



*The River Press, located in historic Fort Benton on the scenic Missouri River, has been covering the news and events in Chouteau County since 1880.*

*The River Press serves the communities of*

*Fort Benton, Geraldine, Highwood, Carter, Loma and Big Sandy.*

**1408 Front Street . P.O. Box 69 . (406) 622-3311 . [riverpress@live.com](mailto:riverpress@live.com)**

**PUBLISHED WEEKLY ON WEDNESDAYS**

#### AD RATES / DEADLINES

**Deadline – Monday by 6 p.m.**  
to be included in that week's issue.  
Late ads are not guaranteed placement.

Display ad rate - \$5.50 per column inch  
Full color - \$35, in addition to the ad price.

Half page ad, \$275; Full page ad, \$550.  
Ads which are a half page or larger  
are \$4.37 per column inch.

Classified Ad Rate - \$4.75 for the first 10 words,  
plus 10 cents for each additional word.

A 10% discount is applied to  
subsequent runs of an ad if the same ad  
is run for consecutive weeks.

Inserts: For in-county insertion, \$135/week; 1,100 inserts needed.  
For all subscribers, \$195/week; 1,750 inserts are needed.  
Preprinted inserts must be delivered to the River Press  
by Tuesday prior to Wednesday insertion.  
The River Press can print inserts for an additional charge.

Banner ads are available on the online edition  
of the River Press. Call for current rates.

#### CIRCULATION

1025 in Chouteau County  
1400 in Montana  
1675 total circulation

#### SUBSCRIPTION RATES

In Chouteau County - \$32  
Out of County - \$36  
Out of State - \$40  
Online Edition Only - \$28  
Subscribers to the print edition can receive  
a subscription to the online edition  
at no extra charge.

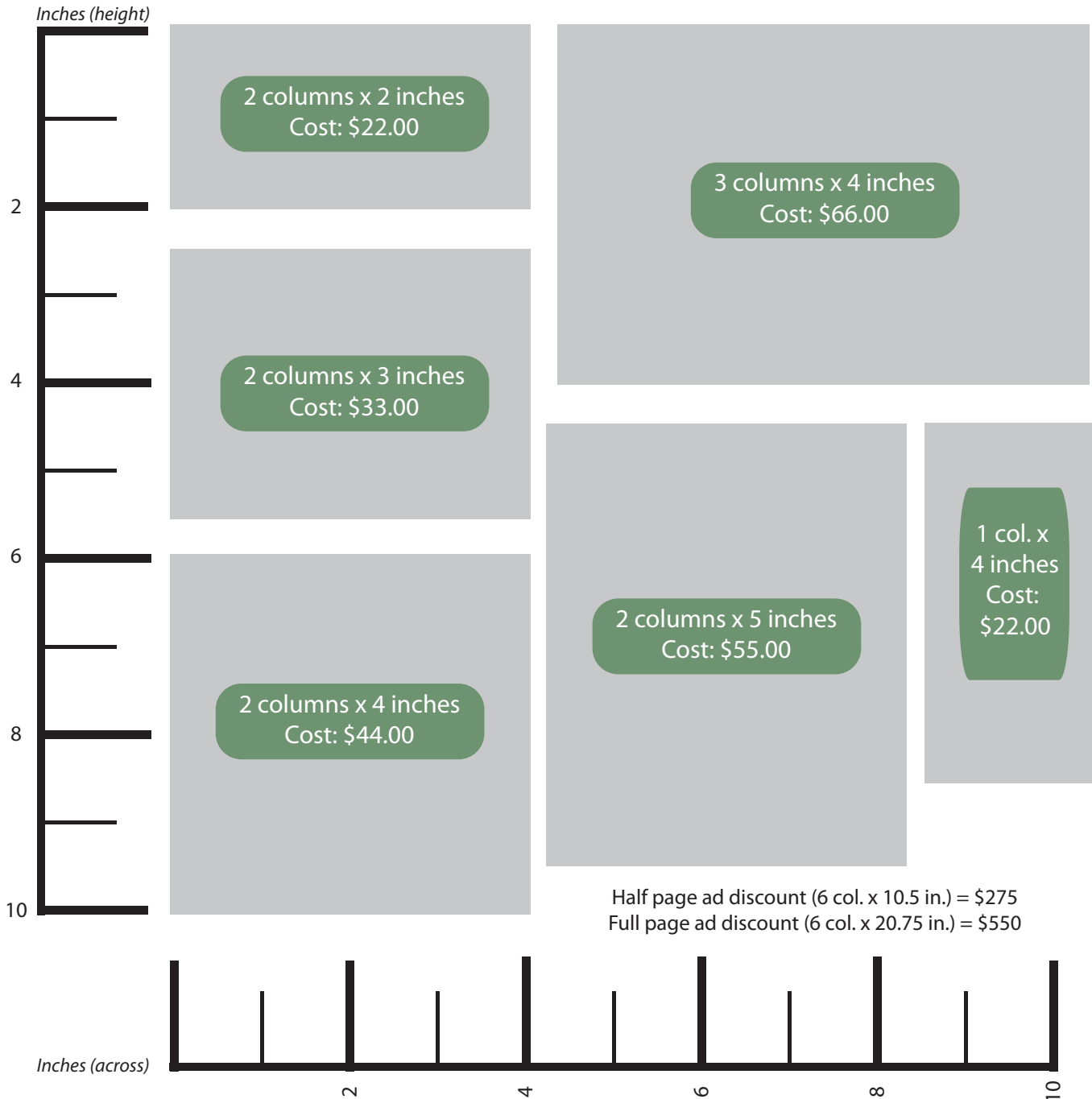
#### VISITOR GUIDE

The River Press' annual Visitor Guide is published  
in May. 6,000 copies are distributed throughout  
Chouteau County, Great Falls, and the region.  
The Visitor Guide is also sent to all subscribers.  
Call for current ad rates.

# RATE INFORMATION

# Sample Ad Sizes and Costs:

To figure ad cost, multiply the number of column(s) by the height, then multiply that number by \$5.50.  
 Example: The 2 col. x 2 in. ad below is \$22.00.  
 $2 \times 2 = 4$  and  $4 \times 5.5 = 22$ .



## AD SPECIFICATIONS

The *River Press* is a 6 column broadsheet paper. Each page is 6 columns by 20.75 inches tall.

Columns:	Inches:
1 col. ....	2"
2 col. ....	4"
3 col. ....	6"
4 col. ....	8"
5 col. ....	10"
6 col. ....	12"

## AD PLACEMENT

The *River Press* reserves the right to classify, revise, edit or reject any advertisement. It is agreed that the *River Press* is not to be held liable for errors in publication.

## PAGE REQUESTS

Page and position requests will be honored when possible, but will not be guaranteed.

## TERMS OF PAYMENT

- Advertisements can be paid by check, credit card (no American Express), or via billing statement.
- Tear sheets available upon request
- Monthly charge added to overdue accounts

### Tim Burmeister, Owner/Editor

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### The River Press

1408 Front Street, Fort Benton, Montana

Website: riverpressnews.com

**PUBLISHED WEEKLY ON WEDNESDAY  
 ADS DUE MONDAY BY 6 P.M.**

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