

# Your local newspaper network.



**KING COUNTY**  
  
**Journal**  
NEWSPAPERS

Effective December 29, 2003

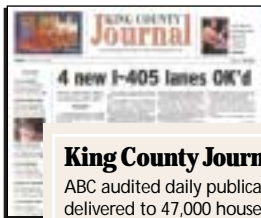


# Your local Newspaper Network

King County Journal Newspapers can help your business succeed by providing an effective and affordable way to reach your best prospects. Select any combination of our nine publications to target the people living in the areas most crucial to your success.



**Auburn Reporter**  
Twice monthly community newspaper delivered by mail to 28,000 Auburn households.



**King County Journal**  
ABC audited daily publication delivered to 47,000 households in suburban King County.



**Bothell/Kenmore Reporter**  
Twice monthly community newspaper delivered by mail to more than 28,000 Bothell and Kenmore households.



**Mercer Island Reporter**  
A paid subscription weekly newspaper serving more than 5,000 Mercer Island households.



**Kent Reporter**  
Twice monthly community newspaper delivered by mail to 28,000 Kent households.



**Snoqualmie Valley Record**  
A paid subscription weekly newspaper delivered to more than 4,000 Snoqualmie Valley households



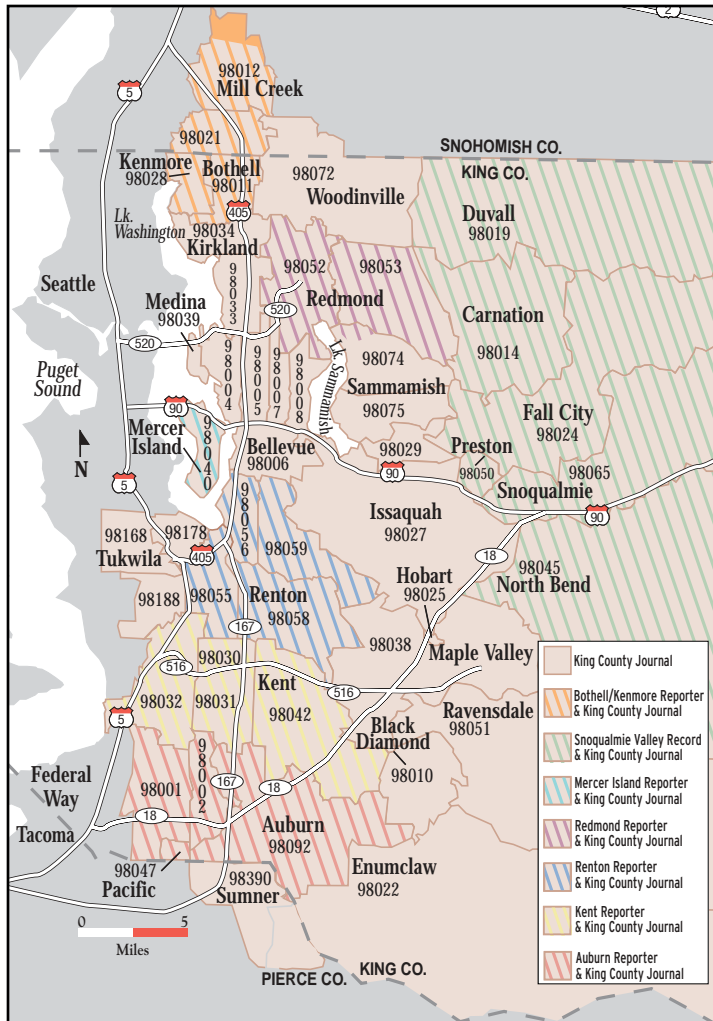
**Redmond Reporter**  
Twice monthly community newspaper delivered by mail to 28,000 Redmond households.



