

# KINGMAN DAILY MINER

## Advertising Rates & Information

August 1, 2015  
 3015 Stockton Hill Road  
 Kingman, AZ 86401  
 928.753.6397

Kingman's Only Daily Newspaper  
 Serving Kingman and the surrounding communities  
[www.kdminer.com](http://www.kdminer.com)

LEE WILLIAMS DECISIVE IN VICTORY OVER KINGMAN ACADEMY: PAGE 12

### DAILY MINER

WHERE HAVE THE MULE DEER GONE?

TOURISM

Another Route 66 Festival planned

Efforts under way to restore habitat for deer, quail

16A

Lawmakers ponder gay marriage response

ALL ABOUT UNIT 16A

TODAY: 80° High, 54° Low

[•kdminer.com](http://kdminer.com)  
[•kdminerjobs.com](http://kdminerjobs.com)  
[•monster.com](http://monster.com)  
[•kingmanrealestatedesearch.com](http://kingmanrealestatedesearch.com)  
[•flyerboard-kdminer.com](http://flyerboard-kdminer.com)  
[•kdminer digital agency](http://kdminer.digitalagency)

We appreciate you as a valued advertiser. We will do everything we can to provide you with the best return on your advertising investment.

### SmartBuyer

## Homestyle Furniture

New Arrivals from Best Chair

Best Best

POWER SOFA & LOVESEATS

Sectional's ALL 20% OFF

12 MONTHS NO INTEREST, NO FINANCE\*

HOME STYLE FURNITURE & Interior Design Center

718-3500 • 3280 Stockton Hill Rd. • Shop Online! at [www.homestylesfurniture.com](http://www.homestylesfurniture.com)

### COUPONS ON Demand

BEAL'S CELEBRATIONS

SAMPLES ADD FUN

PREMIER EVENT CENTER

50% OFF WEEKDAYS

SAVE 30% Sparky's

\$200 OFF Vicki & Kathy's Boutique

50% OFF Party Catering

# DAILY MINER

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Welcome to Mohave County Miner, Inc., a wholly owned subsidiary of Western News&Info, Inc., publisher of the Kingman Daily Miner, The Kingman Smart Buyer, Real Estate & Home Life, Coupons on Demand and home to [kdminer.com](http://kdminer.com), [kingmanrealestatesearch.com](http://kingmanrealestatesearch.com) and Kingman Digital.

3015 Stockton Hill Road  
Kingman, AZ 86401  
(928) 753-6397  
(928) 753-5661 (fax)

The Kingman Daily Miner [www.kdminer.com](http://www.kdminer.com)

- Kingman and Golden Valley's most trusted source for local news and information
- Kingman Daily Miner and the Kingman Smart Buyer combination reaches more than 29,589 households with one buy. The Kingman Daily Miner averages 7,002 paid circulation daily Sunday-Friday. The Kingman Smart Buyer averages 22,587 free distribution per week.
- Home to [kdminer.com](http://kdminer.com), the Kingman area's #1 local site with more than 110,000 unique visitors, more than 1,199,000 page views per month and over 86,000 mobile viewers.\*
- Kingman Digital provides consultation and services that include website development, SEO, SEM, social media management, video channels and development, email blasts, text messaging and everything to help your business digital presence be a success.

### Personnel

Robin Mauser, Publisher/CEO  
[rmauser@kdminer.com](mailto:rmauser@kdminer.com)

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[legals@kdminer.com](mailto:legals@kdminer.com)

General advertising information:  
[advertising@kdminer.com](mailto:advertising@kdminer.com)

### Network Affiliations

Arizona Newspaper Assoc. · AZ-CAN  
Anne Network  
Local Media Association

\*Statistics as of October 2014.

## General Advertising Policy

The advertising agreement and advertising rates and policies are an integral part of this rate card and collectively comprise the publisher's advertising terms and conditions.

