

Daily Courier Classifieds 2024 Rate Card

Your community
resource for effective
Classified Advertising
in print & online.



Daily Courier

Classifieds

541-474-3711

www.thedailycourier.com

The Daily Courier is a family owned newspaper established in 1885.
 The newspaper is published Tuesday through Friday afternoons, and Sunday mornings.
 We do not publish on Thanksgiving, Christmas and New Year's.

How to Order a Classified Ad

Phone:

541-474-3711 - Customer service 8 a.m. - 5 p.m.
 Mon.-Fri. or leave a message after hours. Call toll
 free in Oregon, 1-800-228-0457 ext. 550.

Visit:

409 S.E. 7th St. - The Grants Pass Daily Courier
 office is open Monday - Friday, 8 a.m. to 5 p.m.
 Closed Saturday & Sunday.

Fax:

541-474-3832 - Please remember to include your
 name, address, phone number, and the days you
 would like your ad to run.

Mail:

Daily Courier, P.O. Box 1468, Grants Pass, OR
 97528 - You may mail your ad & pre-payment to
 our office.

Email:

classified@thedailycourier.com - Please
 include contact information.

Website:

www.thedailycourier.com - You will find a
 Classified ad order form on our website. A
 Classified Sale Representative will contact you at
 the phone number you enter for payment and to
 confirm your order before the ad is scheduled.

Advertising Personnel

Classified Ads / Obituaries

Cassie Clarke 541-474-3714

Legal Advertising 541-474-3807

legals@thedailycourier.com

Classified Line Ad Deadlines

Publication Day	Deadline to place or cancel ads.
Tuesday.....	Monday, 12 noon
Wednesday.....	Tuesday, 12 noon
Thursday.....	Wednesday, 12 noon
Friday.....	Thursday, 12 noon
Sunday.....	Friday, 12 noon

For holiday deadlines, contact the
 Classified Department at 541-474-3711.

Check your ad the first day of publication.

If you should find an error, report it to the Classified Department
 immediately. We regret that we cannot be responsible for more
 than one day's incorrect publication.

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Service Directory also featured daily. Call for available classifications.

Garage Sale Ads (Includes print and online)

1 inch minimum (approx. 40-45 words)
1 inch for 1 day \$10.90; 2 days \$20.48; or 3 days \$29.93

Larger sizes available. Large print, graphics & white space may be used to enhance your ad. Ads are sorted by location header using our reader-friendly format.

Sample Format:

<p>Grants Pass - North of the Rogue 409 SE 7th Street (between 7th & "I" Streets) Friday & Saturday, 8 a.m. to 3 p.m. No Early Birds Please Neighborhood Yard Sale Collectibles, furniture, tools, pool table, craft supplies, bicycles, TV's, board games, puzzles, books, 6-person tent, rototiller, utility trailer, misc.</p>	<p><i>Location header</i></p> <p><i>Address</i></p> <p><i>Directions</i></p> <p><i>Day(s) & time of sale</i></p> <p><i>Description of items, etc.</i></p>
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FREE GARAGE SALE KIT WITH PRE-PAID AD.

Kit includes: 2 garage sale signs, 2 balloons, 112 price stickers, inventory form & brochure with garage sale tips.

DEADLINE REMINDER:

The Daily Courier is an afternoon paper. **Your garage sale ad needs to be published the day before your sale starts.** Remember to schedule your ad well in advance. See the classified line ad deadlines.

Service Directory

Featured in the Daily Courier's Classified Section every day. Advertise your service-oriented business starting at \$34.27 per month for a 2-line ad. Package includes: 22 insertions in the Daily Courier, 4 Country Weekly insertions and online at www.thedailycourier.com (See monthly rates on the Classified Line Ad Rates chart).

Private Party Super Saver

5 Days - 3 Lines - \$8.00 (Includes print and online)

Private Party Merchandise for sale priced up to \$1,600. Add \$5 for each additional line. Add \$5 for up to 4 photos online. Prices must be included in ads. No firewood ads, hay & feed ads, miscellaneous wanted ads, in-home business or commercial ads. No item substitutions. Prepayment required. No refunds for early cancellations.