**Snoqualmie Valley Living**  
Monthly community newspaper delivered by mail to 13,200 Snoqualmie Valley households.



**Renton Reporter**  
Twice monthly community newspaper delivered by mail to 28,000 Renton households.



Publication	Week 1	Week 2	Week 3	Week 4
King County Journal Seven days a week	47,000	47,000	47,000	47,000
Mercer Island Reporter Every Wednesday	5,000	5,000	5,000	5,000
Snoqualmie Valley Record, Every Wednesday	4,000	4,000	4,000	4,000
Auburn Reporter, 2nd & 4th Wednesday		28,000		28,000
Bothell/Kenmore Reporter 1st & 3rd Wednesday	28,000		28,000	
Kent Reporter, 1st & 3rd Wednesday	71,500		28,000	
Redmond Reporter, 2nd & 4th Wednesday		28,000		28,000
Renton Reporter, 1st & 3rd Wednesday	31,000		28,000	
Snoqualmie Valley Living Last Friday				13,200
<b>Total Distribution</b>	186,500	112,000	140,000	125,200
<b>Total Readership**</b>	410,300	246,400	308,000	275,440

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\* Readership is based on the industry standard of 2.2 readers per copy.  
 • King County Journal distribution figure is the daily ABC audited circulation average for the 12 months ending March 31, 2003.  
 • Mercer Island Reporter and Snoqualmie Valley Record are paid weekly publications.  
 • The Auburn, Bothell/Kenmore, Kent, Redmond and Renton Reporters provide direct mail saturation of households and businesses in each community. The first week of each month the Kent Reporter distribution is increased to include all of the households in the Kent School District, and the Renton Reporter is increased to reach all of the households in the city of Renton.

## LOCAL RUN OF THE PAPER (ROP) RATES

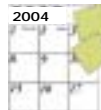
### King County Journal and Journal plus Reporter Combinations

Use the daily King County Journal to deliver your advertising message to households throughout suburban King County. Add any combination of our twice monthly Reporter newspapers to achieve saturation of the areas most crucial to your success.

#### Annual Bulk Contracts

- Rates are per column inch per day. Contracts must be signed in advance. Rebates can be achieved up to one level over commitment. Short rates are billed at earned rates. Pick up rates apply to contract holders.

Inches	Journal Only Rate	Reporter Only Rate	Journal + 1 Reporter	Journal + 2 Reporter	Journal + 3 Reporters
			15% Discount	25% Discount	35% Discount
OPEN	\$45.30	\$33.00	\$66.56	\$83.48	\$93.80
75	\$37.05	\$26.75	\$54.25	\$67.90	\$76.25
120	\$35.25	\$26.75	\$52.70	\$66.56	\$75.08
240	\$34.60	\$25.75	\$51.30	\$64.58	\$72.70
360	\$33.75	\$25.75	\$50.58	\$63.94	\$72.15
480	\$33.00	\$24.65	\$49.00	\$61.73	\$69.52
720	\$31.95	\$22.50	\$46.28	\$57.71	\$64.64
1200	\$31.20	\$20.35	\$43.82	\$53.93	\$59.96
1800	\$30.45	\$17.95	\$41.14	\$49.76	\$54.80
2400	\$29.75	\$17.95	\$40.55	\$49.24	\$54.34
4800	\$28.95	\$17.95	\$39.87	\$48.64	\$53.82



Work with your account executive to determine the amount of space you plan to run this year and buy in bulk for big savings.



### About our daily newspaper

King County Journal is a complete daily newspaper, providing local, regional, national and international news, as well as award-winning daily business and sports sections. We focus on providing information that relates to the lives of people living in suburban King County. Nearly 50,000 households in King County purchase the daily edition of the King County Journal.

King County Journal subscriber households are the cream of the crop in their distribution area, which contains 89% of the population living in the state's wealthiest ZIP codes. An incredible 65% of KCJ subscriber households belong to the highly desirable Elite and Affluent CLARITAS lifestyle clusters.

Every week, the Journal carries an average of 720 display ads. These businesses come back to our active marketplace again and again for one reason ... their ads work!

