

Napa Valley Publishing Company

REAL ESTATE ADVERTISING RATES

OPEN RATE

Per Column Inch

Napa Valley Register

\$28²⁵

**ST. HELENA STAR
The Weekly Calistogan**

\$20⁸⁵

American Canyon Eagle

\$10⁵⁵

CONTRACT RATE

Dollar Volume Contract Discounts

VOLUME	NVR	STAR/CALI	EAGLE
\$5,000	\$26.85	\$16.35	\$8.35
\$10,000	\$26.00	\$15.85	\$8.15
\$20,000	\$24.65	\$14.95	\$7.75
\$30,000	\$23.35	\$14.15	\$7.25
\$40,000	\$21.95	\$13.25	\$6.85
\$50,000	\$20.45	\$12.35	\$6.45
\$75,000	\$17.15	\$10.35	\$4.85

REPEAT DISCOUNT

During 7-day Period

50% DISCOUNT

From 1st Day Ad Runs

(No discount on color)

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%

CHOOSE A PROFESSIONAL

1 square	\$230
2 squares	\$375
3 squares	\$495
4+ squares	ADD \$190 PER SQUARE

Spot Color\$30 MIN.

For ads less than 30" or \$1 PCI over 30"

4-Color\$60 MIN.

For ads less than 30" or \$2 PCI over 30"

MECHANICAL MEASUREMENTS

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

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.

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