

# Ad Planner

Effective January 1, 2026



*get your*  
**NICKEL'S  
WORTH**

**Classifieds** 208-667-0651  
**Display** 208-667-2408  
**Text** 208-667-0651  
**Email** [ads@nickelsworth.com](mailto:ads@nickelsworth.com)

107 N. 5th Street / P.O. Box 2048  
Coeur d'Alene, ID 83816  
[www.nickelsworth.com](http://www.nickelsworth.com)  
[facebook.com/nickelsworth](https://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 website. We offer a number of expanded advertising options, including inserts, banner ads and features for our website, and our quarterly Business Card Book. We also offer a wide range of digital advertising options to help promote your business across the wider internet and streaming services.

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

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







## Display Ads Examples & sizes

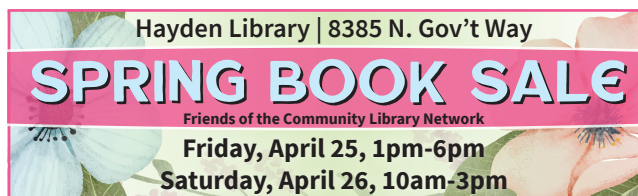
Ideal for business, special events and any time you need to grab some more attention, **display advertising** gives you more freedom of graphics, colors and fonts. Color is always included and we offer discounts for running longer. The following pages have examples of some of our common sizes, and we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



1x1"  
\$17.00



1x2"  
\$34.00



2x1" \$34.00



2x3" \$102.00



2x2" \$68.00



2x4" \$136.00

**THE  
ROARING IN  
THE FUNDS**

FOR HOME DELIVERED MEALS



SATURDAY, MAY 3RD | 6PM-8PM  
**TICKETS \$50 EACH**

Chicken Parmesan Dinner | Tiramisu Dessert  
Live Music | Lake City Tappers Performance  
Raffles | Silent Auctions | Gaming Tables



Lake City Center | 208-667-4628  
1916 N. Lakewood Dr., Coeur d'Alene

**2X5" \$170.00**

**TK AUTO  
Sales**

509-242-3588  
tkautosalespokane.com

6904 E. Sprague  
Spokane Valley, WA

**FINANCING AVAILABLE  
OVER 275 VEHICLES IN STOCK**

**1X1½"  
\$25.50**

208-449-6908  
ALL PHASES OF  
CONCRETE



**WOLF FOUNDATIONS  
& FLATWORK, LLC**

Footings  
Foundations  
Slabs/floors  
Porches  
Retaining walls  
Remove & replace  
Decorative

Hayden | RCTE-49838

**2X1½"  
\$51.00**



*Idaho Tomato Lady*  
**PINE CREEK  
NURSERY**

OPEN FOR THE SEASON APRIL 23RD!

**TOMATO & VEGGIE STARTS • HERBS • BERRY PLANTS  
UNIQUE ANNUALS • PERENNIALS • NO PESTICIDES!**

43 NELSON LANE, PINEHURST • 208-682-9855 •   
WWW.IDAHOTOMATOLADY.COM • OPEN WED-SUN, 1PM-6PM

**3X3" \$153.00**

*Want to get your display ad on the*  
**Front Page?**

Front page is space available,  
some restrictions apply.

**1X1  
\$30**

**2X1  
\$60**

**2X2  
\$120**

**2X3  
\$180**

**2X4  
\$240**

**Other  
sizes  
available  
ASK FOR  
PRICING!**



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



It's almost planting time...

# Improve your Soil

with compost &  
manure from North  
Idaho Landscape  
Supplies



For all your landscape needs  
Topsoil • Soil • Gravel • Bark  
Sand • Rock • *Delivery available*

208-772-1883 | 208-704-1263 [nilandscapesupplies.com](http://nilandscapesupplies.com)  
11631 N. Government Way, Hayden Corner of Buckles & Gov't Way

**Quarter Page \$315.00**

## FULL COLOR

All display advertising rates  
include full color - always!