## Deadlines

### Kingman Daily Miner

#### Retail and Classified Display

<b>Publishing Day</b>	<b>Deadline</b>
Sunday	Thursday, 10 a.m.
Monday	Thursday, 2 p.m.
Tuesday	Friday, 10 a.m.
Wednesday	Monday, 10 a.m.
Thursday	Tuesday, 10 a.m.
Friday	Wednesday, 10 a.m.
<b>Real Estate &amp; Home Life</b>	14th of the month, 5 p.m.
<b>Smart Buyer</b>	14 days prior to pub., 5 p.m.
<b>Coupons on Demand</b>	14 days prior to pub., 5 p.m.
<b>Legals</b>	11 a.m., 5 days prior to 1st run
<b>Oversized Legals</b>	11 a.m., 5 days prior to 1st run
<b>Special Sections</b>	see advertising consultant
<b>Special Holiday Deadlines</b>	see advertising consultant

#### Classified Deadlines

<b>Publishing Day</b>	<b>Deadline</b>
<b>Kingman Daily Miner</b>	
Sunday	Friday, 11 a.m.
Monday	Friday, noon
Tuesday	Monday, 12:00 p.m.
Wednesday	Tuesday, 12:00 p.m.
Thursday	Wednesday, 12:00 p.m.
Friday	Thursday, 12:00 p.m.

- A.** Reservation and printing material for color ads and double trucks are required by noon, three working days prior to publication.
- B.** Cancellation of advertising requires notice 2 days prior to publication. Advertiser agrees to pay for such space after cancellation deadline whether the ad is ever used or not.
- C.** Kingman Daily Miner reserves the right to refuse, cancel or withhold publication of any advertisement that does not conform to the policies or is not in the best interest of the newspaper. All advertising must be in good taste to form, subject matter, wording and illustration. Advertising that is patently offensive, misleading or detrimental to community is subject to rejection, cancellation or revision. We reserve the right to edit and properly classify all advertising.
- D.** The word "Advertisement" will be placed on all display advertising that attempts to simulate editorial copy.
- E.** Brokered advertising is not acceptable except in joint promotions in which the newspaper is a participant. Broker fees and cash discounts are not available.

**F.** Advertiser is subject to a satisfactory credit check or prepayment will be required. Credit approved contract and non-contract billed advertising is Net 15 days.

**G.** Proofs will be provided for any display advertising in retail or classified display measure. The newspaper will make every effort to follow up with corrections. However it is the responsibility of the advertiser to submit corrections/revisions by fax, phone or email within the allowable time. Advertising Services 928-753-6397; FAX 928-753-5661. Kingman Newspapers is not liable for errors incurred or orders submitted after established deadlines.

## Kingman Daily Miner

All advertising rates are based on "column inches."

Calculate the size of an ad by multiplying its columns by the height  
EXAMPLE: 2 columns by 5 inches equals ten column inches. As a rule, the more space (advertising column inches) you buy, the less your cost per column inch.

## Mechanical Specifications

**For Mechanical specifications for the Kingman Daily Miner, Smart Buyer, Coupons on Demand or Real Estate & Home Life please see page 6 or call your advertising consultant.**

# DAILY MINER

The Kingman Daily Miner is the only Kingman area morning newspaper that delivers local news to your customers six days a week and provides you with the vehicle to reach proven buyers. The Miner has a circulation on average of 7,002 Sunday through Friday. The Miner is available through home delivery, store locations and news stands throughout the greater Kingman/Golden Valley and surrounding areas.

Open / National / Agency Commissionable at 15%  
 (Mon-Fri) ..... \$18.46 per column inch  
 (Sun) ..... \$20.80 per column inch

**Kingman Daily Miner Circulation:**  
 Kingman Daily Miner (Sun. thru Fri.) ..... Average 7,002

**A. Number of Column inches used in next 12 month period. Retail and Classified Display Annual Bulk contract (Non-commissionable) with signed agreement.**

Inches	Rate per
Per year	col. inch
130"-258"	\$16.61
259"-516"	\$16.06
517"-903"	\$15.69
904"-1677"	\$15.14
1678"-2580"	\$14.77
2581"-3354"	\$14.21
3355"-5031"	\$13.85
5032"-6708"	\$13.29
6709"-10,062"	\$12.92
10,063"-13,416"	\$12.37
13,417"-16,770"	\$12.00
16,771"-20,124"	\$11.63
20,125"-23,478"	\$11.08
23,479"-26,832"	\$10.71
26,833"-33,540"	\$10.34
33,541" and up	\$9.97

