

# The Modoc County RECORD

201 W. Carlos Street • P.O. Box 531

Alturas, California 96101

Ph (530) 233-2632 • Fax (530) 233-5113

www.modocrecord.com • record1@modocrecord.com

## 2017 Rate Card



### Happy Holidays

# THE MODOC COUNTY RECORD

ESTABLISHED IN 1892

December 22, 2016

Alturas, California

50 Cents

16 Pages

## Rhoades guilty of 1st degree murder



CHERIE RHOADES at her arrest.

...Rhoades guilty of 1st degree murder... then age 34, and Monica Davis, then age 25. They are Rurik Davis' daughters. According to former Alturas Chief of Police Ken Barnes, Rhoades, of Cedarville, allegedly opened fire during a tribal hearing on her eviction, with a judge telephonically. Apparently the decision was made to evict her from her Rancharia home. Rhoades had been removed as the Tribal Chairperson and Davis was taking her place. Barnes said it appears that Rhoades started shooting at the tribal council members, shooting Rurik Davis first. She used two 9mm semi-automatic pistols. According to Barnes, she completely emptied the magazine in one gun, but Department of Justice investigators found that the second gun had jammed and there were still four shells in the magazine. According to police records, at about 3:25 p.m. that day a woman, who was covered in blood, burst through the back door of Alturas City Hall, yelling that people were being shot in the tribal office and some were dead. Alturas City Clerk Cary Baker and former Treasurer Heather MacDonnell took the woman into the Police Department, where Baker said in about 30 seconds she detailed what was happening at the Tribal Offices. see Murder, page 4

...changes on Earth. We will visit several places of strategic interest and will discuss. Among other things will also discuss new



# News Releases

**News releases received by email, fax or conventional mail are published as space permits and according to content and relativity to the Modoc County area.**

## **Letters to the Editor:**

We welcome letters to the editor with signature, address and phone number required (address and phone numbers are not used in the publication). Letters are published as space permits and at the discretion of the Editor.

## **Card of Thanks:**

**Up to 35 Words: \$7.00**

**Up to 70 Words: \$14**

**Up to 105 Words: \$21**

**Over 105 words is an additional charge of \$7.00 per column inch**

## **Obituaries:**

The Modoc County Record is pleased to publish obituaries free of charge, provided they comply with the newspaper's guidelines. A photo may be included. Funeral notices submitted by family and/or friends will be verified with the funeral home before publication. Obituary forms are available at the office, online, by fax or by email.

## **Engagement, Wedding & Birth Announcements:**

The Modoc County Record is pleased to publish engagement, wedding and birth announcements free of charge, provided they comply with the newspaper's guidelines. A photo may be included with engagement and wedding announcements. Forms are available at the office, online, by fax or by email.

**DEADLINE FOR RELEASES - 10AM, WEDNESDAY**

Email [record1@modocrecord.com](mailto:record1@modocrecord.com)

# Photographs

**We accept black and white or color photos. Photos may be mailed, brought in or emailed. We can not accept faxed photos. We can scan photos, take from a CD, memory card or travel drive. Scanned photos will be available for pickup on the day of publication (Thursday). We can return photos by mail, upon request.**

**DEADLINE FOR PHOTOGRAPHS -**

**10AM, WEDNESDAY**

Email [record1@modocrecord.com](mailto:record1@modocrecord.com)



# Display Advertising

**Display advertising is a great way to get your business in front of thousands of people each week.**

## **Open Rate: \$4.75 per column inch**

Ad size is measured by column inches. Number of column inches x height = total column inches

Example: 2 columns x 5" = 10 column inches

## **Column Sizes:**

1 Col = 10 Picas = 1 5/8"

2 Col = 21 Picas = 3 1/2"

3 Col = 32.5 Picas = 5 3/8"

4 Col = 43.5 Picas = 7 1/8"

5 Col = 54 Picas = 9"

6 Col = 66 Picas = 11"

## **Discounts:**

Discounts are given for the following amount of advertising:

80 column inches per month or more: 10% Discount

120 column inches per month or more: 15% Discount

160 column inches per month or more: 20% Discount

## **Color:**

Color is available at \$90 for one color/spot color and \$180 for full color.

## **Business Directory:**

Get noticed each week for next to nothing! Receive a free online ad when you advertise in the business directory.

Cost per week: \$10.00 - A three month minimum is required with up front payment.

## **Church & Wedding Directories:**

Both are published twice a month.