Source: 2002 Claritas Data

#### Weekly Frequency Contracts

- A minimum size ad is contracted for consecutive weeks. Each week one full rate ad of at least the minimum contracted size must be purchased. All other ads, whether larger or smaller, are billed at the contract rate. No rebates can be earned and short rates are billed at the earned rates. Pick-up rates apply to contract holders.

Inches	Journal Only Rate	Reporter Only Rate	Journal + 1 Reporter	Journal + 2 Reporter	Journal + 3 Reporters
			15% Discount	25%Discount	35%Discount
<b>12x Journal/4x Reporter</b>					
1-15	\$30.50	\$24.65	\$46.88	\$59.85	\$67.89
16-60	\$29.00	\$24.65	\$45.60	\$58.73	\$66.92
61+	\$26.85	\$24.65	\$43.78	\$57.11	\$65.52
<b>12x Journal/8x Reporter</b>					
1-15	\$30.50	\$22.50	\$45.05	\$56.63	\$63.70
16-60	\$29.00	\$22.50	\$43.78	\$55.50	\$62.73
61+	\$26.85	\$22.50	\$41.95	\$53.89	\$61.33
<b>12x Journal/12x Reporter</b>					
1-15	\$30.50	\$20.90	\$43.69	\$54.23	\$60.58
16-60	\$29.00	\$20.90	\$42.42	\$53.10	\$59.61
61+	\$26.85	\$20.90	\$40.59	\$51.49	\$58.21
<b>24x Journal/24x Reporter</b>					
1-15	\$29.80	\$18.50	\$41.06	\$50.10	\$55.45
16-60	\$28.40	\$18.50	\$39.87	\$49.05	\$54.54
61+	\$26.25	\$18.50	\$38.04	\$47.44	\$53.14
<b>48x Journal/24x Reporter</b>					
1-15	\$29.20	\$18.50	\$40.55	\$49.65	\$55.06
16-60	\$27.65	\$18.50	\$39.23	\$48.49	\$54.05
61+	\$25.55	\$18.50	\$37.44	\$46.91	\$52.68



#### Why frequency?

- People have new needs and wants every day.
- Frequency offers the most affordable way to reach them.
- Your audience needs to be exposed to your ad 2.5 times for it to sink in and build awareness.
- In half of all general merchandise categories, the consumer's decision to buy and the actual purchases are made in one day.
- Be there when they are ready to buy.

### Add A Weekly Newspaper

Any ad that runs in the King County Journal can easily and affordably be picked up into one of our weeklies. **Mercer Island Reporter or Snoqualmie Valley Record** . . . . . \$7.00 pci each

### The power of vibrant, clear color

Color strongly influences a reader's attention. Color can convey a mood, emphasize a point or make your ad jump off the page. In a recent readership study by the Newspaper Association of America readers noticed full color ads 20% more than black and white ads. Readers also said they were 60% more likely to read through an entire full color ad versus an ad that used black as its dominant color.

### Retail Color Rates

• Black is included at no charge.

Journal	1-2 Colors	Full Color
Open	\$200	\$400
30 inches or less	\$125	\$400
Reporters	1-2 Colors	Full Color
Open	\$125	\$250
20 inches or less	\$75	\$250



Full color boosts in-depth reading of your ad by 60%.

# KING COUNTY JOURNAL SPECIAL RATE PROGRAMS

## King County Journal Business Builder

Starting a business or creating an advertising campaign is a challenging and difficult process, so we developed a program to help new advertisers get a good start. Business Builder allows you to place more ads for less money — helping you get off to a running start. Figuring the cost of a Business Builder program is easy. Pick the size of ad you want (1/4, 1/3 or 1/2 page) and how many times you want it to be published in the newspaper. Multiply the cost of the ad by the amount of times you want it published. This is the cost of your campaign.

