

# The Richfield Reaper

Publisher of  
The Richfield Reaper/Reaper Extra  
Located at:  
65 West Center • Post Office Box 730  
Richfield, Utah 84701  
(435) 896-5476 • FAX (435) 896-8123

The Richfield Reaper is published each Wednesday. 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. COMMISSIONS • DISCOUNTS • TERMS

- 2% cash with copy discount.
- Classified and Display Classified rates are non-commissionable.
- Open Rate commissionable at 15% to Recognized Agencies.
- Statement of Account is rendered monthly and is due by the 10th.
- 1 1/2% per month service charge on all past due accounts.

## 3. POLICIES

- Publisher reserves the right to revise rates at any time. Every effort is made to revise rates on an annual basis only.
- Publisher reserves the right to refuse any advertising.
- Publisher reserves the right to insert the word "advertisement" above and/or below any advertising resembling news matter.
- 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.
- 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.
- Minimum display ad size is 2 column inches.
- Ads set and then canceled before insertion will be charged at 20% of insertion price.

## 4. GENERAL RATES

**The Richfield Reaper/Reaper Extra**  
Open Commissionable Rate \$18.50 Col. Inch

**The Richfield Reaper**  
Open Commissionable Rate \$12.50 Col. Inch

## Business Directory Rates (Best Buy)

Ads run every week and must run at least 4 times.  
2 col. by 2 inches deep \$72.00 for 4 issues  
2 col. by 3 inches deep \$102.00 for 4 issues  
Deadline Thursday, noon

## 5. PREPRINT INSERTION RATES

Preprinted advertising circulars are inserted and distributed in The Richfield Reaper and Reaper Extra at the following rates:

8 page tabloid(4 page standard) 1000	\$65-\$70 per
12 page tabloid(6 page standard) 1000	\$70-\$75 per
16 page tabloid(8 page standard) 1000	\$80-\$85 per
20 page tabloid(10 page standard) 1000	\$90-\$95 per
24 page tabloid(12 page standard) 1000	\$100-\$105 per

(Rates dependent on weight)

These rates are for full circulation insertions only. For rates on zoned insertions, please contact your advertising representative.

If folding or other special handling is required, advertiser will be charged on an hourly basis. Ship preprints to The Richfield Reaper, 65 West Center, Richfield, Utah 84701. Preprints must be shipped freight prepaid. Deadline Thursday 5 p.m.

## 6. STANDARD ADVERTISING UNITS

The Richfield Reaper/Reaper Extra accepts Standard Advertising Units at the above open commissionable rates.

## 7. COLOR RATES

Standard ANPA/AAA ROP colors are available at the regular black and white rate plus the following:

1 color plus black	\$ 90.00
2 colors plus black	\$150.00
Process color	\$200.00

Color charges are non-commissionable.

## 8. DEADLINES

PUBLICATION DAY	COPY DEADLINE
Wednesday	Monday, 12 noon

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

**Best Circulation  
The Richfield Reaper  
Reaper Extra  
(TMC) \$18.50 Col. Inch**

	4" MIN	14" MIN	33" MIN	65" MIN	129" MIN
<b>6 WEEKS</b>	16.65	15.82	14.99	14.15	13.32
PER WEEK	66.60	221.45	494.51	919.91	1,718.28
6 WEEK MIN	399.60	1,328.67	2,967.03	5,519.48	10,309.68
<b>13 WEEKS</b>	15.73	14.94	14.15	13.37	12.58
PER WEEK	62.90	209.14	467.03	868.81	1,622.82
13 WEEK MIN	817.70	2,718.85	6,071.42	11,294.48	21,096.66
<b>26 WEEKS</b>	14.80	14.06	13.32	12.58	11.84
PER WEEK	59.20	196.84	439.56	817.70	1,527.36
26 WEEK MIN	1,539.20	5,117.84	11,428.56	21,260.20	39,711.36
<b>52 WEEKS</b>	13.88	13.18	12.49	11.79	11.10
PER WEEK	55.50	184.54	412.09	766.59	1,431.90
52 WEEK MIN	2,886.00	9,595.95	21,428.55	39,862.88	74,458.80

**The Richfield Reaper  
Paid circulation for Sevier,  
Wayne & Piute counties  
\$12.50 Col. Inch**

	4" MIN	14" MIN	33" MIN	65" MIN	129" MIN
<b>6 WEEKS</b>	11.25	10.69	10.13	9.56	9.00
PER WEEK	45.00	149.63	334.13	621.56	1,161.00
6 WEEK MIN	270.00	897.75	2,004.75	3,729.38	6,966.00
<b>13 WEEKS</b>	10.63	10.09	9.56	9.03	8.50
PER WEEK	42.50	141.31	315.56	587.03	1,096.50
13 WEEK MIN	552.50	1,837.06	4,102.31	7,631.41	14,254.50
<b>26 WEEKS</b>	10.00	9.50	9.00	8.50	8.00
PER WEEK	40.00	133.00	297.00	552.50	1,032.00
26 WEEK MIN	1,040.00	3,458.00	7,722.00	14,365.00	26,832.00
<b>52 WEEKS</b>	9.38	8.91	8.44	7.97	7.50
PER WEEK	37.50	124.69	278.44	517.97	967.50
52 WEEK MIN	1,950.00	6,483.75	14,478.75	26,934.38	50,310.00

**9. CONTRACTS**

- A. Annual Space contracts must be in writing and signed by the advertiser and The Richfield Reaper to be valid.
- B. Advertisers who do not comply with the terms of their contracts will be charged the normal earned rates retroactive to the beginning of the contract term.
- C. Advertisers who do not keep their advertising account paid current will be considered in violation of the contract. Such contracts will be subject to cancellation.

**10. CLASSIFIED ADVERTISING**

E-mail (reaperclass@richfieldreaper.com)

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. Additional words over 15 are 35¢.

The Richfield Reaper classified pages are 9 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

**Display Classifieds**

2 column inch minimum. \$13.00 per column inch. \$11.00 per column inch for three consecutive issues without change. Photos \$5.00 each.

**Statewide Advertising**

Ad is placed in 49 newspapers statewide, per issue for \$163.00 for 25 words or less. Additional words \$5.00 each. Statewide advertising requires 10 day lead-time. Reach 340,000 households. Statewide 2x2 display classifieds \$320 a week.

**11. MECHANICAL MEASUREMENTS**

The standard Reaper page is 6 columns wide and 21 1/2 inches deep. The Tabloid page is 5 columns wide and 13 inches deep.

**Column Widths**

**Six Columns**

1 Column	1.694"	1 11/16"	10.2 picas
2 Column	3.555"	3 1/2"	21.4 picas
3 Column	5.416"	5 3/8"	32.6 picas
4 Column	7.278"	7 1/4"	43.8 picas
5 Column	9.139"	9 1/8"	54.10 picas
6 Column	11.00"	11"	66 picas
Double Truck		23"	138 picas

**12. MISCELLANEOUS**

- A. Established 1888.
- B. Represented by Utah Press Association, Inc. 1521 East 3900 South, Suite 100, Salt Lake City, Utah 84124.
- C. No competitive publications.
- D. Richfield, at the junction of U.S. 89 and 1-70, 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 Richfield is located in Richfield. This area is a fishing and hunting paradise.

Effective November 2012