



# THE MOUNTAIN TRADER

YOUR FREE  
WEEKLY  
SHOPPER

**1002 1st Avenue East Kalispell, Montana 59901**

406-257-2251 • Fax 406-257-1154 • [www.mountaintrader.com](http://www.mountaintrader.com)

Office Hours: Mon - Wed, 8:30 - 5:30 • Thurs, 9 - 2 • Closed Friday

Published Every Thursday • Circulation 14,500 - 23,000 • Serving Northwest Montana Since 1972

Locally Owned & Operated by NW Mountain Trader Inc.

Gary & Bettina Smigaj, Joel Brann, Kjelseeth Vollmer

## DISPLAY RATES

**Display Deadline - Tuesday At 2:00**

Full page deadline Thursday before publication

Inside Page	\$8.50 Column Inch
Back Page	\$11.50 Column Inch
Front Page*	\$18.50 Column Inch

- 10% discount on ads run more than once
- Special quantity discount rates available
- Full color \$3/inch, \$12 minimum
- 20% added charge for specified placement
- Proofs or tear sheets furnished upon request

The Mountain Trader pages are 6 columns wide x 16" deep, ad width sold in whole columns only.

\*Currently unavailable, ask about our waiting list.

The MOUNTAIN TRADER staff is happy to serve you. If you wish us to call on you, please call 406-257-2251.

We reserve the right to edit or refuse any advertisements.

We assume the complete responsibility for errors made by our staff.

In the event of an error, an adjustment will be made for the week notified.

## CLASSIFIED RATES

**Classified Deadline - Tuesday At 5:30**

Full page deadline Thursday before publication

15 words - \$6/week

(20¢ each additional word)

Color Your Ad: \$5/week extra

Bold Print: \$2/week extra

Border: \$3/week extra

FREE - Up to 15 Words!

Lost & Found • Giveaways

We charge a \$1 fee for any cancellations or changes.

The Mountain Trader Is Proud To Serve The Following Areas:

Kalispell, Creston, Whitefish, Olney, Fortine, Trego, Eureka, Rexford, Swan Lake, Columbia Falls, Hungry Horse, Martin City, Coram, Marion, Libby, Bigfork, Finley Point, Cut Bank, Somers, Lakeside, Polson, Ronan, Pablo, Hot Springs, Plains and Thompson Falls.

# EXAMPLES:

**3x8 (1/4 pg) - \$204**

Rerun - \$183.60

**1/4 Page Full Color  
\$250**

1/4 page is 24 col. inches  
can be 3x8, 4x6, or 6x4

**2x2 - \$34**

3.27" wide x 2" tall

Rerun - \$30.60

Full Color \$12 Extra

**1x3**

1.6" wide x 3" tall

**\$25.50**

Rerun - \$22.95

Full Color:  
\$12 Extra

**1x2**

**\$17**

Rerun - \$15.30

Full Color:  
\$12 Extra

Half Page:

B&W - \$325

FULL COLOR - \$350

Full Page (6x16):

B&W - \$525

FULL COLOR - \$575

**3x3 - \$76.50**

5" wide x 3" tall

Rerun - \$68.85

Full Color \$27 Extra

**2x4 - \$68**

3.27" wide x 4" tall

Rerun - \$61.20

Full Color \$24 Extra

**2x3 - \$51**

3.27" wide x 3" tall

Rerun - \$45.90

Full Color \$18 Extra

**2x1 - \$17**

Rerun - \$15.30 • Full Color - \$12 Extra

3.27" wide x 1" tall

Ads are listed as # of Columns Wide x Inches High. Column widths in inches are:

1 column = 1.6 inches • 2 columns = 3.27 inches • 3 columns = 5 inches

4 columns = 6.68 inches • 5 columns = 8.42 inches • 6 columns = 10.1 inches

**Display Ad Deadline is Tuesday at 2 PM**