

# INDIAN COUNTRY

America's • Leading • Indian • News • Source

indiancountry.com

U.S. Nuclear Regulatory Commission  
Attn: Rosetta Virgilio  
Office of State and Tribal Programs  
Mail Stop 0 3-C-10  
Washington, D.C. 20555

Dear Rosetta,

Enclosed please find three copies of Indian Country Today. They should give you a clear sense of what our paper is about. We are the only national weekly newspaper covering Indian issues in America and Canada.

We reach all 559 tribal leaders and their administrative employees. We also reach every Congressional Representative and Senator, Governor, Executive Branch appointee and Supreme Court Justice. We also have a 14,000 paid readership base with another 5,000 readers buying the paper off of news stands.

Should your office have any news or story leads please feel free to call our editorial offices at 605-341-0011 and if your program has any advertising or promotional needs call me at 315-697-7777.

Best Regards,



Ray Cook,  
National Campaign Officer

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# ADVERTISING INFORMATION: RATES AND DEADLINES

## UNDERSTANDING THE COLUMN INCH

**I**ndian Country Today's rates are based on the column inch. To figure out the area and cost of an ad, multiply its height in inches times the number of columns across. Then multiply that figure by the cost per inch. For instance, an ad which is four inches high and three columns wide equals 12 column inches. To calculate the cost, multiply 12 times the per column inch rate you will pay.

### OPEN RATE:

Broadsheet Display: \$22.50 per column inch  
Classified Display: \$14.50 per column inch

### COLOR RATES:

First Color: \$100 additional  
Second Color: \$100 additional  
Third Color: \$100 additional  
Full Color (CMYK): \$300 additional with separations  
(\$75 service charge for color separation services)

*Minimum size for color ad is three columns by five inches.*

### ANNUAL CONTRACT RATES:

Total Inches	100	250	500	2500	5000
Discount	10%	12%	16%	22%	30%

### INSERTS AND FLIERS:

8.5 cents per flier  
\$85 per thousand

(Zoned breakdown or area cost available upon request.)

### BUSINESS DIRECTORY:

\$160 per month

Size: two columns x two inches

The ad must run for the entire month with no changes.

No fully reversed ads accepted. All ads will have a two point border.

### ADVERTISING DEADLINES:

Publishing Date: Monday morning

Deadlines

Classified ads: Friday at 4 p.m.

Display ads: Friday at 4 p.m.

Inserts: Friday of the week before publication

# MECHANICAL MEASUREMENTS

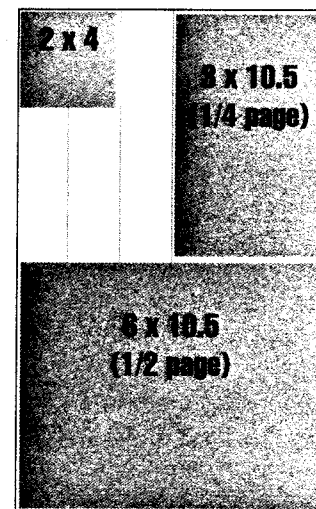


## DISPLAY ADVERTISING:

Full page (126 column inches per page) - 6 columns x 21 inches  
(with 1 pica gutters)

Column	Width in Inches
1 column	1.986
2 column	4.139
3 column	6.291
4 column	8.444
5 column	10.597
6 column	12.75

sample page (reduced)

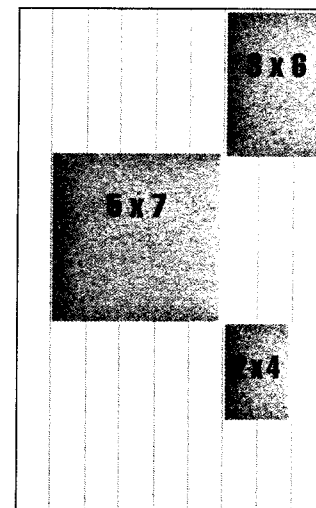


## DISPLAY CLASSIFIED ADVERTISING:

Full page (168 column inches) - 9 x 21

Column	Width in Inches
1 column	1.298
2 column	2.761
3 column	4.223
4 column	5.686
5 column	7.149
6 column	8.612
7 column	10.075
8 column	11.538
9 column	13

sample page (reduced)



## SPECIFICATIONS FOR CAMERA READY AND E-MAIL ADS:

Negatives need to be emulsion side down at 85 lines per inch screen.

We accept files on 3.5" floppy disc, 44 and 88 MB Syquest discs and 100 MB Zip drive discs. All disks will be returned if accompanied by self-addressed stamped envelope.

We can accept Quark Xpress, Freehand, Illustrator, Photoshop or Pagemaker files. We also can accept PDF files. Please include fonts. For e-mail ads save photos as JPG or GIF files (either a small image size and large dpi or large image size and small dpi).

Web address: [www.indiancountry.com](http://www.indiancountry.com)

E-mail address: \_\_\_\_\_@indiancountry.com