Cost per month: \$15

## **Lodging & Dining Guide:**

Published once a month and is placed online. We link it to your webpage at no additional cost.

Cost per month: \$30 large ad - \$15 small ad

## **Internet Advertising:**

Online ads are available upon request.

2"x 2" space per month: \$45

## **Birthday, Congratulations & Special Occasion Ads:**

Occasion ads are 2 columns x 3". You may include personal sentiments and a photo.

Cost per week: \$25

**DEADLINE FOR DISPLAY ADS - 5PM, TUESDAY**

Email [record1@modocrecord.com](mailto:record1@modocrecord.com) or [advertsingsales@modocrecord.com](mailto:advertsingsales@modocrecord.com)





## Modoc football. . .

Modoc High's football team participated and excelled at the football camp at University of Nevada, Reno last weekend with Hector Fernandez named All Camp Tight End. Modoc Coach Shaun Wood said the team did very well with several other outstanding performances including Cam Anderson at quarterback. This photo includes seven players from a town in Mexico who opted to play with the Braves as well as three Etna players and one Fall River player. Wood said the team dominated most of their scrimmages and he was very pleased with the results. Photo by Kim Valena

## Derner takes off for big races down under

Jac Derner, a Modoc High School student athlete who has never had the opportunity to compete overseas, will get to enjoy the experience of a lifetime this summer as he was invited to participate in the 2012 Down Under Sports Tournaments held in Australia.

Derner will represent California North on the Western Conference Cross Country Team and run two 5K races against 3,500 other student athlete runners.

He has run cross-country all three years that he has attended high school. Last year, he qualified for the NCIF State Championship race in Fresno, CA. At the race, Derner ran his personal best race in 18:23.

Don Mason has volunteered to help Derner prepare for the race. Mason has coached cross country runners of all ages and advocates for keeping the sport active for the Modoc

## Arrowhead has Dad's Day winners

The team of Larry Estes, Par... with... Cou... Tourney title this week.

Second place went to the team of Buck Silva, Merl Sturgeon and Steve Riley and third to Keith Weber, Beth Weber, Matt Weber and Alan Weber.

There was a tie for fourth between the teams of Jim Widby, George Widby and Bradley Widby.

3col x 5" ad \$71.25 per week Plus \$90 for Color

## Sign up for soccer

Soccer Sign Ups will be accepted on Wednesday, June 27 from 5-7 p.m. and Tuesday, July 10, 5-7 p.m. at Plumas Rural Services Office 301 East 12th Street, Alturas for players four years old and older who want to play on Modoc Youth Soccer Leagues.

Games will begin after Labor Day. Cost is \$35 per player plus \$40 for those who have never played and need a uniform. Players must be four years old by August 1.

Coaches and referees are needed and training is provided. Camp sign ups will also be accepted on the two nights. UK Camp is August 6-10; cost is \$99 half day; \$149 full day for more information call Candace Deaton 708-1674.

## Cops take on firefighters

A softball game between the area's cops and firefighters is scheduled for July 28, 10 a.m. on the softball field at 8th and West C Street, Alturas.

Both teams are looking for players who would like to play. Any cop income amount of \$100. I'll be racing.

## 2col x 2" ad \$19 per week

**Coastwide Contractors**

- Drywall/Windows
- Remodels
- New Construction
- Handyman Services
- Roofing • Free Estimates
- Professional Painting

24-Hour Emergency Services Available  
• Lead Based Paint Renovator  
Lic. # R-1-18348-11-076

Call Jim Hertel at (530) 640-2016  
www.coastwide.us • CA Lic. #714115

**LIQUIDATION SALE**

Begins June 21st through 30th  
Come in to take advantage on select bargains now while they last!

JANET'S FLOWER SHOPPE & Personally Yours

(530) 233-5654 or (530) 233-9630 • 211 S. Main St, Alturas

**FANDANGO DAYS**

More Than A Tradition In Alturas, California

**COME CELEBRATE WITH US**

**JULY 6TH & 7TH!**

Sponsored by the Alturas Chamber of Commerce  
600 S. Main Street • Alturas, CA 96101

## Modoc hosts Little League All Stars

Modoc Little League is hosting the District 48 Junior All Star Tournament June 28-July 1.

The Junior Boys Baseball portion is sponsored by Four Seasons Supply Center and will start on the Modoc High School Field June 28 with Intermountain, Susanville and Modoc competing.