	1/4 page	1/3 page	1/2 page
6x*	\$900	\$1070	\$1425
13x	\$855	\$1020	\$1325
26x	\$770	\$910	\$1170
39x	\$705	\$815	\$1020

\*Please note: The 6x rate requires 6 consecutive weeks of advertising.

- 13x = 2 Free Bonus Ads to be used within 16 weeks
- 26x = 3 Free Bonus Ads to be used within 32 weeks
- 39x = 4 Free Bonus Ads to be used within 48 weeks

### Business Builder broadsheet ad sizes

**1/4 Page:** 2c x 15" • 3c x 10" • 4c x 8" • 5c x 6"

Minimum of 30"/Maximum of 32.5"

**1/3 Page:** 2c x 20" • 3c x 14" • 4c x 10" • 5c x 8" • 6c x 7"

Minimum of 39"/Maximum of 42.5"

**1/2 Page:** 3c x 20" • 6c x 10"

Minimum of 60"/Maximum of 60"

### For advertisers needing less than 1/4 page, the rates are as follows:

6 consecutive weeks	\$34.95 per column inch
13 consecutive weeks	\$30.45 per column inch

- The Business Builder rate program is an introductory program and is open only to advertisers who have not used the paper at all or within the last 12 months.
- Business Builder advertisers can renew their Business Builder contract only once, provided the second contract is greater in frequency and not smaller in size.

## King County Journal Anniversary Ad Special

- During your anniversary month we will publish a single anniversary ad for you on a date of your choice.

Full Page (6x20)	\$1,300
Half Page (6x10 or 3x20)	\$1,000
Quarter Page (3x10)	\$600
Eighth Page (2x8)	\$350

- No variations of size or price for anniversary ad special.
- Pick-up discounts do not apply.



**No ad? No problem!**  
Your account rep will work with you to create an ad and schedule a campaign that will help you grow your business at no additional charge.



**Claim your gift!**  
The Anniversary Ad Rate is more than 65% off the open rate.

## King County Journal Action Ads

The Action Ad program gives new and non-contract businesses a cost-effective program to attract customers to sales, openings or any other occasion. Businesses receive a larger discount for every ad (up to four) that runs within a 7-day period.

Ad #	Discount	Rate
1	.0%	\$45.30 per column inch
2	.20%	\$36.24 per column inch
3	.30%	\$31.71 per column inch
4	.FREE!	\$0.00 per column inch

- This lineage does not apply to any other contract fulfillment.
- No size or copy changes are accepted for this program.

## King County Journal Repeat Ads

Discount for contract advertising repeated within 6 days with no copy change:

1st repeat	.25%	2nd	.35%	3rd+	.50%
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## King County Journal Church and Non-Profit Rate

Churches and businesses with nonprofit status receive a special rate of . . . \$31.00 pci

## King County Journal Restaurant Rates

### Annual Bulk Rates

Inches	Tab Pages	Journal
Open		\$27.00 per inch
130	2	\$18.90 per inch
260	4	\$16.85 per inch
390	6	\$14.80 per inch
520	8	\$12.75 per inch

### Restaurant Four-Week Weekend Packages

**\$775 Package:** 4 consecutive 24" ads in Friday Weekend

**\$575 Package:** 4 consecutive 18" ads in Friday Weekend

**\$475 Package:** 3 18" ads in Friday Weekend over 4 consecutive weeks.

**\$375 Package:** 2 18" ads in Friday Weekend over 4 consecutive weeks.

**Restaurant Directory Listing Only:** \$100 per month

### Special Bonus for Weekend Package advertisers!

Free help wanted ad in Journal Classifieds (3 lines / 7 days) to be used during the package run dates. (\$120 value)

- Please note: Contracts required to receive discounted rates. Package rates only apply to placement in Weekend.