**B. Ads published Monday through Friday and/or Sunday in Kingman Daily Miner and published again in one of the next five Kingman Daily Miner issues receives a pick-up rate of \$12.49 per column inch. Sister publication discount rates available. Rate applies to first pick-up on request.**

**C. Special Retail Items**

Front page strip (6 col. x 1"), 52 weeks.....	\$100.00 per day
Front page strip (6 col. x 1"), .....	\$150.00 per day
Weather page strip, (2 col. x 3"), per day .....	\$49.00
Ask the Professional (2 col. x 3.5" ad once a week)	
• 13x w/signed agreement per ad per week .....	\$88.47
• 26x w/signed agreement per ad per week .....	\$81.80
• 52x w/signed agreement per ad per week .....	\$72.46

**D. Special Monthly Pages**

Real Estate & Home Life (full process color) (With 1 Year Contract).....	\$9.55 per column inch
(No Contract).....	\$12.73 per column inch

**E. 3 for 3 Special**

Buy an ad for 3 consecutive days and receive the next 3 consecutive days for free. No copy change.

**F. Family Fun** (per spot) Sunday ..... \$46.35 ea./weekly

**G. Pet Page** (per spot) Thursday..... \$56.65 ea./weekly

**H. Church Directory** Friday..... \$7.73 ea./weekly

**I. TV Listings Page** Friday..... \$66.95/week

**J. Color Comics Section** Sunday (w/signed 52 week agreement) .....\$195.00/week

**Sales Tax**

All rates listed in this rate card do not include a 2.5% sales tax charge.

**Guaranteed Placement**

A 25% extra charge will be added to the total price of advertisement.

**Kingman Daily Miner Color Rates**

Color charge is based on a per ad per publication day.

	1 Color	2 Color	3 Color
Kingman Daily Miner	\$122	\$193	\$265
(3 colors is full process color ie: cyan, magenta, yellow & black)			

Closing Dates: Reservations and printing material for color ads - noon, three business days before publication date. Cancellation must be received prior to closing date (two working days prior to publication).

Three proofs available by request on three color advertisement. Color on a space availability basis.

Frequency Discounts: Advertisers placing a minimum of 24 or more color ads per year will realize a 15% or more discount when contracted for in advance.

Stand-by Color: Advertisers may add color (if available) to their scheduled black and white ad at one half of regular color rates by requesting "Stand by Color." Color choice and availability are at Publisher's option only. Specific spot color requests cannot be accepted.

**Classified/Legal Rates**

**A. Classified "reader" ads are paid in advance, unless you have received prior credit approval. Please contact the classified department for rates.**

**B. Legal Rate is \$8.30 per column inch. Contract rates available.**

**C. Confidential mailboxes are available for \$7.50 per week if you pick-up mail. If responses are mailed, additional fees apply.**

**Special Classified Rates**

**A. Business Finder - Miner and Online cash in advance**  
 4 line ad Monday through Friday in Services offered AND a 1 column x 2" ad with a logo or photo every Sunday..... \$45.00 per month  
 Each additional line.....\$1.00

**B. Classified Display Rates - Same as retail display rates.**

**C. Merchant Associations, Charities and Non-profit organizations**  
 (must have tax exempt number; other requirements may apply).  
 Per column inch (paid in advance) .....\$11.80

**D. Remnant space - Ask your Account Executive.**

**E. Card of Thanks, Specialty messages**  
 (Birthday, Anniversary, Congratulations, etc.)  
 Per column inch (plus tax).....\$9.53

**F. Obituaries (8 inch limit - approx. 240 words)**  
 • 1 issue .....\$40.00  
 • 1 issue (with photo) .....\$47.00  
 • 2 issues .....\$64.00  
 • 2 issues (with photo) .....\$71.00

Death Notice (from mortuary).....no charge  
 • Additional Days.....Same as one issue

•Additional Words..... \$4.00 for each additional 30 words per day



**G. Guaranteed placement 25% extra.**

## PRINT / ONLINE

# Flyerboard Packages

The Kingman Daily Miner offers the ultimate advertising package for our customers in Kingman and the surrounding areas. With this new program, your business will reach over 16,356 readers and another 110,000+ unique visitors online with our new Print/Digital Flyerboard Package!  
*kdminer.com boasts over 1,199,000 page views a month!*

### FEATURES AND BENEFITS ONLINE

Hosted on multiple site pages online for a minimum of one week. Analytical reports with impressions available to the advertiser. Your Flyerboard ad directs viewers to your website social networking -  facebook,  twitter,  myspace, & email.