Run your display ad for 4 weeks or longer and

## GET A DISCOUNT\*

Get the most for your money by prepaying!

Run 4 weeks in a row and prepay to get 10% off  
AND a double-sized ad the 4th week

Run 8 weeks in a row and prepay to get 15% off  
AND double-sized ads on weeks 4 and 8

Run 26 weeks in a row and prepay to get 20% off  
AND double-sized ads on weeks 4, 8, 12, 16, 20, and 24

Get a discount on your invoice at the  
end of the month!

Run 4 weeks in a row and get 10% off  
with timely payment each month

Contact us today for the full 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

\$17.00 per column inch (1 column wide by 1 inch high) with discounts after 18".

1"	\$17.00
2"	\$34.00
3"	\$51.00
4"	\$68.00
5"	\$85.00
6"	\$102.00
7"	\$119.00
8"	\$136.00
9"	\$153.00
10"	\$170.00
11"	\$187.00
12"	\$204.00
13"	\$221.00
14"	\$238.00
15"	\$255.00
16"	\$272.00
17"	\$289.00
18"	\$306.00
19" to 22" ( $\frac{1}{4}$ Page)	\$315.00

23"	\$332.00
24"	\$349.00
25"	\$366.00
26"	\$383.00
27"	\$400.00
28"	\$417.00
29"	\$434.00
30"	\$451.00
31"	\$468.00
32"	\$485.00
33"	\$502.00
34"	\$519.00
35"	\$536.00
36"	\$553.00
37"	\$570.00
38"	\$587.00
39"	\$604.00
40"	\$621.00
41" to 45" ( $\frac{1}{2}$ Page)	\$630.00

46"	\$647.00
47"	\$664.00
48"	\$681.00
49"	\$698.00
50"	\$715.00
51"	\$732.00
52"	\$749.00
53"	\$766.00
54"	\$783.00
55"	\$800.00
56"	\$817.00
57"	\$834.00
58"	\$851.00
59"	\$868.00
60"	\$885.00
61"	\$902.00
62"	\$919.00
63" to 67" ( $\frac{3}{4}$ Page)	\$925.00

68"	\$942.00
69"	\$959.00
70"	\$976.00
71"	\$993.00
72"	\$1,010.00
73"	\$1,027.00
74"	\$1,044.00
75"	\$1,061.00
76"	\$1,078.00
77"	\$1,095.00
78"	\$1,112.00
79"	\$1,129.00
80"	\$1,146.00
81" to Full Page	\$1,150.00

## Fraction Rates

$\frac{1}{4}$ "	\$4.25
$\frac{1}{2}$ "	\$8.50
$\frac{3}{4}$ "	\$12.75

**Full Color**  
Included In All  
Display Ad Rates

## Larger Ad Sizes

Quarter Page .....	\$315
Half Page.....	\$630
Three-Quarter Page .....	\$925
Full Page .....	\$1,150
Double Truck.....	\$2,100

## Other Display Prices

Front Page per column inch.....	\$30
Back Page per column inch .....	\$22

## 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 .....	\$60
Distributed quarterly. Up to 8 spots per ad.	

## Classified Prices

1 Paper .....	\$11.00 for 15 words, then 10¢ per word
2 Papers .....	\$20.00 for 15 words, then 10¢ per word

Choose one or both: the Nickel's Worth (North Idaho, Western Montana and Eastern Washington) and the Giant Nickel (TriCities, Central Washington)

## Picture Classified Prices

**30 words + a color picture.....\$22.00**

### PC Prices - Giant Nickel

30 words + a color picture (online only).....\$14

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

## Deadlines - Classifieds

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

## Deadlines - PCs and Display

Nickel's Worth - Wednesday, 3pm  
Giant Nickel (No display) - Tues, 4pm





# Classified Ads *and* Picture Classified Ads

## Classified Ads

**\$11.00**

weekly for 15 words, and 10¢ for each additional word

Simple and straightforward, our classic classifieds are compelling and effective... and they can't be beat for affordability. With a classified, you get your message in front of our fantastic local readership easily and economically.