### Restaurant Weekly Pick ups

**Mercer Island Reporter or Snoqualmie Valley Record** . \$5.00 pci each

## Co-op Advertising Services

### Get help financing your advertising budget with co-op dollars from manufacturers and distributors

When businesses purchase products from their manufacturers and distributors, they may accrue co-op dollars for use in advertising these products. When you run an approved advertisement featuring their product and logo along with your logo and contact information, the manufacturer or distributor will credit you for up to 100% of the cost of the ad, depending on their co-op program. Effective use of co-op funds can dramatically increase your advertising budget and more advertising means increased awareness for your business. Our co-op professionals can assist you in locating, using and claiming your accrued co-op funds. Just contact your account executive and fill out a co-op request form to get started. This is a **FREE SERVICE** to our advertisers.

### Co-operative Action Plan (CAP) for Manufacturer or Distributor

- The CAP rate applies to manufacturers or distributors who initiate advertising for one or more local dealers. Pickup discounts apply to this rate.

Journal rate	\$36.00 p.c.i.
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# KING COUNTY JOURNAL TARGETED ADVERTISING OPPORTUNITIES

## Lifestyle Magazines/Zoning

### THURSDAY: *on Living*

Each week this exciting new publication will deliver an in-depth package of stories on a high interest lifestyle topic, plus great standing features to help readers make the most of their personal time.

### FRIDAY: *Weekend*

Suburban King County's source for the best things to see & do each week, including movies, music, dining, special events, the performing arts, the visual arts, nightlife and family activities.

### SUNDAY: *Women's Journal*

Informative, useful and entertaining stories of relevance to women (and men) living in today's world of family, work and leisure.



#### Lifestyles Magazines Supersaver Rates

Frequency	Journal		Zone	
	1/4 Page	1/2 Page Full Page	1/4 Page	1/2 Page Full Page
6x	\$475	..\$850 ..\$1265	\$365	..\$655 ..\$970
13x	\$395	..\$695 ..\$1040	\$300	..\$535 ..\$800
26x	\$315	..\$535 ..\$815	\$245	..\$410 ..\$630
39x	\$240	..\$395 ..\$600	\$180	..\$300 ..\$460
Ad sizes	15" .. .30" .. .57.5"		15" .. .30" .. .57.5"	

#### Lifestyles Magazines Per Column Inch Rates

	Journal	Zone
6x	\$32 pci/per insertion	\$25 pci/per insertion
26x	\$27 pci/per insertion	\$21 pci/per insertion

#### Add Color!

- Black is included at no charge.
- Rates are the same for Journal or Zone.
- 1-2 Colors ..... \$200
- Full Color ..... \$400
- Ads 1/2 page or less 1-2 colors. . \$125

#### Multiple Magazine Discount

Advertisers running in more than one lifestyle magazine per week receive the following discounts on the above rates:

- 2nd Magazine ..... 25% off
- 3rd Magazine ..... 35% off

- Special lifestyle magazine frequency contract is required.
- You earn a 25% discount when a second King County Journal lifestyle magazine is used in the same week.
- You earn a 35% discount when a third King County Journal lifestyle magazine is used in the same week.

- Frequency contracts where placement is within the same lifestyle magazine is not required to run consecutive weeks during duration of frequency contract.
- Frequency contracts where placement is within different lifestyle magazines is required to run consecutive weeks during the duration of frequency contract.

## TV Journal

- The King County Journal's guide to TV offers Sunday distribution of nearly 50,000 copies. Front cover rates include one color. Frequency rates are per year.

Ad Position	Ad Size	13x	26x	52x
Front Cover	4 col x 3"	\$400	..\$350	..\$300
Page 3, 4 or 5	4 col x 5"	\$340	..\$280	..\$220
Back Cover	4 col x10"	\$520	..\$460	..\$380



## Comics

- 6 col. x 5" • Prices include full color.
- |     |       |       |
|-----|-------|-------|
| 13x | ..... | \$400 |
| 26x | ..... | \$350 |
| 52x | ..... | \$300 |

## Super Sky Box Front Page Plus

- This Page One opportunity is a powerful merchandising tool for any advertiser.
- Pricing includes full color on all ads.