Small and large customers will benefit from our dual advertising program in print with The Kingman Daily Miner and online with kdminer.com



[www.kdminer.com](http://www.kdminer.com)

### Special Sections and Supplements for the Kingman Daily Miner

#### Weekly

- Color Comics - Sunday Supplement
- Coffee Break - Sunday Supplement
- Parade - Sunday Supplement
- American Profile - Monday Supplement
- Ask the Professional - Monday
- Medical Directory - Tuesday
- Entertainer - Thursday Supplement

#### Monthly

- Real Estate & Home Life
- Relish - Tuesday Supplement (Recipes & more...)
- Athlon - Friday Supplement (All things sports)
- Spry - Second Wednesday of the Month
- Downtown Merchants - Third Thursday of the Month
- Golden Valley Page - First Wednesday of the Month

### Annual Special Publications/Promotions

#### JANUARY

Medical Directory/Health Care

#### FEBRUARY

Valentine's Day Gift Guide

Readers Choice

Classified: Name That Love Song

#### MARCH

Women in Business Broadsheet 'C' Section

Classifieds: St. Patrick's Day Don't Drink & Drive

Basketball Bracket Double Truck

#### APRIL

Easter Worship Pages

International Tattoo Day Page

#### MAY

Classifieds: Mother's Day 'Color Your Mom' Coloring Contest

Mother's Day Gift Guide

Graduation Tab

Memorial Day Double Truck

Fair Book

National Train Day Double Truck

#### JUNE

Classifieds: Father's Day 'Color Dad a Tie Contest'

National Motorcycle Weekend Special Tab

#### JULY

Meet Your Merchant

Classifieds: July 4th Don't Drink & Drive

#### AUGUST

Classifieds: Labor Day Don't Drink & Drive

#### SEPTEMBER

National Coupons Month (Coupons on Demand Special)

#### OCTOBER

Destination Kingman #1

Classifieds: Halloween Coloring Contest

#### NOVEMBER

Destination Kingman #2

Welcome to Kingman Relocation Guide

Classifieds: Thanksgiving Day Programming Sponsor Page

#### DECEMBER

Classifieds: 'What Does Christmas Mean to Me Coloring' Contest

Classifieds: Guess the Weight of the 'Black Friday' Miner Contest

Christmas Programming Sponsor Page

Christmas Worship Double Truck

Frequency discounts are available. Ask your Advertising Consultant!

# DAILY MINER

## Ad Sizes

### Kingman Daily Miner

(Broadsheet)

Full Page.....	10.25" x 21.5"
1 Column .....	1.57"
2 Column .....	3.31"
3 Column .....	5.04"
4 Column .....	6.78"
5 Column .....	8.51"
6 Column .....	10.25"
Double Truck.....	21.25" x 21.5"

### Special Sections

(Tabloid)

Full Page.....	10" x 10.25"
1 Column .....	1.87"
2 Column .....	3.9"
3 Column .....	5.9"
4 Column .....	7.96"
5 Column .....	10"

### Smart Buyer

(Tabloid)

1/4 Page .....	4.95" x 5.10" .....	\$138
1/2 Page Vertical.....	4.95" x 10.25" .....	\$265
1/2 Page Horizontal.....	10" x 5.1" .....	\$265
Full Page (inside) .....	10" x 10.25" .....	\$400
Front Page.....	10" x 8" .....	\$500
Back Page.....	7.75" x 10.25" .....	\$425

Appears weekly on Tuesday in the Kingman Daily Miner for a total circulation of 29,589

**Reach every household in the Kingman area with a Kingman Daily Miner and Smart Buyer combined buy!**

## Miscellaneous

### Advertising Group Buys

For information on group buys for Kingman, Lake Havasu City, Parker, Blythe, Quartzsite, Williams, Ash Fork, Seligman, Grand Canyon, the Navajo and Hopi Nations, Cottonwood, Sedona, Camp Verde, Prescott, Prescott Valley, Chino Valley, Spring Valley, Black Canyon City, Cordes Lakes, Paulden, Dewey and Mayer, contact your nearest Western News&Info, Inc. office, or call (928) 783-3311 ext. 4114.

