

Advertising Rates

Rate Card No. 29 Effective February, 2025

Display Rates

Open Rate\$16⁵⁰ Column Inch

MONTHLY DISCOUNTS

0-20 Inches.....\$16⁵⁰ Col. Inch
 Over 20 Inches10% Discount
 Over 60 Inches15% Discount
 (All display ads subject to 6% city sales tax)

ANNUAL CONTRACT RATES

Inches/Month	Year	Discount
25	300	12%
100.....	1200.....	15%
250.....	3000.....	20%
400.....	4800.....	25%

Advertising Agency Ad Rates: \$16⁵⁰ per column inch.
 All ads subject to 6% city sales tax on the net.
 Contracts available on request for annual contract rates.

Advertising Agency Material Specifications:
 Advertising material can be e-mailed in "TIFF", "EPS" "PDF" or "Word" formats.
 Our email address is: pilotpub@gmail.com

Frequency: Published every Thursday.

Paid Circulation: 1200 covering Petersburg & surrounding area.

Classified Ad Rates: \$12⁵⁰ for up to 15 words, 40¢ for additional words.
 6% city sales tax additional.
 Classified ad rates are non-commissionable.

Classified Display Ad Rates: \$17⁵⁰ per col. inch.
 6% city sales tax additional. Monthly discounts apply.

Legal Ad Rates: \$3²⁵ per line for first insertion and \$2⁷⁵ per line for subsequent insertions.
 First affidavit furnished, additional affidavits \$5⁰⁰ /affidavit. Legal display rate is \$16⁵⁰ per column inch.

Our services:

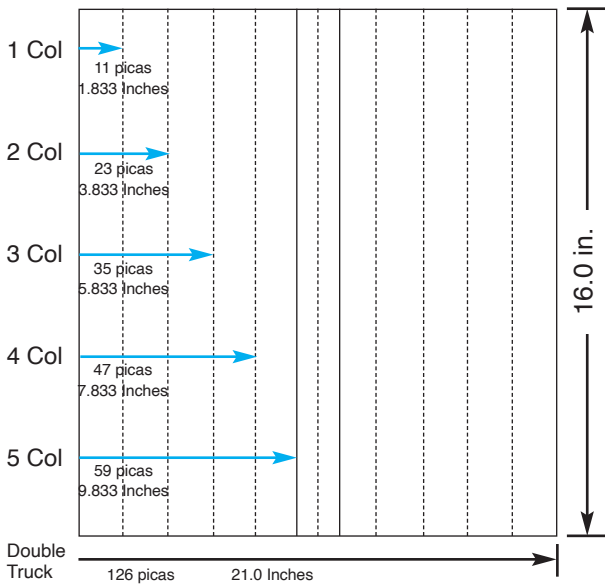
We can print:

- Web offset printing for newspapers, magazines and catalogs
 - Inserts & circulars
- Rubber stamps & notary seals
 - Business forms printing
- Letterheads & envelopes
 - Business cards
 - Direct mail flyers
 - Stickers & labels
 - Posters • Buttons
- Creative graphic design
 - Typesetting & photography
- Full-color flyers & postcards
 - Scratch pads
- Wedding announcements



Photo courtesy of Brandon Thomas





Format: Tabloid Offset. Columns are 1.833".
 Pages are 5 columns wide with 1 pica (1/16") space between columns. Pages are 16" deep.

Color: Process color plus black are available.
Process Color\$250⁰⁰

Deadlines: Tuesday 5 PM for Thursday distribution.

Insert Rates: \$290⁰⁰ flat fee plus 6% city sales tax for tabloids 12 pages or less.
 All inserts are non commissionable. Inserts must measure 8-1/2" x 11-3/8" or less in size.
 Political inserts must be paid in advance.

Transient Ads: Cash with ad copy (in advance).
 Rate of \$16⁵⁰ per column inch.

**CHARGES FOR COMMON AD SIZES
 RATES FOR ONE INSERTION**

Double truck	160"\$2560 ⁰⁰
Full Page	80"\$1320 ⁰⁰
Half Page	40"\$660 ⁰⁰
Quarter Page	20"\$330 ⁰⁰

(DISCOUNTS MAY APPLY TO ABOVE RATES)

ONLINE Ad RATES

260x90 pts. for banner ad (small horizontal)	\$125 ⁰⁰ /wk
728x90 pts. for banner ad (large horizontal)	\$135 ⁰⁰ /wk
300x250 pts. for a box ad	\$113 ⁰⁰ /wk

PETERSBURG PILOT

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Political Ads: We accept political advertising on the same basis as other ads, with the exception of requiring payment in advance at the open rate of \$16⁰⁰ per column inch. As required by state law, political ads must include the name and address of the person or organization paying for the ad.

Price:

Single copy.....	\$2.00
Pilot (in town or online only).....	\$82.00
Pilot (in town or online only/6mo).....	\$45.00
Pilot (other Alaska locations)	\$94.00
Pilot (2nd class/Lower 48)	\$104.00
Pilot (first class)	\$140.00
Pilot (Snowbird)	\$94.00

Subscriptions are non-refundable.

Special Editions: Visitor Guide (9,000 print circulation, plus website distribution), published in the spring.
 Petersburg Map (9,000 circulation).
 Home Edition published in spring.
 Christmas Edition is published on Thursday prior to Christmas.

Production Charges: Poster created from published Ad \$12⁰⁰ + 15¢ per B&W copy, 90¢ per color copy.

The Pilot reserves the right to charge an additional 20% fee for all advertising requiring heavy composition. Earlier deadlines of one day required. Special position requests, when agreed to, will be surcharged 25%. Front page advertising is surcharged 100% and is subject to prior approval of the publisher.

All rights and privileges granted to a prospective advertiser are his alone and cannot be transferred to any other party.

Disclaimer and Indemnification

The Petersburg Pilot and Pilot Publishing, Inc. do not endorse, promote or encourage the purchase or sale of any product or service advertised in this newspaper. Advertisements are the sole responsibility of the advertiser.

The Petersburg Pilot hereby disclaims all liability for any damage suffered as a result of any advertisement in this newspaper. The Petersburg Pilot isn't responsible for any claims or representations made in advertisements in this newspaper. The Petersburg Pilot reserves the right to refuse any advertising.

The advertiser and/or advertising agency agrees to defend and indemnify the Petersburg Pilot against any and all liability, loss or expenses arising from all claims, including but not limited to libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents, or proprietary rights or violation of rights of privacy, resulting from the publication of the advertiser's advertisement.

Our market area...

- Population is estimated at 3,379 by the Petersburg Borough.
- Petersburg residents have above average incomes and higher-education levels. Government employment by the city, state and federal governments makes up 30% of the employment in Petersburg.
- Petersburg ranks among the top fishing ports nationwide.
- Two canneries process the catch brought in by the local fleet and this seafood is shipped to markets worldwide.
- Fishing and the tourism industry provide the economic base for Petersburg.
- Petersburg is known as "Alaska's Little Norway" as a result of the Norwegian traditions that are carried on by the town's residents.
- Petersburg is served with daily jet service, commuter & charter flights, barge and freight lines and the Alaska Marine Highway ferries.



Petersburg's Weekly Newspaper

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