The Junior Girls Softball Tourney is sponsored by Alturas Ranches and starts June 28 on the MHS Softball Field with Intermountain and Modoc playing. The Little League Concession Stand will be open for each game.

The Major Boys Baseball Tourney starts in Chester June 28 at 5:30 p.m. when Modoc takes on Quincy. Basco Concrete is the Modoc sponsor.

The Modoc Major Girls Softball Tourney starts in Chester in Burney June 28 at 5:30 p.m. The Modoc sponsor is Wilson Ranch.

2col x 5" ad \$47.50 per week

**Social Security Disability Cases**

There is no fee if I don't win your case.

Call for a **FREE** evaluation of your case.

LARRY J. ARKFELD

Serving Modoc, Siskiyou and Southern Oregon

**TELEPHONE APPOINTMENTS AVAILABLE**

1-800-578-7343

3col x 10.5" ad \$149.63 per week Plus \$90 for Color

**CREEK NURSERY Special**

2 for 1 Sale  
Sat, June 23  
12 - 3 pm  
Sun, June 24  
1 - 5 pm

Cedarville - across from Page's

**100% OF SALES** will be given to the **JONATHAN HARMON TRUST** to help our grandson who was severely wounded and has lost both legs in Afghanistan. Please join us for the Tri-Tip Benefit Dinner at the Modoc Fairgrounds on Sat, June 23 from 5-8 pm. The Harmon and Wakeman families want to thank all of our Modoc County friends for their overwhelming support.



# Advertising Policies

The Modoc County Record accepts digital display ads in the following manner: Email, CDs, DVDs, Travel Drives, Internet Retrieval and customer supplied FTP sites.

PDFs are pre-compressed and should be sent in as is.

Advertiser is required to inform the sales person or advertising manager that an email is on its way, via phone or fax insertion order.

Required within Email: Contact name, phone number, advertisement run date(s), all PO numbers and special invoice requirements.

All advertisements must be sent to fit or to conform with our column sizes. If not they will be resized, which may result in a loss of quality.

Display ads are accepted in the following formats: EPS, PDF and Microsoft Word. JPEG cannot be accepted due to low image quality. All ads created in Microsoft Word format MUST be created in the exact size specified. We DO NOT accept Publisher files.

Canceling an advertisement past deadline is subject to Editor's approval and may or may not be possible.

Position requests will NOT be guaranteed unless the ad is in full color.

Color advertising is \$90 for one spot color \$180 for full color, plus ad cost. Full color advertisements are subject to first-come-first-serve basis.

Graphic Design & Setup are no extra cost. There is no extra cost to have a graphic in your ad.

Ads, graphics or photos may NOT be used without the Modoc County Record's consent.

Display ads turned in past deadline (Tues. 5PM), up until Wednesday 10AM, are allowable only if space is available.

Advertising that is pre-created, but needs necessary changes is subject to the Modoc County Record graphic designer's substitution choice.

Prior approvals are sent out upon request via email, fax or drop off. All prior approvals will be stamped with a time sensitive date. If approval or changes cannot be met by such time provided, the advertisement will run as shown. If changes are needed, the ad will be faxed back one more more time with noted changes and a final proof stamp. Emailed prior approvals will be sent in PDF format.

Photos, graphics and logos may be submitted in color or black and white. Larger photos that are not scaled or cropped work best. Business logos can be scanned. In the event that the logo is low quality, we assume the right to change the logo or re-make it. We will make every possible attempt to get as close to the design as possible.

New customers and businesses must pay for their advertisement at the time of placement, until credit can be established. Once it has, we send out monthly bills the last Friday of the month. Payment is due before the next billing date.

**DEADLINE FOR DISPLAY ADS - 5PM, TUESDAY**  
Email [record1@modocrecord.com](mailto:record1@modocrecord.com) or [advertisingsales@modocrecord.com](mailto:advertisingsales@modocrecord.com)

# Legal Advertising

**Rate: \$6.00 per column inch**

Payment must be received in full prior to affidavits being sent.

