

The Modoc County RECORD

201 West Carlos Street • P. O. Box 531
Alturas, CA 96101

Ph 530-233-2632 • Fax (530) 233-5113

Visit us online at www.modocrecord.com
email: record1@modocrecord.com

Rate Card 2022



News Releases

News releases received by email, fax or conventional mail are published as space permits and according to content and relativity to the Modoc County area.

Letters to the Editor:

We welcome letters to the editor with signature, address and phone number required (address and phone numbers are not used in the publication). Letters are published as space permits and at the discretion of the Editor.

Card of Thanks:

Up to 35 Words: \$7.00

Up to 70 Words: \$14

Up to 105 Words: \$21

Over 105 words is an additional charge of \$7.00 per column inch

Obituaries:

The Modoc County Record is pleased to publish obituaries free of charge, provided they comply with the newspaper's guidelines. A photo may be included. Funeral notices submitted by family and/or friends will be verified with the funeral home before publication. Obituary forms are available at the office, online, by fax or by email.

Engagement, Wedding & Birth Announcements:

The Modoc County Record is pleased to publish engagement, wedding and birth announcements free of charge, provided they comply with the newspaper's guidelines. A photo may be included with engagement and wedding announcements. Forms are available at the office, online, by fax or by email.

DEADLINE FOR RELEASES - 10AM, WEDNESDAY

Email record1@modocrecord.com

Photographs

We accept black and white or color photos. Photos may be mailed, brought in or emailed. We can not accept faxed photos. We can scan photos, take from a CD, memory card or travel drive. Scanned photos will be available for pickup on the day of publication (Thursday). We can return photos by mail, upon request.

**DEADLINE FOR PHOTOGRAPHS -
10AM, WEDNESDAY**

Email record1@modocrecord.com



Display Advertising

Display advertising is a great way to get your business in front of thousands of people each week.

Open Rate: \$4.75 per column inch

Ad size is measured by column inches. Number of column inches x height = total column inches

Example: 2 columns x 5" = 10 column inches

Column Sizes:

1 Col = 10 Picas = 1 5/8"

2 Col = 21 Picas = 3 1/2"

3 Col = 32.5 Picas = 5 3/8"

4 Col = 43.5 Picas = 7 1/8"

5 Col = 54 Picas = 9"

6 Col = 66 Picas = 11"

Discounts:

Discounts are given for the following amount of advertising:

80 column inches per month or more: 10% Discount

120 column inches per month or more: 15% Discount

160 column inches per month or more: 20% Discount

Color:

Color is available at \$90 for one color/spot color and \$180 for full color.

Business Directory:

Get noticed each week for next to nothing! Receive a free online ad when you advertise in the business directory.

Cost per week: \$10.00 - A three month minimum is required with up front payment.

Church & Wedding Directories:

Both are published twice a month.

Cost per month: \$15

Lodging & Dining Guide:

Published once a month and is placed online. We link it to your webpage at no additional cost.

Cost per month: \$30 large ad - \$15 small ad

Internet Advertising:

Online ads are available upon request.

2"x 2" space per month: \$45

Birthday, Congratulations & Special Occasion Ads:

Occasion ads are 2 columns x 3". You may include personal sentiments and a photo.

Cost per week: \$25

DEADLINE FOR DISPLAY ADS - 5PM, TUESDAY

Email record1@modocrecord.com or advertsingsales@modocrecord.com

MODOC COUNTY RECORD EXAMPLE AD SIZES

P.O. Box 531 • Alturas, CA 96101 • 530-233-2632 • www.modocrecord.com • record1@modocrecord.com

2 Col. (3.5") x 2" =

\$19.00

per run

Advertising Rates:

\$4.75 Per Column Inch

*Display Ad Deadline:
5PM Tuesdays*

2 Col. (3.5") x 5" =

\$47.50

per run

1 Col. (1 ⁵/₈")

x 6" =

\$28.50

per run

1 Col. (1 ⁵/₈")

x 4" =

\$19.00

per run

2 Col. (3.5") x 3" =

\$28.50 per run

3"

