

Napa Valley Publishing Company

AUTOMOTIVE ADVERTISING RATES

All rates effective February 1, 2009

OPEN RATE
Per Column Inch

Napa Valley Register

\$21⁶⁵

ST. HELENA STAR
The Weekly Calistogan

\$11⁰⁰

American Canyon Eagle

\$5⁵⁰



MECHANICAL MEASUREMENTS

COLUMNS	INCHES
1	1.556"
2	3.223"
3	4.889"
4	6.556"
5	8.223"
6	9.889"

CONTRACT RATE

Dollar Volume Contract Discounts

VOLUME	NVR	STAR/CALI	EAGLE
\$5,000	\$21.25	\$10.65	\$5.35
\$10,000	\$20.75	\$10.35	\$5.15
\$20,000	\$19.65	\$9.85	\$4.85
\$30,000	\$18.55	\$9.25	\$4.55
\$40,000	\$17.55	\$8.85	\$4.35
\$50,000	\$16.45	\$8.35	\$4.15
\$75,000	\$13.95	\$6.55	\$3.35

REPEAT DISCOUNT

During 7-day Period

50% DISCOUNT

From 1st Day Ad Runs

(No discount on color)

Spot Color\$60 MIN.

For ads less than 60" or \$1 PCI over 60"

4-Color\$120 MIN.

For ads less than 60" or \$2 PCI over 60"

SIZE

DISCOUNTS

Only Applies to Accounts with Dollar Volume Contracts

2 X 5	15%
3 X 6	20%
3 X 10	30%
6 X 10 OR LARGER	40%

NVR PUB DATE

Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday

COPY DEADLINE

Thurs. Noon
Thurs. 2:00 pm
Fri. 2:00 pm
Mon 2:00 pm
Wed. 11:00 am
Wed. 4 pm
Thurs. Noon

STAR/CALI & EAGLE

Published Thursday
Copy Deadline:
Monday 10 am

NVR is a daily publication. St. Helena Star, Weekly Calistogan and American Canyon Eagle are weekly publications.

CONTACT INFO

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Electronic Mail: All emailed ads must be in PDF format with embedded fonts and CMYK settings