



# MODOC & MORE

**Modoc & More** - the only free four-color annual magazine serving the tri-state region of northeastern California, southern Oregon and northern Nevada.

**Modoc & More** - entering its 15th year of continuous publication.

**Modoc & More** reaches readers over hundreds of square miles. From Klamath Falls, Lakeview and Medford in southern Oregon to Susanville, California, and Reno/Carson City, Nevada. From Redding to the west, Alturas and Cedarville to the east and all points in between.

**Modoc & More** - free and available at over 200 distribution locations in northeastern California, southern Oregon and northern Nevada.

**Modoc & More** - greets visitors along the Hwy 299 and 395 corridors through motels, hotels, visitor centers, Chambers of Commerce and special events.

**Modoc & More** - distributed through federal and state agencies such as the US Forest and BLM distribute at conferences and workshops.

**Modoc & More** - handed out at conventions, trade shows and gatherings throughout California, including the California State Fair in Sacramento and through Ag and Sports Expos.

**Modoc & More** - circulated annually throughout northeastern California, northern Nevada and southern Oregon to reach an estimated 30,000 readers in print, at a pass-along rate of four readers per copy.

**Modoc & More** - distributed through county Chambers of Commerce, Discover Klamath, the California Dept. of Tourism Travel Center in Anderson CA and the Oregon Tourism Center in Ashland.

Modoc & More

[www.rb9publishing.com](http://www.rb9publishing.com)

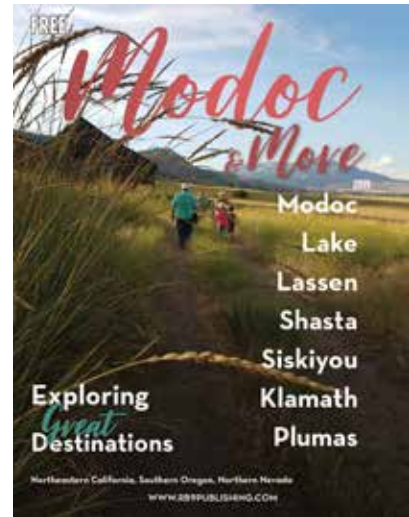
[www.modocandmore.com](http://www.modocandmore.com)

**RB9 Publishing**



## ADVERTISING RATES, SIZES & SPECIFICATIONS

Per Issue Year		1 issue
Full page w/bleed**	8.375" W x 10.875" H	\$ 2000
Full page*	7.675" W x 9.875" H	\$ 1818
Half page (horiz.)	7.675" W x 4.9" H	\$ 981
Half page (vert.)	3.7" W x 9.875" H	\$ 981
Quarter page	3.7" W x 4.9" H	\$ 605
Eighth Page	3.7" W x 2.25" H	\$ 390



There is no extra charge for custom ad design and for two photographs used in creating your ad. Additional professional design work is available at \$65 per hour. Camera ready specifications - 300 dpi, jpg or PDF format. Please inquire for details.

Placement: We make every effort to accommodate your requests at no charge. Placement requests are subject to availability and are not guaranteed. Guaranteed placement, add 10%.

\*Yearly contract in 2 or more magazines - additional 5% discount

### The Modoc & More deadlines\*

Published in January

Closing date for space reservations - Dec. 20.

Ad materials due - January 27

**To reserve your space for the next issue call or e-mail your area sales rep.**

#### Corporate Sales

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# RB9 Publishing

## Modoc & More Advertising Order Form

Name: \_\_\_\_\_ Business Name \_\_\_\_\_

Invoicing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Ad Representative: \_\_\_\_\_ Ad Rep Phone: \_\_\_\_\_

Ad Rate: \$ \_\_\_\_\_

**Ad size:**

- Full Page\*: 7.675"W x 9.875"H, W/Bleed 8.375"W x 10.875H
- 1/2 page: Vertical: 3.7"W x 9.875"H, Horizontal: 7.675"W x 4.9"H
- 1/4 page: 4.9"H x 3.7"W
- Eighth Page: 3.7"W x 2.25" H

*\*Preferred positions: Add 10%*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Notes: \_\_\_\_\_

### ADVERTISING AGREEMENT INFORMATION

1. Payment for advertisements is due upon advertiser's approval of ad design and copy.
2. Space orders are due on or before closing date and may not be canceled by the advertiser after that date.
3. On consideration of the acceptance of the advertisement the advertiser must, in respect of the contents of the advertisement, indemnify and save the Publisher harmless
4. against any expense arising from claims or actions against the Publisher because of the publication of the contents of the advertisement.
5. The Publisher's office reserves the right to reject any advertising for any reason at any time even though a reservation has been previously acknowledged and even though a product or account has been directly solicited by a representative. All advertisements must be clearly and prominently identified by the trademark and/or signature of the advertiser.
6. All advertisements are accepted and published by the Publisher upon the representation that the advertiser is authorized to publish the entire contents and subject matter thereof.
7. In the event of a printing error, the Publisher's liability is limited to a makegood of the advertisement. Publisher is not responsible for errors in key numbers.
8. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions, that conflict with the Publisher's policies will be binding on the Publisher.
9. Insertion orders with disclaimers will not be accepted.
10. Rates and units of space subject to change by the Publisher.
11. Advertiser may adjust ad size per issue at the contracted rate if a contract is in effect.