Wheels Deal for Private Parties & Auto/RV Dealers

1 Month (22 days) - 5 Lines - \$24.00 (Includes ad in print and online, plus up to 4 photos online)

Private Party & Dealer vehicles & RV's for sale only. Add \$5 for each additional line. One vehicle per ad. Prices must be included in ads. No item substitutions. Prepayment required. No refunds for early cancellations.

Real Estate for Sale by Owner, Realtors & Builders

1 Month (22 days) - 5 Lines - \$24.00 (Includes ad in print and online, plus up to 4 photos online)

Add \$5 for each additional line. Private Parties, Realtors & Builders can use this special rate to advertise homes, manufactured homes, land, & income properties for sale. One property per ad. Prices must be included in ads. No property substitutions. Prepayment required. No refunds for early cancellations.

Classified Line Ad Rates

Ads scheduled to run 5 or more consecutive days in the Daily Courier automatically publish in the Country Weekly at no additional charge.

Size	Approx.	1 Day	2 Days	3 Days	4-5 Days <small>price break</small>	6 Days	7 days	8 Days	9-10 Days <small>price break</small>
2 lines	12 words	\$6.56	\$9.28	\$10.33	\$12.73	\$15.25	\$17.26	\$19.28	\$21.29
3 lines	18 words	8.16	12.35	13.92	17.51	21.29	24.32	27.34	30.37
4 lines	24 words	9.76	15.42	17.51	22.29	27.33	31.38	35.40	39.45
5 lines	30 words	10.90	18.49	21.10	27.07	33.37	38.44	43.46	48.53
6 lines	36 words	10.90	20.48	24.69	31.85	39.41	45.50	51.52	57.61
7 lines	42 words	10.90	20.48	28.28	36.63	45.45	52.56	59.58	66.69
8 lines	48 words	10.90	20.48	29.93	41.41	51.49	59.62	67.64	75.77
9 lines	54 words	10.90	20.48	29.93	46.19	57.53	66.68	75.70	84.85
10 lines	60 words <small>(1 inch)</small>	10.90	20.48	29.93	48.30	57.65	67.25	76.86	86.47

Size	Approx.	11 Days	12 Days	13 Days	14 Days	15 Days	16 Days	17-22 days <small>22 day price break</small>
2 lines	12 words	\$23.31	\$24.99	\$26.67	\$28.35	\$30.03	\$31.71	\$34.27
3 lines	18 words	33.39	35.91	38.43	40.95	43.47	45.99	49.83
4 lines	24 words	43.47	46.83	50.19	53.55	56.91	60.27	65.39
5 lines	30 words	53.55	57.75	61.95	66.15	70.35	74.55	80.95
6 lines	36 words	63.63	68.67	73.71	78.75	83.79	88.83	96.51
7 lines	42 words	73.71	79.59	85.47	91.35	97.23	103.11	112.07
8 lines	48 words	83.79	90.51	97.23	103.95	110.67	117.39	127.63
9 lines	54 words	93.87	101.43	108.99	116.55	124.11	131.67	143.19
10 lines	60 words <small>(1 inch)</small>	95.89	103.88	111.87	119.86	127.85	135.84	144.38

SERVICE DIRECTORY
1 month minimum
 (see column at left)

Country Weekly (TMC)

The Country Weekly is distributed in Josephine County to non-subscribers of the Daily Courier each Wednesday.

Classified ads scheduled to run 5 or more consecutive days in the Daily Courier automatically publish in the Country Weekly at no additional charge.

Agency Rate

See Display Advertising rate card for information.

Box Reply Service Charges

Pick-Up Replies.....\$8.00
Mailed Replies.....\$25.00
Box Replies are offered to bona fide businesses to allow applicants to mail or email their resumes to the Daily Courier in response to a help wanted ad. Those resumes may be picked up or mailed to the business placing the ad.

Duplicate Ad Discount

Classified Line Ads scheduled to run with the same ad copy, in different classifications during the same time frame, will receive a 15% discount on the duplicates.

Display Ad Rates

Classified Display rates are the same as ROP rates (6 column SAU format). Please see Display Adv. Rate Card.

