

MAD RIVER UNION



791 EIGHTH ST., STE. 8, ARCATA, CA 95521 ❖ (707) 826-7000 ❖ WWW.MADRIVERUNION.COM

ARCATA ❖ BAYSIDE ❖ BLUE LAKE ❖ EUREKA ❖ MANILA ❖ MCKINLEYVILLE ❖ ORICK ❖ TRINIDAD

2021 Advertising Rates

- ❖ **Published** every Wednesday without fail
- ❖ **Camera-ready ads due:** Friday 2 p.m.
- ❖ **Ads that require design due:** Thursday 2 p.m.
- ❖ **Open Rate:** \$12 per column inch
- ❖ **Color:** +10%

**CLASSIFIEDS, OBITUARIES
& LEGAL ADVERTISING**
Please contact the
Mad River Union at
(707) 826-7000 for rates.

Sample Ad Sizes

SIZE	DIMENSIONS	PRICE (PER WEEK)
FULL PAGE	11" wide by 21" tall	\$1,400 <small>including color – 15% off!</small>
1/2 PAGE	11" wide by 10.5" tall or 5.4" wide by 21" tall	\$715 <small>including color – 14% off!</small>
1/4 PAGE	5.4" wide by 10.5" tall or 11" wide by 5.25" tall	\$375 <small>including color – 10% off!</small>
GRANDE (2 col. x 5")	3.5" wide by 5" tall	\$120
PAGE 1 DEAL (2 col. x 4")	<small>Subject to availability – call Jada at 826-7535 to reserve your space!</small> 3.5" wide by 4" tall	\$125 <small>including color</small>
BASIC (2 col. x 3")	3.5" wide by 3" tall	\$78
BIZ CARD (2 col. x 2")	3.5" wide by 2" tall	\$50
SMALL (1 col. x 3")	1.7" wide by 3" tall	\$39

These are just some popular ad sizes. Consult your ad rep. for additional sizes, discounts, pricing, laughs, wheeling & dealing.

❖ INSERTS

Provide us with pre-printed inserts, and we'll put them in the *Mad River Union* for \$100 per 1,000 (machinable inserts) or \$120 per 1,000 (non-machinable). See Jada for details.

❖ SPECIAL EDITIONS

Throughout the year, the *Union* produces special editions with expanded coverage of local events, such as **Humboldt Crabs** baseball, **Back to School** and the popular **April Fool's** edition; reserve your ad today! Special editions sometimes include free distribution, for example, at Arcata Ball Park during the entirety of Crabs season and on HSU campus during Back to School, allowing your ad to reach thousands of new readers.

❖ SPECIAL PUBLICATIONS

In collaboration with various community partners, the *Union* produces publications such as special sections for the **Oyster Festival**, **Pony Express Days**, plus our annual **Calendar** of local events. Reserve your ad space today!

ASK ABOUT PACKAGE DEALS, INCLUDING DISCOUNTED RATES AND FREE ADS!

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