**Cancellations:**

12. No cancellations will be accepted after the closing date. If new copy is not received by the deadline, copy from the previous issues will be repeated. Failure to provide written cancellation by the deadline will result in the advertiser being invoiced for the full cost of the insertion. If an advertiser cancels a yearly contract the discount (difference between the rate card rate and frequency rate) will be billed to the advertiser. Orders for special placements cannot be rescinded.



## Modoc & More Distribution Locations

### CALIFORNIA

#### Alturas/Cedarville

Alturas Chamber of Commerce  
Antonio's  
Auction Yard  
Bear Paw Coffee  
Best Western Motel  
BLM - Alturas, Cedarville  
Bottle Shop  
Chimney Rock Travel Center  
Country Hearth  
Desert Rose Casino  
Floating Island Bookstore  
Forest Service - Alturas, Cedarville  
Four Corners  
Four Seasons  
Good Things  
Holiday Market  
Horst Farm Supply  
Hotel Niles  
Les Schwab  
Modoc District Fair  
Modoc Insurance  
Modoc Medical Center  
Modoc Motor parts  
Modoc Steel  
Modoc Vet  
Napa Motor parts  
NRCS  
Pacific Crest Credit Union  
Plumas Bank  
Rabbit Traxx  
Rite Aid  
Sage Country Recycling  
Subway  
Super 8 Motel  
Surprise Cafe  
Surprise Valley Vet Clinic  
Surprise Valley Realty  
The Station  
US Bank  
Wagon Wheel  
Warner Mt Weavers  
Wild Mustard  
Whalen's  
Wholesome Goodness Store  
Woodys  
York Ranches

#### Burney

Chamber of Commerce  
Health Food Store  
Hovis Hardware  
Les Schwab  
Motel Reservation Service  
Pit River Casino  
Pit River Mini Mart  
Superior Steel  
Sporting Goods Store

#### Chico/Paradise

All About Pets Vet Hospital  
Bobcat of Chico  
C Bar D Feeds  
Golden State Farm Credit  
Industrial Power Products  
N & S Tractor  
Skyway Feed & Pet Supply  
Valley Truck & Tractor  
Wilburs Feed & Seed

#### Fall River Mills/McArthur/Big Valley

Ace Hardware  
Adin Supply  
Cabelas Property  
Chamber of Commerce  
Copp's Irrigation  
Crumbs  
Fall River Hotel  
Fall River Vet Hospital

Juniper Junction  
McArthur Fair  
McArthur Farm Supply  
McGarr's  
Oney Frosty  
Plumas Bank  
Red Barn  
Valley Rental and Materials

#### Nevada County

Auburn RCD  
Echo Valley Ranch Feed Store  
Pearson's Feed Store  
Placer County Farm Supply  
Placer County Farm Bureau  
Placerville RCD  
Sierra Saddlery & Mercantile  
The Hay Barn  
The Farm Store  
Tractor Supply

#### Quincy

Feather River College  
Morning Thunder Café  
Pet Country Feed & Tack  
Ropers

#### Red Bluff

Hawes Ranch & Farm Supply  
Crossroads Feed & Ranch Supply  
Dave's Tractor, Inc.

#### Redding

Anderson Farm & Yard  
Another Chance Animal Rescue  
Beeler Tractor  
Bob's Market  
Brinks Vet Clinic  
California Visitor Center  
Centerville Feed & General Store  
Dr. Phil Sargent - Veterinary  
Frontier Feed & Saddlery  
Happy Valley Feed Store  
Hawes Ranch & Farm Supply  
Holiday Market - Anderson  
Holiday Market - Bella Vista  
Les Schwab - Anderson  
Les Schwab - Redding  
Palo Cedro Feed Store  
Precision Auto Lube  
Reynolds Ranch & Farm Supply  
Sham-poodle  
Shasta Farm & Equipment  
Shasta Feed Store  
Tractor Supply

