



Ad Planner

Effective February 1, 2024

Classifieds 208-667-0651
Display 208-667-2408
Fax 208-765-6969
Email ads@nickelsworth.com

107 N. 5th Street / P.O. Box 2048
Coeur d'Alene, ID 83816
www.nickelsworth.com
facebook.com/nickelsworth

Welcome to the Nickel's Worth

the most widely distributed and read community newspaper in North Idaho and Western Montana. Since 1972 our mission has been to connect buyers and sellers throughout our region.

When you place your ad with the Nickel's Worth, you will be working with a local team to reach a local audience. Our knowledgeable staff is standing by to help you compose and design an effective ad that promotes your products and services.

Your ad will appear in our print edition and we post it, free, to our award-winning website. We offer a number of expanded advertising options, including inserts, sticky notes, and our quarterly Business Card Book. We also partner with other papers around the Inland Northwest, making it easy to expand your marketing reach.

Along with classified and display advertising, the Nickel's Worth includes news reporting, reviews and editorials of local interest, cartoons, puzzles and a calendar of local events.

Thank you for considering the Nickel's Worth as part of your advertising strategy!





get your
**NICKEL'S
WORTH**

Display Ads Examples & sizes

Ideal for business, special events and any time you need to grab some more attention, **display advertising** gives you more freedom of graphics, colors and fonts. Color is always included and we offer discounts for running longer. The following pages have examples of some of our common sizes, and we can adjust based on your needs and content!

BLENDED TOPSOIL
You pick up or we will deliver. Call for pricing.
Rimrock Trucking
208-819-5886

1X1"
\$15.80

Granite Ridge
CONSTRUCTION
Renovation and Remodels
208-512-7295
License RCT-50166 • graniteridgejake@gmail.com

2X1" \$31.60

WE BUY UNWANTED CARS AND TRUCKS
FREE TOW LOCALLY
PEGASUS AUTO RECYCLING
208-772-3791

1X2"
\$31.60

FOR ALL YOUR LANDSCAPE NEEDS
• TOPSOIL • GRAVEL •
• SOIL • SAND •
• BARK • ROCK •
Delivery available • 20+ years experience
208-772-1883 • northidaholandscapesupplies.com
Monday-Saturday, 7am-5pm • Sunday 9am-3pm
11631 N. Govt. Way, Hayden. Corner of Buckles & Govt. Way

2X3" \$94.80

20% OFF
Turquoise
This week only!
Memory Lane
In the Silver Lake Mall, next to Bath & Body Works, CdA • 208-777-5999 • f

2X2" \$63.20

Premier Auction Center
MIDSUMMER COLLECTOR AUCTION
Beer tap handles, beer signs and lights, die cast, silver, jewelry, coins, Lladros, mounts, & more
Noon, Sat., July 8th | Doors open at 10am
674 N. Pleasant View Rd. | Post Falls, ID
For more info & pics: premierauctioncenter.com

2X4" \$126.40



NOW BUYING LOGS

Delivered to Chilco, Idaho
All species
Highest prices paid

Call 208-889-1163



NORTHWEST TRANSFERS
LOG YARD

2X5" \$158.00

Fri., May 19
3pm to 7pm

Sat., May 20
10pm to 3pm

2-Day Book Sale

Hayden Library
Friends of the
Community Library Network

1X1½" \$23.70



Spring Vault Rush

GET YOUR ORDERS IN!

We also offer safe buy-backs & factory blemished models!

ironmansafe.com | 208-762-8834
7695 Aqua Circle, Dalton Gardens, ID
Mon-Fri 7am-3:30pm • Sales by appt.

2X1½" \$47.40



Birthright of CdA volunteers have been serving the women in our community for 40 years.

We've been offering love & hope for unplanned pregnancies. There is always someone available to listen & talk.

1983  **2023**

We offer free pregnancy tests, diapers & clothes

800-550-4900 • 208-664-1390
birthright.org/coeurdalene

3X3" \$142.20

Want to get your ad on the
Front Page?

Front page is space available, some restrictions apply.

