

Dayton Chronicle

Established 1878

**Loyal and Charlotte Baker
Publishers**

163 E. Main Street
Dayton, WA 99328
PHONE 509-382-2221

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cbaker@daytonchronicle.com

A newspaper of general circulation published weekly in Dayton, Washington on Thursdays

GENERAL ADVERTISING RATES Effective January 1, 2023

- I. DISPLAY ADVERTISING (Per Column Inch)**
- A) Retail (Non-Commissionable)\$9.35
 - B) Political Advertising (paid in advance).....\$9.35
 - C) 52 Week.....\$8.61
 - D) Contract Bulk & Frequency B&W (Commissionable).....*\$12.95
 - E) Contract Bulk & Frequency Color (Commissionable)..\$15.00
 - F) Front Page Advertising.....\$18.70
 - G) Business/Professional Directory...\$21.95

- Max area subject to availability: 6 col. X 20"
- No political advertising accepted on front page
- *At least once per month & <500 column inches annually

II. NATIONAL ADVERTISING

Subject to 15% commission to recognized agencies\$11.00

III. CLASSIFIED ADVERTISING

Up to 20 words.....	\$9.00
21st & addn'l words	\$0.50
Classified Minimum.....	\$9.00
Border charge:	\$4.50
Card of Thanks (20 words)	\$15.00
Card of Thanks (40 words)	\$25.00
41+ words	\$9.00 per col. inch

IV. WEBSITE ADVERTISING

Contact Advertising Manager

V. OBITUARIES

Per Word.....	\$.65
Photo included (color not guaranteed)	

VI. COLOR CHARGES

Full Color Per Ad.....	\$70.00
Non-commissionable	

VII. CREDIT CARDS

We accept credit and debit cards.
Convenience Fee..... 6% of purchase

VIII. MECHANICAL REQUIREMENTS

Offset Printing - Col. Width 1.59 inch; 9p6 picas
9 points between columns
Column Depth 20 inches; 280 lines
6 columns per page; 120 column inches/ page

Col.	Inches	Picas
1.....	1.59	9p6
2.....	3.27	19p7.2
3.....	4.95	29p8.4
4.....	6.63	39p9.6
5.....	8.32	49p10.8
6.....	10.0	60p0

IX. PREPRINTS

(Minimum \$.09 1/8 pc.)	
•Single Sheet Flyer (8½x11) ..	\$195.75
•4 & 6 pg. std.	\$207.36
(8 & 12 pg. tab)	
•8 pg. std.....	\$212.22
(16 pg. tab)	
•12 pg. std.....	\$217.62

X. Tear Sheet Fees

Legal original with notice	\$0.00
Legal additional each.....	\$2.00
Classified with publication order each ..	\$2.00
Classified after publication order each .	\$5.00

XI. Subscription Rates

County	\$54.00
Out-of-County.....	\$58.00
Out-of-State.....	\$65.00
Student Rate (9 Month Sub).	\$54.00
Military	\$54.00
Online Only	\$54.00
Add Online	\$28.00

REGULATIONS AND CONDITIONS

A. DAYTON CHRONICLE reserves the right to revise rates, terms or conditions by giving the advertiser 30 days written notice, if a revision occurs at a time other than January 1 and July 1.

B. The subject matter, term, size, wording, illustrations and photography of all advertising is subject to the approval by the Publisher. DAYTON CHRONICLE reserves the right to edit, reject or cancel any advertisement at any time.

C. OMISSION AND ERROR: Although the Publisher assumes no financial responsibility for typographical errors, if at fault, will reprint any portion of an advertisement in which an error has occurred that materially affects its value.

D. POSITION: Rates on this schedule are for run-of-paper (ROP) position. Request for special position will be given every consideration whenever possible. Special requests will be regarded as requests only.

E. DAYTON CHRONICLE shall not be liable for any failure to print, publish or circulate all or any portion of an advertisement or of advertising lineage contracted for, if such failure is due to Acts of God, strikes, accidents, or other circumstances beyond the control of DAYTON CHRONICLE.

F. The advertiser and the agency preparing or placing the advertisement each agrees to indemnify and hold DAYTON CHRONICLE harmless from all liabilities and damages, and related costs and expenses (including reasonable attorney's fees) resulting from publication of any advertisements of the advertiser. Any actions arising from this paragraph or from the advertising may be commenced and maintained in any court of competent jurisdiction in Columbia County, Washington.