

# KerWest, Inc.

The Kerman News  
The Kerman News Advertiser  
Firebaugh/Mendota Journal  
Journal Shopping Guide  
San Joaquin/Tranquillity West Side Advance

Published Every Wednesday Morning  
14693 W. WHITESBRIDGE ROAD  
KERMAN, CA 93630  
Telephone (559) 846-6689 • Fax (559) 846-8045

## LOCAL ADVERTISING RATE CARD

### PERSONNEL

KerWest, Inc. .... Publisher  
Mark O. Kilen ..... Managing Editor  
Merlyn Wilcox .... Business & Advertising Manager

### MAILING ADDRESS

P. O. Box 336, Kerman, CA 93630-0336

### ADVERTISING RATES

Effective January 1, 2007

### SUBSCRIPTION RATES

Subscriptions must be paid at time of order  
Inside Fresno County ..... 30.00 per year  
Outside Fresno County ..... 40.00 per year  
Senior Citizen Rates (In Fresno County) 25.00 per year

### LOCAL NON-COMMISSIONABLE RATE

Regular Display Advertising  
Based on 6 column format, 126" per page  
The Kerman News and The Kerman News  
Advertiser (6,500) ..... 15.00 col. in.  
Firebaugh/Mendota Journal and  
Firebaugh/Mendota Journal  
Shopping Guide (6,000) ..... 15.00 col. in.  
San Joaquin/Tranquillity  
West Side Advance (2,000 circ.) ..... 15.00 col. in.

### Political Advertising (cash with order)

The Kerman News & Advertiser ..... 15.00 col. in.  
Mendota/Firebaugh Journal ..... 15.00 col. in.  
West Side Advance ..... 15.00 col. in.

### Newspaper Combination Buys

Any Two Newspapers ..... 12.00 col. in. per paper  
All Three Newspapers ..... 10.00 col. in. per paper

### BUSINESS & PROFESSIONAL DIRECTORY

Each Square 20.00 a week. 12 Week Commitment.  
10.00 Typeset, Layout charge per square. Payment  
must be received in full at time of ad placement.

### 13 WEEK CONTRACT- One Ad Each Week

Payment must be received in full at time of ad placement.

First Newspaper ..... 10.00 col. inch  
Any Two Newspapers ..... 9.00 col. inch per paper  
All Three Newspapers ..... 8.00 col. inch per paper  
Minimum space - 15 inches per ad.

### CLASSIFIED ADVERTISING RATES

(Non-commissionable)

#### Deadline:

Wednesday 5 p.m., prior to week of insertion.

#### Regular Classified ..... 1.00 per word

Minimum Charge 25.00 for 25 words or less.

#### Classified Display Rates - 2 Inch Minimum size

Kerman News & Advertiser ..... 15.00 col. In.  
Firebaugh/Mendota Journal & Shopping Guide ..... 15.00 col. In.  
West Side Advance ..... 15.00 col. In.

### Newspaper Combination Buys

Any Two Newspapers ..... 12.00 col. In. per paper  
All Three Newspapers ..... 10.00 col. in. per paper

The Publisher reserves the right to classify, edit, reject or cancel any advertisement at any time. The publisher will not be responsible for more than one incorrect insertion and its liability shall be limited to the price of one insertion. No allowance will be made for errors not materially affecting the value of the ad.

### PREPRINT INSERT RATES

Rates apply to preprinted advertising inserts furnished by the advertiser. Advertisers wishing to zone less than full run will be charged an additional \$2.00 per thousand. Preprints must be paid at time of order.

### TOTAL MARKET PREPRINT INSERT RATES

#### PRICE PER 1,000

Single Sheet ..... \$55.00  
4 Page Tab ..... \$62.00  
4 Standard Pages, (8 tab) ..... \$64.00  
6 Standard Pages (12 tab) ..... \$66.00  
8 Standard Pages (16 tab) ..... \$68.00  
10 Standard Pages (20 tab) ..... \$80.00  
Total Market Frequency Discounts Available

### Preprint Insert Conditions

#### Single Sheet Inserts

Cannot exceed 8 1/2 X 11". Stock must be at least 60 lb.

#### Folding for Insertion

Finished size for insertion not to exceed 12" X 11".

#### Odd Size Inserts

Creative folding and unusual preprint materials create special challenges for KerWest and may require special pricing. Page equivalent determination and rates will be furnished upon submission of sample copy of insert.