#### Sacramento Area

Cool Feed & Ranch  
Elverta Feed Pet & Tack  
River Valley Feed & Pet

#### Sierra Valley

Crossroads Feed  
Evergreen Market  
Lupines  
Young's Market

#### Siskiyou County

Ag Extension Office  
Bel Campo Farms  
Big Springs Store  
Chamber of Commerce  
Cinders Café  
Courtwright's Store  
Etna General Store  
Etna Hardware  
Farm Service Agency  
Fuel Good  
Holiday Hotel  
Jim Wilson Ford  
Lane's Market  
Mt Hebron Store  
Ray's Market

Shasta Meat  
Siskiyou Farm Bureau  
Siskiyou Cattleman  
Siskiyou Cattlewomen  
Siskiyou Farm Advisor  
Slice of Heaven Deli  
Siskiyou County Fair  
Tractor Supply

#### Susanville/Doyle

Heard Store  
Doyle Real Estate  
Doyle Store  
Jenkins Realty  
Lassen High School  
Lassen Community College  
Plumas Bank  
Trailside Inn  
Valley Truck & Tractor  
Winje's Emporium

#### Yuba City/Marysville/Oroville/Willows

Beeler Tractor  
Bianchi Ranch  
Bradley Ray's Feed Store  
Farmer Brown's Feed  
Grange Co-op  
Holt of California  
Lane's Tractor Sales  
Lizzy's Hay, Feed & Tack  
N & S Tractor Co.  
Superior Livestock & Supply  
Sutter Orchard Supply  
Tractor Supply  
Whitehorse Ranch & Feed  
Valley Tractor, Inc.  
Valley Truck & Tractor

### NEVADA

#### Elko

Buckaroo Boutique  
C-A-L Ranch Stores  
Capriolas  
Inter-Mountain Farmers Assoc.

#### Fallon

Big R  
Cheri's Farm & Feed  
Grange Co-op  
Pinenut Livestock Supply

#### Fernley

Big R  
Fernley Hay & Grain

#### Gardnerville

Eastern Sierra Feed  
Laxague  
Pinenut Livestock Supply  
Tractor Supply

#### Reno Area

Benson's Feed  
Bruno's Country Club  
C-A-L Ranch Stores  
D Bar M  
Eastern Sierra Feed  
Feed World  
Green's Feed  
Rancher's Feed & Supply  
Sierra Feed  
Tractor Supply

#### Winnemucca

Big R  
Rose Feed & Supply

### OREGON

#### Grants Pass

Farmer's Building & Feed Supply  
Grange Coop  
Cowboy Corral  
South 40 Farm Store  
Josephine County Fairgrounds  
Cartwrights Market

#### Klamath Basin & Area

Bonanza Big Springs Market  
Bonanza General Store  
Bullet Rentals  
Captain Jack's Stronghold  
Clyde's Fairway Market  
Coastal Farm & Ranch  
Crater Lake Junction Travel Center  
D & D Seed  
Diamond S Meats  
Family Food Center  
Fisher Nicholson Realty-Klamath Falls & Bonanza  
Frontier Trailer Sales  
Grange Co-op  
Hitching Post  
Jock's Market  
Keno River Gas  
Keno Store  
Keno Tractors  
Kirchers Do It Best Hardware  
Klamath Basin Equipment  
Klamath Community College  
Klamath Auction Yard  
Kla Mo Ya Casino - Chiloquin  
Klamath Basin Research & Extension Ctr  
Klamath County Fairgrounds  
Klamath Visitor Center  
Les Schwab - Klamath  
Les Schwab - Tulelake  
Mac's Store  
Malin Farmers' Market  
Merrill Grocery  
Merrill Chevron  
Northwest Farm Credit  
Odessa Market  
Pape Machinery - Merrill  
Papa Tany's - Malin  
Palomino Deli & Mini Mart  
Ray's Market  
Richland Feed & Seed  
Shasta View Veterinary Clinic  
Sky Lakes Medical facilities  
Squaw Flats Store - Sprague River  
Sunny D Manufacturing  
Tater Patch - Merrill  
Tulelake/ Butte Valley Fairgrounds  
Westside Grocery  
Whistler's Store - Sprague River  
Winema Electric

#### Lakeview

Evans & Bartlett CPA  
Five Corners Feed  
Hall Motors  
Klamath Basin Equipment  
Lakeview Animal Hospital  
Lakeview Chamber of Commerce  
Lake District Hospital  
Lakeview Lockers  
Les Schwab  
Niche Boutique  
Shasta View Genetics  
True Value  
Washington Mutual

#### Rogue Valley & Area

Bullet Rentals  
Central Equipment  
Coastal Farm & Ranch  
Grange Co-op - All locations  
In and Out Ag Services  
Klamath Basin Equipment  
Northwest Farm Credit  
Pape Equipment  
Rainey's Market  
Rogue Farm Equipment  
The Horse Blanket