

# The Richfield Reaper Reaper Extra

## Classified Rate Card

65 West Center • Post Office 730 • Richfield, Utah 84701  
(435) 896-5476 • Fax (435) 896-8123  
E-mail: class@richfieldreaper.com

The Richfield Reaper is published each Wednesday. The Reaper Extra is published each Thursday and delivered to non-subscribers in South Sanpete, Sevier, Wayne, Piute and Garfield counties.

### 1. PERSONNEL

|            |                               |
|------------|-------------------------------|
| Publisher  | Chuck Hawley                  |
|            | reaperpub@richfieldreaper.com |
| Editor     | Sandy Phillips                |
|            | reapered@richfieldreaper.com  |
| Ad Manager | Roxanne Waybrant              |
|            | reaperad@richfieldreaper.com  |

### 2. POLICIES

- A. Publisher reserves the right to revise rates at any time. Every effort is made to revise rates on an annual basis only.
- B. Publisher reserves the right to refuse any advertising.
- C. Publisher reserves the right to insert the word "advertisement" above and/or below any advertising resembling news matter.
- D. Advertising is not accepted for publication based on position. Position requests are granted when possible, but failure to comply with such requests will not result in make goods or refunds.
- E. Claims for errors must be submitted to the publisher within 3 days of publication and any adjustment will be limited to the space in which the error occurs.
- F. Minimum display ad size is 2 column inches.
- G. Ads set and then canceled before insertion will be charged at 20% of insertion price.

### 3. GENERAL CLASSIFIED RATE

#### Classified

One issue, only \$6.75 minimum for 15 words or less. Any additional words over 15 are 45¢ each. Three

consecutive issues or more \$5.25 minimum per issue. Additional words over 15 are 35¢ each.

#### Display Classifieds

2 column inch minimum. \$13.40 per column inch. \$11.40 per column inch for three consecutive issues without change.

#### Display Classifieds Contracts

##### 2 Inch Minimum

|                                |                                 |
|--------------------------------|---------------------------------|
| Changes possible every week    | 3 Weeks or more with no Changes |
| 13 weeks \$12.90 per col. inch | \$11.40 per col. inch           |
| 26 weeks \$12.60 per col. inch | \$10.40 per col. inch           |

##### 10 Inch Minimum

|                               |                                 |
|-------------------------------|---------------------------------|
| Changes possible every week   | 3 Weeks or more with no Changes |
| 13 weeks \$12.40 per col. inc | \$11.00 per col. inch           |
| 26 weeks \$11.40 per col. inc | \$10.20 per col. inch           |

##### 21 Inch Minimum

|                               |                                 |
|-------------------------------|---------------------------------|
| Changes possible every week   | 3 Weeks or more with no Changes |
| 13 weeks \$11.40 per col. inc | \$10.70 per col. inch           |
| 26 weeks \$10.90 per col. inc | \$9.90 per col. inch            |

#### Statewide Advertising

Ad is placed in 49 newspapers statewide, one issue for \$163.00 for 25 words or less. Additional words \$5.00 each. Statewide advertising requires 10 day lead time. Reaches 340,000 households.

**Statewide Display Classified**

2 col by 2 inch \$320 a week  
2 column by 4 inch \$588 a week

**5. SPECIAL SERVICES**

Normal composition of ads is done by the Reaper at no charge. However, the following special services are available at the listed charges.

Photos \$5.00 @

**6. DEADLINES**

PUBLICATION DAY COPY DEADLINE  
Wednesday Monday, 5:00 p.m.

All ads requiring proofs Thursday before deadline. Color ads Friday before deadline. Any ads received after proof deadline will be accepted only if advertiser accepts responsibility for errors.

**7. MECHANICAL MEASUREMENTS**

The Richfield Reaper and Reaper Extra classified pages are 8 columns wide by 21 1/2 inches deep. Display Classified Ads are made to the following widths.

**Eight Columns**

|          |        |          |             |
|----------|--------|----------|-------------|
| 1 Column | 1.229" | 1 3/16"  | 7.4 picas   |
| 2 Column | 2.625" | 2 5/8"   | 15.9 picas  |
| 3 Column | 4.021" | 4"       | 24.1 picas  |
| 4 Column | 5.416" | 5 3/8"   | 32.6 picas  |
| 5 Column | 6.812" | 6 13/16" | 40.10 picas |
| 6 Column | 8.208" | 8 3/16"  | 49.3 picas  |
| 7 Column | 9.604" | 9 9/16"  | 57.7 picas  |
| 8 Column | 11.00" | 11"      | 66 picas    |

**8. MISCELLANEOUS**

- A. Established 1888
- B. Represented by Utah Press Association, Inc., 1521 East 3900 South, Salt Lake City, Utah 84124.
- C. No competitive publications.
- D. Richfield, at the junction of U. S. 89 and I-70, with a population of 7,000 is the chief shopping center for approximately 32,000 people in the surrounding area served by The Richfield Reaper. The area is noted for its prosperous dairy, poultry, grain and alfalfa farms. Richfield is headquarters for extensive stock raising and cattle feeding, and center of a rich mining area. Gypsum manufacturing plants, coal mines and many government offices offer diversified employment. Snow College South is located in Richfield. This area is a fishing and hunting paradise.

Effective November 2012