Daily Courier Circulation

The circulation of the Daily Courier is verified every year by the Alliance for Audited Media. Circulation information based on the most recent audit is available upon request.

Subscription Rate

Local Delivery: \$15.00 per month. Ask about the Easy Pay Discount. To start your Daily Courier subscription call 541-474-3702.

National Representative

Oregon Newspaper Publishers Association
7150 S.W. Hampton St., Portland, OR 97223 • 503-624-6397

Credit

Advertising must be paid in advance unless credit has been approved by the Daily Courier Classified Ad Dept. Bills are mailed after ads expire on a monthly statement. Payment in full is due upon receipt of the statement. Accounts with balances 30 days or more past due may have credit discontinued. Inquiries regarding a classified bill should be made immediately upon receipt by calling (541) 474-3848.



Available Print Sizes

Shown below is the approximate number of characters in one line a column will accommodate in the available sizes.

Daily Courier Classifieds sell products 7 point
Daily Courier Classifieds sell pro 9 point
Daily Courier Classifieds sell 9 point bold
Daily Courier Classified 14 point narrow bold

Daily Courier 24 point narrow bold

Daily Courier 30 point narrow bold

Ad Writing Tips

1. USE A KEY WORD that's easy for the reader to understand. The key word should immediately tell the reader exactly what you have to sell.
2. MAKE YOUR DESCRIPTION CLEAR AND FACTUAL. State the year, make, model, size, color and tell the reader what condition the item is in. List the special features.
3. GIVE THE PRICE. A reader doesn't want to call to find out an item is too much for his or her budget. You'll avoid wasted calls and those who do call will have already determined they can afford your item.
4. TELL READERS WHEN YOU CAN BE REACHED BY PHONE. Make sure you're available during the hours you specify. Some people will not call back after a failed first attempt.

Free Ads 3 lines — 3 days

- For private parties giving away merchandise or pets.
 - For Lost & Found Ads. If you lose or find a pet or item, place a classified Lost & Found ad free of charge.
- **1 free ad per classification per family per month.

General Policies

A.) Advertising is accepted with the understanding that the terms, conditions, and charges specified herein are acceptable to the advertiser, and that no contrary oral or written agreement shall be binding on publisher.

B.) The publisher assumes no financial responsibility for typographical errors, omission of copy, omission of the total ad or incorrect classification. Liability for errors or omissions shall not exceed the cost to the advertiser(s) of the portion of space occupied by such error. Claims for adjustment of the cost of the ad must be made within 10 days of publication. Credit is allowed for first insertion only.

C.) Advertiser will be held liable for damages or any court judgment for invasion of privacy, libel, copyright violation of trademark or patent infringement contained in any advertisement which appears in the Daily Courier, or any of its sections, Country Weekly, or WeeksWorth on advertiser's behalf. Advertiser's liability shall include newspaper's defense costs should any legal action be brought as a result of any such action resulting from a published advertisement.

D.) Publisher reserves the right to edit or reject advertising copy or cancel any advertisement. All advertising is accepted subject to approval of publisher and must conform to the general standards of advertising acceptance.

E.) Position requests will be given every consideration but are not guaranteed. An advertiser's request for position is not a condition of acceptance nor basis for an adjustment.

F.) Publisher reserves the right to amend the terms, conditions, rates, etc., specified in contracts upon 30 days notice, and if revision is not acceptable to the advertiser, the advertiser has the right to terminate contracts upon date of change without penalty.

G.) Acceptance for publication is contingent upon space being available and whether or not advertising is received by deadline. Advertising copy is not considered in on time unless all components are received by deadline.

H.) No advertising space will be sold by the newspaper(s) for the purpose of resale.

I.) Political advertising, advertising on public policy questions and controversial issues will be prepaid. Those ads must carry the name and address of person(s) or organization(s) responsible for the advertisement.

J.) Incorrect rates on insertion orders which do not correspond to the rate card will be regarded as clerical errors and advertisements will be published and charged at the applicable rate.

K.) No advertising will be deemed to have been accepted by the publisher until it has in fact been published.