Inside Ad Position	Ad Size	1x	6x
Sky Box only	.....No inside ad	.....\$900	.....\$750
Back page "A" section*	..4 x 10	.....\$1,120	.....\$1,000
Back page "A" section*	..5 x 10	.....\$1,400	.....\$1,250
Back page "A" section*	..Full	.....\$2,520	.....\$2,160

\* On a space available basis. Frequency contracts will supercede single buy.

## Section Front Sky Boxes

- Many of the sections that appear daily and weekly in the Journal, including Sports, Business, Features and On Living, Weekend, and Women's Journal have section front sky boxes available. Ask your account exec for a current list of openings.
- Pricing includes full color on sky box. Color available on 30" ad at the standard rates.

	Open	6x	13x
Sky Box only	.....\$400	.....\$300	.....\$200
Sky Box + 30" BW Ad	.....\$600	.....\$450	.....\$350

## Sports Weekend

- A minimum size ad is contracted to be run a set number of times within a set number of weeks at an incredibly affordable rate.
- Color available on all ads at standard rates, see Page 3.

### Inches

#### 12X within 20 Weeks

1 - 15	.....	\$17.50
16 - 60	.....	\$16.50
61+	.....	\$15.50

#### 24X within 36 weeks

1 - 15	.....	\$15.50
16 - 60	.....	\$14.50
61+	.....	\$13.50

#### 36X within 48 weeks

1 - 15	.....	\$13.50
16 - 60	.....	\$12.50
61+	.....	\$11.50

## Weather Page

- 6 col. x 5"
- Prices include full color (\$400 value).

### Frequency

Open	.....	\$900
13x	.....	\$700
26x	.....	\$600
52x	.....	\$500



## Yesterday on Wall Street

- Prices include up to full color.
- |      |       |       |
|------|-------|-------|
| Open | ..... | \$550 |
| 13x  | ..... | \$450 |
| 26x  | ..... | \$400 |
| 52x  | ..... | \$300 |

### Tuesday - Friday

Strip ad (6 col. x 3" = 18 inches)

### Saturday and Sunday

Island ad (3 col. x 6" = 18 inches)



## Daily Newspaper Deadlines

These are general guidelines and are subject to change. Please ask your account executive for the latest info.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Sunday TV Journal	Sunday Real Estate Marketplace
5 p.m. Thursday	5 p.m. Friday	5 p.m. Friday	5 p.m. Monday	5 p.m. Tuesday	5 p.m. Wednesday	5 p.m. Wednesday	5 p.m. Monday	5 p.m. Wednesday

## CLASSIFIED MARKETPLACE RATES

King County Journal Newspapers offers a selection of rate programs to help you meet your unique marketing needs. Dependent upon your commitment and ad schedule, you may earn frequency discounts that can help you stretch your advertising budget and extend the reach of your advertising messages. Our Classified Marketplace account executives are available to assist you in determining which of our programs will best suit your specific advertising needs.

General Guidelines: • Three line minimum ad size, 10 lines per inch. • 200 column inches per classified page.  
• All line ads appear on the Internet. Additional charges vary dependent upon the ad classification.

### King County Journal

#### Daily Newspaper Open Non-Contract Rates

General Rates			Employment Rates		
Consecutive Rundates	Line Ads Rate Per Line	Display Ads Per Column Inch	Consecutive Rundates	Line Ads Rate Per Line	Display Ads Per Column Inch
1x	\$.62	\$62.00	1x	\$.74	\$74.40
2-6x	\$.52	\$52.00	2-6x	\$.62	\$62.40
7-13x	\$.46	\$46.50	7-13x	\$.58	\$55.80
14-26x	\$.40	\$40.00	14-26x	\$.48	\$48.00
27x	\$.35	\$30.50	27x	\$.36	\$36.60