### Advertising Format

As a paginated newspaper, we accept your advertisements on a flash drive or CD, placed on our FTP (file transfer site) located on our web site under Rate Card - File Transmission or emailed to graphics@kdminer.com or send via adsend. Call your advertising consultant or click on to kdminer.com and go to our Rate Card for sending requirements.

### Co-op Advertising

Local rates will apply for any manufacturers or distributors utilizing accrued Co-Op dealer funds in the form of multi-logo advertisements, examples Arizona manufacturers, Arizona industrial fabricators, Arizona food processors and dealer tie-in (except for network franchise programs). Kingman Daily Miner will provide Co-Op advertisers utilizing Co-Op funds with tearsheets attached to an itemized invoice. This is for the sole purpose of enabling the advertiser to prove that they are responsible for the total amount of advertising run shown on the regular monthly Kingman Daily Miner billing statement. Local advertising rates will apply for any local advertiser utilizing available manufacturer's Co-Op funds.

### Special Services

All tearsheets are sent via email. Physical tearsheets will incur a surcharge in the amount of \$1.00 per tearsheet.

To ensure your tearsheets are delivered to the correct person, please email your business name along with the email you wish for us to use to mbruce@kdminer.com.

If you have any questions, please contact us at 928-753-6397 ext. 248.

Publisher will not be responsible for printing material, cuts, art or CDs, flash drives or SD cards left with us for more than ten (10) days following publication nor for the black and white reproduction quality of photos or illustrations furnished in color.



Over the years, The Kingman Daily Miner has won numerous awards from the Arizona Newspaper Association's Best Ad contest. Our new multi-million dollar printing press will give you the very best quality for black & white ads as well as for full color.

## Insert/Pre-print Rates

### Inserts Have Impact

Preprinted inserts offer advertisers the flexibility and control of creating and printing advertisements that are packaged and delivered to Miner subscribers any publication day and to non-subscribers Tuesday in the Smart Buyer.

#### Numbers of inserts needed for full circulation:

Kingman Daily Miner (Sun. thru Fri.) Average 7,002  
 Kingman Smart Buyer (Tuesday) 29,589

#### Pre-Print/Inserts

Machine Inserts cost per thousand for Kingman Daily Miner

Cost per thousand	Base	12X*	24X*	48X*
Weight Limits	Annual	Annual	Annual	Annual
Single Sheet.....	\$44.08	\$42.32	\$41.45	\$39.69
4 tab/8 flexie.....	46.26	44.44	43.50	41.66
4 std/8tab/16 flexie.....	49.43	47.47	46.48	44.50
6 std/12 tab/24 flexie .....	54.95	52.76	51.65	49.46
8 std/16 tab/32 flexie .....	56.56	54.30	53.18	50.91
10 std/20 tab/40 flexie .....	64.83	62.24	60.94	58.35
12 std/24 tab/48 flexie .....	75.89	72.88	71.36	68.31
14 std/28 tab/56 flexie .....	78.68	75.55	73.95	70.82
16 std/32 tab/64 flexie .....	81.45	78.21	76.58	73.32
18 std/36 tab/72 flexie .....	84.17	80.86	79.16	75.81

\*Based upon a signed agreement

- Frequency contract rates for 72, 120 and 132 preprints per year are available upon request.
- Hand insertion add an additional \$25.00 per 1,000.
- Preprints are charged by the thousand. The minimum quantity of inserts charged is 4,000 (quantities less than the minimum are charged an additional \$25.00 per 1,000).
- Preprints are not included in newspaper copies mailed outside of the county.
- Customized Zone Distribution is available for an additional \$25.00 per thousand. Zoning is defined as any preprint that is ordered to be inserted other than full run (including all news stands) in any publication in a specific geographic area. Preprints that are zoned are not included in news stands.