#### Delivery Deadline:

Wednesday 5 p.m. of the week prior to publication. Insertion orders with signature of authorization requested two weeks advance of delivery. Deliveries accepted between 8 a.m. and 5 p.m. Monday through Friday only.

## CLOSING TIMES

Wednesday, 5 p.m. preceding publication.

## Past deadline rush charges

Thursday by 12 noon 25.00

## AD CANCELLATION

Ad space reserved buy not used will be charged for space reserved. If camera ready copy does not arrive in time for publication and the space reservation has not been cancelled, advertiser will be charged for space reserved. Ads may not be cancelled after Thursday 12 noon prior to date of scheduled publication. Publisher reserves the right to cancel any advertisement at any time.

## COPY AND LAYOUT CHANGE RATE

The proof that is shown is merely to correct typographical errors. Any alterations in layout or copy by advertiser after advertisement has been composed will be charged at the rate of 60.00 per hour for labor and material required.

## MECHANICAL SPECIFICATIONS

Printed by offset

Page depth: 21 inches

Page width: 6 columns (11 5/8 inches)

Column width: 1 7/8 inches

Full page: 126 inches

Full double truck: 262.5 inches

## SPECIAL PRODUCTION RATES

### Photography Service

- |                               |       |
|-------------------------------|-------|
| 1. First one at your location | 15.00 |
| Each on thereafter            | 5.00  |
| Travel time & mileage extra   |       |
| 2. Taken at our plant         | 10.00 |
| Each on thereafter            | 5.00  |

**Photo Placed In Ad** Per Photo 5.00

## Foreign Language Typesetting

Foreign language typesetting and proof reading will be charged 30 percent extra, subject to availability.

## Guaranteed Position ROP

specified page, 30 percent extra, subject to availability.

**Advertising Typesetting Fee** Per col. Inch 5.00

**Artwork Fee** Per piece 5.00  
Locating/Preparing/Placing Artwork

**Layout & Design** Per Col. Inch 5.00

**E-Mail Fee**  
Downloading Computer Files Per File 5.00

**Printing E-Mail Files** Per File 5.00

## Proof

Advertiser is entitled to one proof for the purpose of typographical corrections. Additional proofs will be charged at 5.00 each.

## GENERAL INFORMATION

All advertisements are measured to the nearest 1/2 inch in depth. Advertising is payable in advance.

The Publisher reserves the right at any time and for any reason to accept or reject any advertising and to cease further publication of any advertising without rate penalty to the advertiser.

The Publisher assumes no financial liability for failure to publish an advertisement or for typographical errors or copy omissions other than the cost of the space occupied by the error or to reprint that part of the Ad which was omitted or in error. The Publisher has the final authority as to what action, if any will be taken. Omissions or errors must be brought to the attention of the Newspaper no later than the day following publication.

# KerWest, Inc.

## *The Kerman News*

*The Kerman News*

*Advertiser*

*Firebaugh/Mendota*

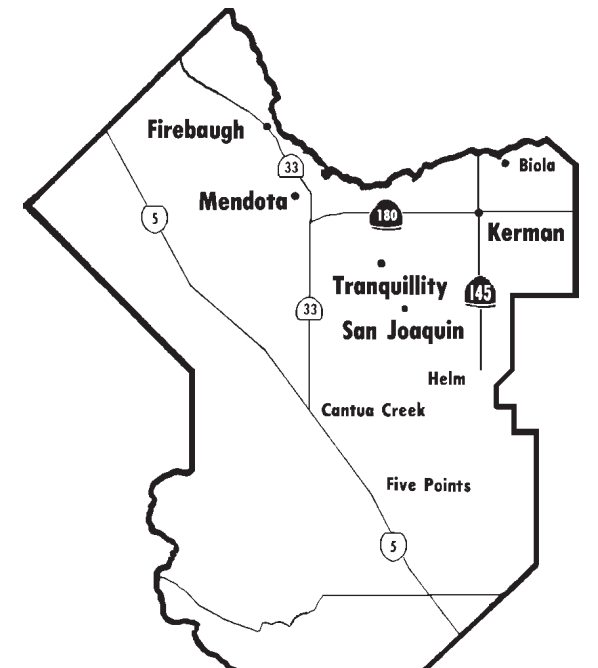
*Journal*

*Journal*

*Shopping Guide*

*San Joaquin/Tranquillity*

*West Side Advance*



*The Only Medium Offering  
100% Coverage of  
Northwest Fresno County*