1X1 \$25	1X2 \$50	2X1 \$50	2X2 \$100	2X3 \$150
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Other sizes available ASK FOR PRICING!



For more info on Display Ads, call 208-667-2408



Black Sheep has everything you need for **FATHER'S DAY**

3 FOR \$9
Hanes T-Shirts



Knives

Flashlights
& Lanterns



Grunt Style T-Shirts
Life Is Good T-Shirts
Browning T-Shirts

Men's Sandals

Wide Variety Of
Men's Shorts



Coolers
& Camp
Stoves



Gun Safes &
Tackle Boxes

Camp Chairs &
Sun Canopies

Tents &
Sleeping Bags



\$50 or more Gift Cards gets
FREE Black Sheep cup or
Black Sheep pocket knife



Visit all 19 of our stores in the mall!

BLACK SHEEP SPORTING GOODS

208-667-7831 • www.BlackSheepSportingGoods.com
In the Silver Lake Mall, 200 W. Hanley Ave., Coeur d' Alene, ID

Quarter Page **\$295.00**

FULL COLOR

All display advertising rates include
full color - always!

Run your display ad longer and GET A DISCOUNT

Run **4 weeks** in a row and get **10% off**

Run **4 weeks** in a row, you also get a
double-sized ad the 4th week at the same price!

Run **8 weeks or more**, prepay and get an
even bigger discount! Call us for details.

*Discount contingent on timely payment or prepay. Double-sized ad cannot be on the front page.

Need your ad put together? We offer

DESIGN SERVICES

at no additional charge!

ADVERTISE WISELY!

Stay visible with something that fits comfortably in your
budget. We'll custom-fit an advertising campaign to fit
your needs and budget.

Display Rate Table

\$15.80 per column inch (1 column wide by 1 inch high) with discounts after 18".

1"	\$15.80
2"	\$31.60
3"	\$47.40
4"	\$63.20
5"	\$79.00
6"	\$94.80
7"	\$110.60
8"	\$126.40
9"	\$142.20
10"	\$158.00
11"	\$173.80
12"	\$189.60
13"	\$205.40
14"	\$221.20
15"	\$237.00
16"	\$252.80
17"	\$268.90
18"	\$284.40
19" to 22" (1/4 Page)	\$295.00

23"	\$310.80
24"	\$326.60
25"	\$342.40
26"	\$358.20
27"	\$374.00
28"	\$389.80
29"	\$405.60
30"	\$421.40
31"	\$437.20
32"	\$453.00
33"	\$468.80
34"	\$484.60
35"	\$500.40
36"	\$516.20
37"	\$532.00
38"	\$547.80
39"	\$563.60
40"	\$579.40
41" to 45" (1/2 Page)	\$585.00

46"	\$600.80
47"	\$616.60
48"	\$632.40
49"	\$648.20
50"	\$664.00
51"	\$679.80
52"	\$695.60
53"	\$711.40
54"	\$727.20
55"	\$743.00
56"	\$758.80
57"	\$774.60
58"	\$790.40
59"	\$806.20
60"	\$822.00
61"	\$837.80
62"	\$853.60
63" to 67" (3/4 Page)	\$860.00

68"	\$875.80
69"	\$891.60
70"	\$907.40
71"	\$923.20
72"	\$939.00
73"	\$954.80
74"	\$970.60
75"	\$986.40
76"	\$1002.20
77"	\$1018.00
78"	\$1033.80
79"	\$1049.60
80"	\$1065.40
81" to Full Page	\$1070.00

Fraction Rates

1/4"	\$3.95
1/2"	\$7.90
3/4"	\$11.85

Full Color Included In All Display Ad Rates

Larger Ad Sizes

Quarter Page	\$295
Half Page.....	\$585
Three-Quarter Page	\$860
Full Page	\$1,070
Double Truck.....	\$1,900

Other Display Prices

Front Page per column inch.....	\$25
Back Page per column inch	\$18

Column Dimensions

Columns	Inches	Picas
1 Col.....	1.583"	9p6
2 Col.....	3.333"	20p0
3 Col.....	5.083"	30p6
4 Col.....	6.833"	41p0
5 Col.....	8.583"	51p6
6 Col.....	10.333"	62p0

Business Card Book

Per Business Card Sized Spot\$50
Distributed quarterly. Up to 8 spots per ad.