**Type Spec: 9 Picas Wide: 9 Point Justified**

**Fictitious Business Name or Abandonment of Business Name Statements:**

4 week run: \$75

**Name Change:**

4 week run: \$75

**DEADLINE FOR LEGALS - 5PM, TUESDAY**

Email [legals@modocrecord.com](mailto:legals@modocrecord.com)

## Classified Advertising

**Selling your old mower, having a yard sale or looking for a job? The classifieds section is a great way to sell or find things fast!**

**Rates:**

**Up to 35 Words: \$8.50**

**Up to 70 Words: \$17**

**Up to 105 Words: \$25.50**

**Over 105 words is an additional charge of \$8.50 per column inch.**

**Pre-Payment Policy:**

We request pre-payment on all classified advertising. Pre-existing customers can be billed, they will incur a one time per month \$5 billing charge.

Classifieds are also listed online at no additional cost.

**DEADLINE FOR CLASSIFIEDS - 12PM, WEDNESDAY**

Email [classifieds@modocrecord.com](mailto:classifieds@modocrecord.com)

# Subscriptions

## **In County Subscription:**

Yearly Subscription: \$25

Includes Modoc, Lassen & Siskiyou Counties and New Pine Creek, OR

## **Out Of County Subscription:**

Yearly Subscription: \$30

## **Student Subscription:**

10 Month Subscription\*: \$20

\*September-June

Single Issue: \$3.00

Single issues are mailed upon request.

## **Online Subscription:**

Online Only: \$15

Addition to Regular Subscription: \$5.00

# Contact Us

## **The Modoc County Record**

Independently Owned & Operated

201 West Carlos Street/P.O. Box 531

Alturas, CA 96101

Phone (530) 233-2632

Fax (530) 233-5113

Email: [record1@modocrecord.com](mailto:record1@modocrecord.com)

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

Display Ads/Releases/Photos Email:

[record1@modocrecord.com](mailto:record1@modocrecord.com) or

[advertisingsales@modocrecord.com](mailto:advertisingsales@modocrecord.com)

Classifieds Email:

[classifieds@modocrecord.com](mailto:classifieds@modocrecord.com) or

[record1@modocrecord.com](mailto:record1@modocrecord.com)

Legals Email:

[legals@modocrecord.com](mailto:legals@modocrecord.com) or

[record1@modocrecord.com](mailto:record1@modocrecord.com)

Subscriptions Email:

[subs@modocrecord.com](mailto:subs@modocrecord.com) or

[record1@modocrecord.com](mailto:record1@modocrecord.com)

## *Area of Coverage by Zipcode:*

Adin, CA 96006

Alturas, CA 96101

Bieber, CA 96009

Burney, CA 96013

Canby, CA 96015

Cedarville, CA 96104

Davis Creek, CA 96108

Eagleville, CA 96110

Fall River Mills, CA 96028

Fort Bidwell, CA 96028

Lake City, CA 96115

Lakeview, OR 97630

Likely, CA 96116

Lookout, CA 96054

Madeline, CA 96119

New Pine Creek, OR 97635

Newell, CA 96134

Nubieber, CA 96068

Ravendale, CA 96123

Tulelake, CA 96134

Modoc, Lassen and Siskiyou Counties



# Modoc County Record

A County-seat Weekly newspaper published on Thursdays since 1892  
201 West Carlos St, Alturas, CA 96101/ [www.modocrecord.com/](http://www.modocrecord.com/) email  
[record1@modocrecord.com](mailto:record1@modocrecord.com)

P.O. Box 531, Alturas, CA 91601/ Ph 530-233-2632/ Fax 530-233-5113

## 2017 Circulation by Zip Code

### Modoc County/PrePrint Distribution:

	<u>ZIP CODE:</u>	<u>PAID SUBSCRIBERS</u>	<u>SINGLE SALES</u>
Alturas	96101	599	1314
Cedarville	96104	82	482
Eagleville	96110	19	
Ft. Bidwell	96112	23	
Lake City	96115	22	
Bieber	96009	13	14
Adin	96006	54	12
Burney	96013	4	3
Fall River Mills	96028	10	6
Nubieber	96068	4	1
Termo	96132	1	
Canby	96015	33	
Lookout	96054	17	
Tulelake	96134	38	35
Davis Creek	96108	15	15
Likely	96116	30	15
Madeline	96119	7	
Lakeview	97630	16	10
New Pine Creek	97635	16	
Ravendale	97123	3	
McArthur	96056	7	
<b>Market Area Total</b>	<b>2920</b>	<b>1013</b>	<b>1907</b>

Circulation in Modoc County & market area: 2,920

Out of County only: 707

Combined total in/out of Modoc County (print only): 3,627

Online subscribers: 583

**TOTAL CIRCULATION: 4,210**



