452	\$402	\$351
1/2 Page	\$435	\$391	\$348	\$304
1/3 Page	\$270	\$243	\$216	\$189
1/4 Page	\$262	\$236	\$210	\$183
1/6 Page	\$142	\$128	\$114	\$99
1/8 Page	\$82	\$74	\$66	\$57
1/16 Page	\$52	\$47	\$42	\$36

Double Truck : See sales rep for rates

Special Placement

PLACEMENT	RATE
Front/Back Wrap	\$900
Inside Wrap	\$600
Business Spotlight	\$200

Inserts

PRE-PRINT INSERT SIZE	PER 1000
Single sheet	\$50
4 pg tabloid	\$55
8 pg tabloid / 4 pg standard	\$60
12 pg tabloid / 6 pg standard	\$65
16 pg tabloid / 8 pg standard	\$70
20 pg tabloid / 10 pg standard	\$75
24 pg tabloid / 12 pg standard	\$80

Online Advertising

The Transcript Bulletin Online Edition is Free to access from anywhere in world. It has nearly 250,000 page views per month with about 50,000 visitors each month.

Top Banner Rotate Ad **\$500 per week**
 Monthly Rate \$1500 per month

Side Rectangle Rotate Ad **\$400 per week**
 Monthly Rate \$1200 per month

This Weeks Ads (Same as Print Ad)

Advertisements must run in the print edition as the size indicated. Ads will run the same as print edition.

1/8 Page & Smaller: **\$15** per week 1/4 Page & Smaller: **\$25** per week
 1/2 Page & Smaller: **\$40** per week Full Page & Smaller: **\$65** per week

Tooele Transcript Bulletin Monthly Full Coverage Newspaper*

AD SIZE	1X	3X	6X	12X
Full Page	\$1,100	\$1080	\$880	\$770
3/4 Page	\$913	\$896	\$730	\$639
2/3 Page	\$737	\$723	\$589	\$515
1/2 Page	\$638	\$626	\$510	\$446
1/3 Page	\$396	\$388	\$316	\$277
1/4 Page	\$385	\$378	\$308	\$269
1/6 Page	\$209	\$205	\$167	\$146
1/8 Page	\$121	\$118	\$96	\$84
1/16 Page	\$77	\$75	\$61	\$53

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*We will only go full coverage when we have the advertising to cover the cost.

SPECIAL PULL-OUT SECTIONS

AD SIZE	JAN 20 Winter Sports Guide	MAR 16 Easter Coloring Contest	APR 13 Spring Sports Guide	MAY 25 Tooele Valley Magazine	SEP 21 Fall Sports Preview	NOV 9 Honoring Veterans Magazine	NOV 16 Christmas Coloring Book
Full Page	\$495*	\$299	\$495*	\$950*	\$495*	\$1000 Platinum	\$299
1/2 Page	\$265	NA	\$265	\$725	\$265	\$500 Gold	NA
1/4 Page	\$160	NA	\$160	\$550	\$160	\$250 Silver	NA
1/6 Page	\$90	NA	\$90	\$300	\$90	\$100 Bronze	NA

*Does not include cover pages. See sales rep for cover prices.

Advertisement Sizes