Deadlines - Classifieds

Nickel's Worth - Wednesday, 3pm
Giant Nickel - Tues, 4pm | **Pennywise** - Tues, 4pm

Deadlines - PCs and Display

Nickel's Worth - Wednesday, 3pm
Giant Nickel - Tues, noon | **Pennywise** - Tues, 4pm

Classified Prices

1 Paper\$10.00 for 15 words, then 10¢ per word
2 Papers \$18.50 for 15 words, then 10¢ per word
3 Papers\$26.15 for 15 words, then 10¢ per word

Please note that due to differences in US and Canadian law, pet and gun ads cannot run in the Pennywise and are not eligible for the 3 papers for \$26.15 pricing.

Picture Classified Prices

30 words + a color picture.....\$20.00

PC Prices - Giant Nickel

30 words + a color picture (online only).....\$10

10¢ per additional word. Picture element must be single image.

Classified Ads

SIMPLE, YET CLASSIC AND effective, our plain text classifieds are easy on your budget. They start at \$10.00 for 15 words, with 10¢ each for any extra words

\$10.00 weekly for 15 words and 10¢ for each additional word

Classified advertising can be billed monthly. Tear sheets are not available for classifieds, though whole issues can be sent on request for \$3.00 each prepaid.

Picture Classifieds

\$20.00 color picture plus 30 words (10¢ each additional word)



WITH MORE POP THAN A regular classified and less cost than a display ad, Picture Classifieds are an excellent advertising option in between the two. You get 30 words and a color photo or logo starting at \$20.00, and any additional words are 10¢ each. Need more photos? No problem, you can add up to four additional pictures online for just \$5 more

Online Only Options

Add to your ad!

- Extra pictures on your classified or PC
- Green highlight on your online ad

NICKEL'S WORTH SPECIAL ISSUES

2024

Seven times per year the Nickel's Worth includes special pull-out sections highlighting seasonal interests, with advertising, articles and more.

Health & Wellness
January 26th

Garden Issue
April 12th

Home Improvement
May 17th

Outdoor Issue
June 14th

Hunting Issue
September 13th

Salute to Veterans
November 8th

Local Shopping
November 29th

BUSINESS CARD BOOKS

Quarterly from the Nickel's Worth Starts at just \$50!