CLASSIC AND EFFECTIVE, our plain text classifieds are simple and easy on your budget. They start at \$11.00 for 15 words, then any extra words are 10¢ each

## ADD TO YOUR AD!

We post every ad to our website, but did you know we have extra options for the online version of your classified or picture classified? This includes

- Featured ad (*adds a green background that moves as the reader scrolls*) - \$5
- Online only pictures: Up to 5 additional pictures on our website - \$5

## Picture Classified Ads

**\$22.00**

weekly for a color picture plus 30 words (10¢ each additional word)

A picture is worth a thousand words, and with our picture classifieds you get a one column wide picture *plus* 30 words. Bridging the difference between display and classified, a picture classified gives you the increased visibility of a display ad combined with the affordability of a classified.



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 \$22.00, and any additional words are 10¢ each. Need more photos? No problem, you can add up to five additional pictures online for just \$5 more

### PICTURE CLASSIFIEDS ON THE FRONT PAGE ..... \$35.00

Our business customers can get a picture classified on the front page! Starting at \$35.00, you still get a picture and 30 words with 10¢ per extra word. Contact us today for details!

## Expand your reach

We've partnered with the Giant Nickel in the Tri-Cities to make it easy for your classified ad to go farther!

- 1 Paper - \$11.00
- 2 Papers - \$20.00

Prices include 15 words; 10¢ per additional word

*Picture classifieds not eligible*

*Classified / picture classified advertising can be billed monthly. Tear sheets are not available for classifieds or picture classifieds, though whole issues can be sent on request for \$4.00 each prepaid. Picture classified picture MUST be a single image, no collages or flyers. Some restrictions apply for front page placement.*

## SPECIAL ISSUES

Six times per year the Nickel's Worth includes special pull-and-save sections in our weekly paper highlighting seasonal interests, with advertising, articles and more. There's no additional cost or restrictions to advertise in these issues, so they are a perfect way get your business in front of interested readers.

### 2026 Schedule

**Health & Wellness** - February 12th

**Garden Issue** - April 9th

**Home Improvement** - May 14th

**Outdoor Issue** - June 18th

**Hunting Issue** - September 17th

**Local Shopping** - November 25th

## BUSINESS CARD BOOKS

With an issue for every season, the quarterly Nickel's Worth Business Card Book is a budget-friendly \$60 per full-color, business card sized spot. We distribute the booklet with the paper and it's available on our website the entire quarter.

### 2026 Schedule

**Spring** - March 19th

**Fall** - September 10th

**Summer** - June 11th

**Winter** - December 10th

### *Other advertising options*

We offer a number of specialty ad options, including inserts in the paper, online only display ads and online flyers. Contact us today for more info, or if you have any other questions!

## Digital Advertising Packages

The Nickel's Worth offers digital advertising on an à la carte basis, meaning we can choose the best platforms and strategies to fit your budget and needs. Prices vary, so contact us today to get started! 208-667-2408 or [display@nickelsworth.com](mailto:display@nickelsworth.com)

### EXPERT ADVICE

*Let our team help you navigate the world of digital advertising and find the solution that works best for you and your business.*



### MULTIPLE STRATEGIES

*Digital display, streaming video and audio, SEO, social media, website creation and optimization, and more: we offer a wide range of digital advertising strategies and we'll tailor your campaign to fit your needs and budget.*



### TARGETED AUDIENCE

*Precisely target the perfect audience using geographic and demographic data, keywords, search history, and more.*



### ONGOING SUPPORT

*We're here through your entire campaign to answer questions and concerns. We monitor your campaign with you in real time and make adjustments to targeting and strategies based on the data.*



### TRACKING & REPORTING

*Get ongoing data and metrics for your campaign, including exposure, engagement, foot traffic and more.*



### PRINT + DIGITAL

*Combining print and digital advertising can make online campaigns 400% more effective\* and can achieve a 25% higher response rate\*\**

\* Source: pdcgraphics.com  
\*\* Source: electroiq.com