2 Col. (3.5") x 4" =

\$38.00 per run

4"

5"

2 Col. (3.5") x 6" =

\$57.00 per run

6"

3 Columns (5 3/8" width size)

4" - 3 Col. (5 3/8") x 4" = 12" = \$57.00

5" - 3 Col. (5 3/8") x 5" = 15" = \$71.25

6" - 3 Col. (5 3/8") x 6" = 18" = \$85.50

7" - 3 Col. (5 3/8") x 7" = 21" = \$99.75

8" - 3 Col. (5 3/8") x 8" = 24" = \$114.00

9" - 3 Col. (5 3/8") x 9" = 27" = \$128.25

10" - 3 Col. (5 3/8") x 10" = 30" = \$142.50

10.5" - 3 Col. (5 3/8") x 10.5" = 31.5" = \$149.63 (1/4 Page)

Half page is double the size of a 1/4 page ad (in width)
6 col (11") x 10.5" = 63" = \$299.25

Full Page
6 col (11") x 20" = 120" = \$598.50

Spot Color is \$90.00 • Full Color is \$180.00
in addition to the cost of the ad

Advertising Policies

The Modoc County Record accepts digital display ads in the following manner: Email, CDs, DVDs, Travel Drives, Internet Retrieval and customer supplied FTP sites.

PDFs are pre-compressed and should be sent in as is.

Advertiser is required to inform the sales person or advertising manager that an email is on its way, via phone or fax insertion order.

Required within Email: Contact name, phone number, advertisement run date(s), all PO numbers and special invoice requirements.

All advertisements must be sent to fit or to conform with our column sizes. If not they will be resized, which may result in a loss of quality.

Display ads are accepted in the following formats: EPS, PDF and Microsoft Word. JPEG cannot be accepted due to low image quality. All ads created in Microsoft Word format MUST be created in the exact size specified. We DO NOT accept Publisher files.

Canceling an advertisement past deadline is subject to Editor's approval and may or may not be possible.

Position requests will NOT be guaranteed unless the ad is in full color.

Color advertising is \$90 for one spot color \$180 for full color, plus ad cost. Full color advertisements are subject to first-come-first-serve basis.

Graphic Design & Setup are no extra cost. There is no extra cost to have a graphic in your ad.

Ads, graphics or photos may NOT be used without the Modoc County Record's consent.

Display ads turned in past deadline (Tues. 5PM), up until Wednesday 10AM, are allowable only if space is available.

Advertising that is pre-created, but needs necessary changes is subject to the Modoc County Record graphic designer's substitution choice.

Prior approvals are sent out upon request via email, fax or drop off. All prior approvals will be stamped with a time sensitive date. If approval or changes cannot be met by such time provided, the advertisement will run as shown. If changes are needed, the ad will be faxed back one more more time with noted changes and a final proof stamp. Emailed prior approvals will be sent in PDF format.

Photos, graphics and logos may be submitted in color or black and white. Larger photos that are not scaled or cropped work best. Business logos can be scanned. In the event that the logo is low quality, we assume the right to change the logo or re-make it. We will make every possible attempt to get as close to the design as possible.

New customers and businesses must pay for their advertisement at the time of placement, until credit can be established. Once it has, we send out monthly bills the last Friday of the month. Payment is due before the next billing date.

DEADLINE FOR DISPLAY ADS - 5PM, TUESDAY
Email record1@modocrecord.com or advertisingsales@modocrecord.com

Legal Advertising

Rate: \$6.00 per column inch

Payment must be received in full prior to affidavits being sent.

Type Spec: 9 Picas Wide: 9 Point Justified

Fictitious Business Name or Abandonment of Business Name Statements:

4 week run: \$75

Name Change:

4 week run: \$75

DEADLINE FOR LEGALS - 5PM, TUESDAY

Email legals@modocrecord.com

Classified Advertising

Selling your old mower, having a yard sale or looking for a job? The classifieds section is a great way to sell or find things fast!

Rates:

Up to 35 Words: \$8.50

Up to 70 Words: \$17

Up to 105 Words: \$25.50

Over 105 words is an additional charge of \$8.50 per column inch.