Spring March 14th

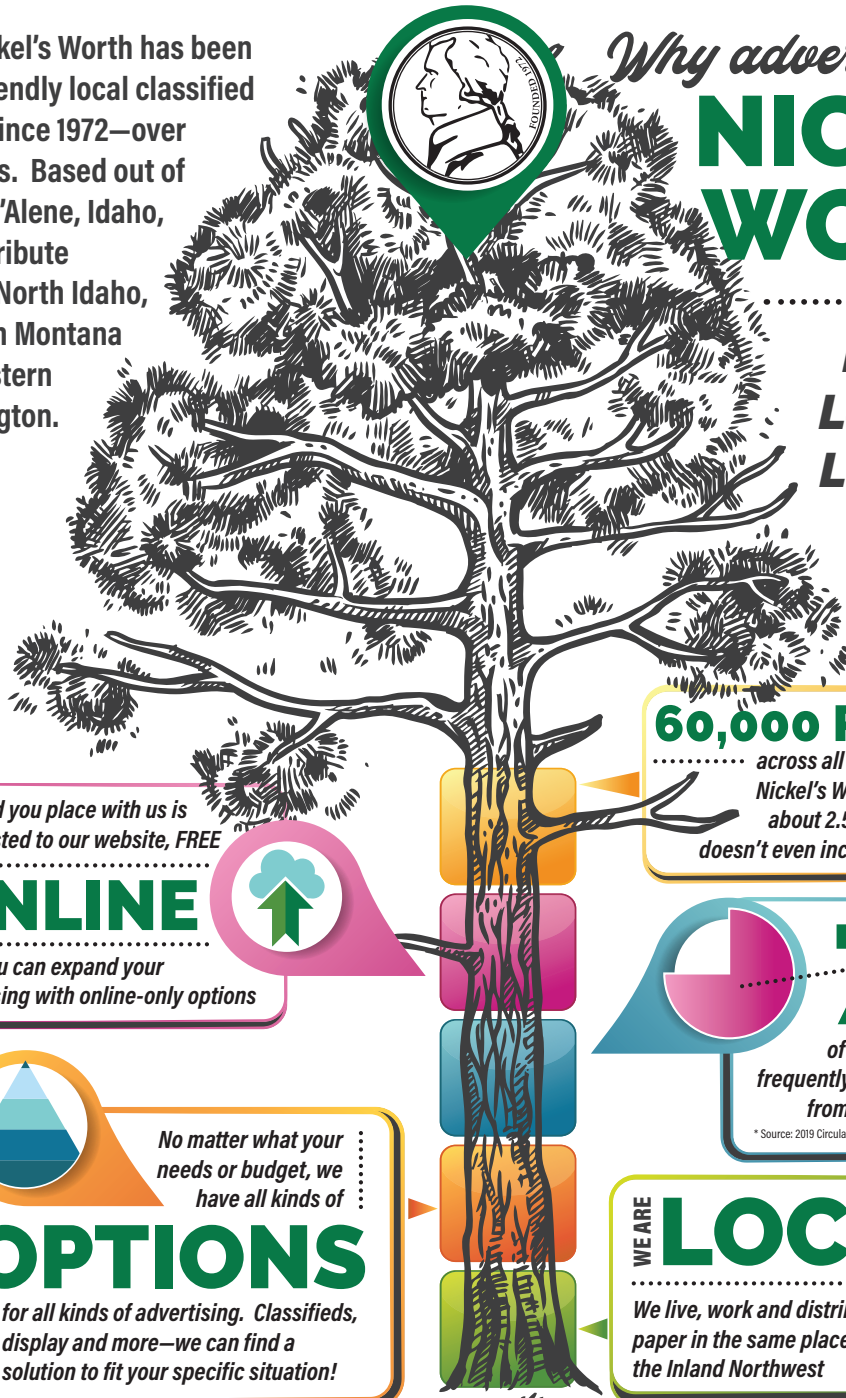
Summer June 6th

Fall September 5th

Winter Dec. 12th

Get your brand in front of our local, invested readership at a budget-friendly \$50 per full-color spot. You can use your business card as-is, or have any other content that fits in the space—and if you need more room, you can get up to 8 spots!

The Nickel's Worth has been your friendly local classified paper since 1972—over 50 years. Based out of Coeur d'Alene, Idaho, we distribute across North Idaho, Western Montana and Eastern Washington.



Why advertise with the **NICKEL'S WORTH?**

**Local paper.
Local people.
Local results.**

Every ad you place with us is also posted to our website, **FREE**

ONLINE

Plus, you can expand your advertising with online-only options



No matter what your needs or budget, we have all kinds of

OPTIONS

for all kinds of advertising. Classifieds, display and more—we can find a solution to fit your specific situation!

60,000 READERS

across all demographics read the Nickel's Worth every week. That's about 2.5 readers per paper and doesn't even include our online readers



75%

of Nickel's Worth readers frequently buy goods or services from the ads they see there

* Source: 2019 Circulation Verification Council Publication Audit Report

WE ARE LOCAL

We live, work and distribute our paper in the same place: the Inland Northwest



Sticky Notes & Inserts
on the front page

Call for details and pricing

Questions?

Looking for something specific?
Something we didn't cover?

Reach out to us today! We can clarify, answer questions, custom-fit an ad campaign and more!



Phone: 208-667-0651 or 208-667-2408

Website: www.nickelsworth.com

Email: ads@nickelsworth.com
or display@nickelsworth.com