

# Napa Valley Publishing Company

## AUTOMOTIVE ADVERTISING RATES

### OPEN RATE

Per Column Inch

**Napa Valley Register**

**\$21<sup>65</sup>**

**ST. HELENA STAR  
The Weekly Calistogan**

**\$11<sup>00</sup>**

**American Canyon Eagle**

**\$5<sup>50</sup>**



### 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