Pre-Payment Policy:

We request pre-payment on all classified advertising. Pre-existing customers can be billed, they will incur a one time per month \$5 billing charge.

Classifieds are also listed online at no additional cost.

DEADLINE FOR CLASSIFIEDS - 12PM, WEDNESDAY

Email classifieds@modocrecord.com

Subscriptions

In County Subscription:

Yearly Subscription: \$25

Includes Modoc, Lassen & Siskiyou Counties and New Pine Creek, OR

Out Of County Subscription:

Yearly Subscription: \$30

Student Subscription:

10 Month Subscription*: \$20

*September-June

Single Issue: \$3.00

Single issues are mailed upon request.

Online Subscription:

Online Only: \$15

Addition to Regular Subscription: \$5.00

Contact Us

The Modoc County Record

Independently Owned & Operated

201 West Carlos Street/P.O. Box 531

Alturas, CA 96101

Phone (530) 233-2632

Fax (530) 233-5113

Email: record1@modocrecord.com

www.modocrecord.com

Display Ads/Releases/Photos Email:

record1@modocrecord.com or

advertisingsales@modocrecord.com

Classifieds Email:

classifieds@modocrecord.com or

record1@modocrecord.com

Legals Email:

legals@modocrecord.com or

record1@modocrecord.com

Subscriptions Email:

subs@modocrecord.com or

record1@modocrecord.com

Area of Coverage by Zipcode:

Adin, CA 96006

Alturas, CA 96101

Bieber, CA 96009

Burney, CA 96013

Canby, CA 96015

Cedarville, CA 96104

Davis Creek, CA 96108

Eagleville, CA 96110

Fall River Mills, CA 96028

Fort Bidwell, CA 96028

Lake City, CA 96115

Lakeview, OR 97630

Likely, CA 96116

Lookout, CA 96054

Madeline, CA 96119

New Pine Creek, OR 97635

Newell, CA 96134

Nubieber, CA 96068

Ravendale, CA 96123

Tulelake, CA 96134

Modoc, Lassen and Siskiyou Counties



Modoc County Record

A County-seat Weekly newspaper published on Thursdays since 1892
201 West Carlos St, Alturas, CA 96101/ www.modocrecord.com/ email
record1@modocrecord.com

P.O. Box 531, Alturas, CA 91601/ Ph 530-233-2632/ Fax 530-233-5113

2022 Circulation by Zip Code

Modoc County/PrePrint Distribution:

	<u>ZIP CODE:</u>	<u>PAID SUBSCRIBERS</u>	<u>SINGLE SALES</u>
Alturas	96101	563	1132
Cedarville	96104	77	202
Eagleville	96110	12	
Ft. Bidwell	96112	18	
Lake City	96115	15	
Bieber	96009	9	31
Adin	96006	47	
Burney	96013	5	
Fall River Mills	96028	4	
Nubieber	96068	0	
Termo	96132	0	
Canby	96015	32	
Lookout	96054	21	
Tulelake	96134	31	
Davis Creek	96108	8	15
Likely	96116	23	15
Madeline	96119	1	
Lakeview	97630	12	
New Pine Creek	97635	19	
Ravendale	97123	1	
McArthur	96056	11	
Lakeview, OR	97630	12	
Market Area Totals		921	1395

Circulation in Modoc County & Market Area: 2,316

In-County Single Sales: 1,395

In-County Paid subscriptions: 727

Out-of-County Paid subscriptions: 595

Combined total In/Out of Modoc County (print only): 2,717

Optional Inserts: (Additional Free to Motels: 238)

Print Total: 2,955

Additional Online paid subscribers: 714

TOTAL CIRCULATION: 3,669

Pre-Print number required: 2,900



Modoc County is a county in the far northeast corner of the U.S. state of California. The county seat and only incorporated city is Alturas



LEGEND

- County Boundary
- US Highway
- Other State Road
- Other State Road
- River/Lake
- County Seat
- Other City/Town



0 10 20 Miles

0 10 20 Kilometers

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