## Kingman Daily Miner Distribution

**Paid Publication:** KINGMAN DAILY MINER Published Sunday-Friday.

**Free Publications:** SMART BUYER Published Tuesday.

ZIP CODE	COMMUNITY	Paid Home/ Mail Delivery	Paid Rack Delivery	PCD & Mailed TMC Smart Buyer	TOTAL
85360	WIKIEUP	0	0	205	205
86401	KINGMAN	2219	545	7496	10710
86402	KINGMAN	0	0	890	890
86409	KINGMAN	2605	504	7782	10887
86412	HUALAPAI	0	0	308	308
86413	GOLDEN VALLEY	635	176	3181	3992
86431	CHLORIDE	34	10	294	338
86434	PEACH SPRINGS	0	0	550	550
86441	DOLAN SPRINGS	76	150	786	1012
86444	MEADVIEW	0	48	645	691
<b>TOTAL</b>		<b>5,569</b>	<b>1,433</b>	<b>22,587</b>	<b>29,589</b>

#### Paper Bag or Poly Bag wrap:

- Hand bag our product into your advertisement bag ..... \$60.00 per 1000.
- Inserts larger than 11" x 12" must be folded. Hand 1/4 folding is \$35.00 per thousand.
- Post-It-Notes:..... \$95.94 per 1000.
- Minimum size: 1.5" x 2". Maximum size: 5" x 5"  
 Call Account Executive for other quotes

#### ROP Credit:

Credit of pre-printed insert inches will be allowed towards the fulfillment of bulk advertising agreement based upon a 4-to-1 ratio of pre-print inches to ROP inches as follows:

Insert Size	Inches/Credit
4 Std/8 Tab/16-flexie .....	129"
6 Std/12 Tab/24-flexie .....	194"
8 Std/16 Tab/32-flexie .....	258"
10 Std/20 Tab/40-flexie .....	323"
12 Std/24 Tab/48-flexie .....	387"
14 Std/28 Tab/56-flexie .....	452"
16 Std/32 Tab/64-flexie .....	516"
18 Std/36 Tab/72-flexie .....	581"

Minimum size & frequency of pre-print insert for credit application is 4 Std/8 Tab.

Credit based on minimum 12 times annual pre-print insert contract.

Minimum insert size: 4" x 7". Maximum insert size: 10" x 12".

(anything larger requires folding - hand folding price determined by insert.)

**Reservation Deadline:** 10 days prior to insertion.

**Delivery Date Deadline:** 7 business days prior to insertion.

#### Preprint delivery:

Central Print Facility, Attn: Mail Room  
 7080 Hwy. 68, Golden Valley, AZ 86413  
 Phone: (928) 565-9888

#### Receiving hours for the plant receiving dock are:

**Monday thru Thursday 8 a.m. to 5 p.m.**

**Friday 7 a.m. to noon**

Inserts to be delivered at least 7 business days prior to insertion.

## Sales Tax

All rates listed in this rate card do not include a 2.5% sales tax charge.



## Kingman Area Highlights

Kingman (and the surrounding communities of Golden Valley, Chloride, Dolan Springs, Pinon Pines and Valle Vista) is one of the fastest growing communities in Arizona. Kingman is a regional trade, service and distribution center for northwestern Arizona. Its strategic location relative to Los Angeles, Las Vegas, Phoenix, Laughlin and the Grand Canyon has made tourism, manufacturing/distribution and transportation leading industries.

The population growth is attributed to Kingman's great climate, educational system and excellent city government.

## Readership Study Pulse Research, Inc. 2014

### Always or Frequently Read:

Classified Ad .....	61.5%	Nation/World .....	84.5%	Meetings & Activities....	62%
Retail Ads.....	73.0%	Opinion/Columns ....	85.5%	Local/Arizona .....	91.5%
Ad Inserts .....	71.5%	Sports .....	43.5%	Obituaries .....	73.5%
Local .....	94.5%	TV Section .....	41.5%		

## What our customers say about their advertising results.

*"With the help of our weekly ad in the Kingman Daily Miner, we have grown 25% larger!"*

*"We love our ads in the Kingman Daily Miner. They have been a great benefit to the success of our business."*

*"The Daily Miner team will make sure the colors really pop, and people did come into our business and call regarding this ad. It is a great addition to your local marketing."*

# We help businesses grow and prosper.