



# Thermopolis Independent Record

431 Broadway, P.O. Box 31 • Thermopolis, Wyoming 82443 • 307 864-2328  
ads@thermopir.com FAX 307 864-5711

**PUBLISHED EVERY THURSDAY**  
**DEADLINES: Public Notices 5 p.m. Monday**  
**Display Ads (with proof) 5 p.m. Monday**  
**Display Ads (without proof) noon Tuesday**

*Lara Love, editor/publisher*

### DISPLAY

**ADVERTISEMENTS..... \$9.15 col. inch (net)**

(Please add agency or other commissions to \$9.15)

**PREFERRED PLACEMENT Add \$1.00 col. inch**

### SAUs (Standard Advertising Units) Accepted

The following bulk or quantity monthly discount schedule is available. All discounted charges for advertising are NET and NON-COMMISSIONABLE.

1-25 inches .....	\$9.15 col. inch
26-50 inches .....	\$8.75 col. inch
51-100 inches .....	\$8.35 col. inch
101-200 inches .....	\$7.95 col. inch
201-300 inches .....	\$7.55 col. inch
Over 300 inches .....	\$6.95 col. inch

Payment for advertising space **MUST** be made in full by the 15th of the month following date of insertion or discounts will be canceled. In case of balance due from previous month, for advertising or other service, all advertising will be charged at the full rate without discount, and a service charge of 1.75% per month will be assessed on the past due balance.

### CLASSIFIED

**Deadline: Noon Tuesday**

**CLASSIFIED DISPLAY.....\$9.15 col. inch**

**CLASSIFIED WORD ADS..... \$4.75 pre-paid**

**Additional words over 25..... 25¢ each**

**We accept credit/debit cards.**

Full Processed Color (CMYK): \$135; \$65 single

Pre-printed advertising inserts accepted.

Inserts: Minimum charge (up to 24 pages) \$135

\$1 per page thereafter

### MECHANICAL REQUIREMENTS

Width of column..... 12 picas (2 inches)  
Width of page ..... 13 inches  
Depth of column ..... 21 inches  
Columns per page ..... 6 columns  
Offset publication.

All ads ordered for 19-1/2 inches or more will be set full column length and charged for 21 inches.

### GENERAL INFORMATION

All advertising is cash with order unless credit has been established. All accounts are due in full by the 15th of the month following insertion.

Publisher reserves the right to reject or edit all copy.

**Proof to the advertiser removes all responsibility for errors in price or copy from the newspaper when advertiser or agent approves it.**

If more than one revised proof is requested, a **CHARGE** will be made for the extra composing room service. There is a composition charge on ads set and then killed.

Rates effective Jan. 1, 2015.

***"The only newspaper published in and for Hot Springs County."***