#### Daily Newspaper Annual Revenue Contracts

General Rates			Employment Rates		
Annual Commitment	Line Ads Rate Per Line	Display Ads Per Column Inch	Annual Commitment	Line Ads Rate Per Line	Display Ads Per Column Inch
\$5,000	\$.38	\$38.80	\$5,000	\$.42	\$42.80
\$15,000	\$.36	\$36.30	\$15,000	\$.40	\$40.00
\$30,000	\$.35	\$35.30	\$30,000	\$.38	\$38.80
\$60,000	\$.34	\$34.30	\$60,000	\$.37	\$37.70
\$80,000	\$.32	\$32.80	\$80,000	\$.36	\$36.20
\$100,000	\$.31	\$31.90	\$100,000	\$.35	\$35.10
\$120,000	\$.30	\$30.70	\$120,000	\$.33	\$33.90
\$150,000	\$.29	\$29.80	\$150,000	\$.32	\$32.70
\$200,000	\$.28	\$28.10	\$200,000	\$.31	\$31.00

#### Daily Newspaper Business Builder Frequency Contracts

General Rates			Employment Rates		
Frequency Commitment	Line Ads Rate Per Line	Display Ads Per Column Inch	Frequency Commitment	Line Ads Rate Per Line	Display Ads Per Column Inch
13 weeks	\$.26	\$26.80	13 weeks	\$.29	\$29.50
26 weeks	\$.25	\$25.50	26 weeks	\$.28	\$28.00
52 weeks	\$.24	\$24.00	52 weeks	\$.26	\$26.40

### Mercer Island Reporter & Snoqualmie Valley Record

#### Weekly Newspaper Only Rates

General Rates					Employment Rates				
Frequency Commitment	MIR Line Ads Rate Per Line	MIR Display Ads Per Column Inch	SVR Line Ads Rate Per Line	SVR Display Ads Per Column Inch	Frequency Commitment	MIR Line Ads Rate Per Line	MIR Display Ads Per Column Inch	SVR Line Ads Rate Per Line	SVR Display Ads Per Column Inch
1-2 weeks	\$.14	\$14.20	\$.08	\$8.00	1-2 weeks	\$.18	\$18.00	\$.09	\$9.00
3 weeks	\$.13	\$13.90	\$.08	\$8.00	3 weeks	\$.17	\$17.80	\$.09	\$9.00
4 weeks	\$.10	\$10.00	\$.06	\$5.60	4 weeks	\$.12	\$12.90	\$.06	\$6.30

#### Weekly Newspaper Pick Up Rates

Rerun your King County Journal ad in one of our weekly publications.

Contract Pick Up Rate					Open Pick Up Rate				
Frequency Commitment	MIR Line Ads Rate Per Line	MIR Display Ads Per Column Inch	SVR Line Ads Rate Per Line	SVR Display Ads Per Column Inch	Frequency Commitment	MIR Line Ads Rate Per Line	MIR Display Ads Per Column Inch	SVR Line Ads Rate Per Line	SVR Display Ads Per Column Inch
1-3 week	\$.48	\$4.80	\$.48	\$4.80	1-3 week	\$.13	\$11.30	\$.07	\$7.00
4 weeks	\$.48	\$4.80	\$.48	\$4.80	4 weeks	\$.08	\$8.50	\$.05	\$5.30

### Auburn, Bothell/Kenmore, Kent, Redmond and Renton Reporters

#### Community Newspaper Only Rates

First Reporter - same ad within 1 week		
General Rates	Line Ad	Display Ad
General Rates	\$.19	\$19.50
Employment Rates	\$.23	\$23.30
Second Reporter - same ad within 1 week		
General Rates	\$.15	\$15.60
Employment Rates	\$.17	\$17.90
Third Reporter - same ad within 1 week		
General Rates	\$.13	\$13.70
Employment Rates	\$.15	\$15.60

#### Community Newspaper Pick Up Rates

Rerun your King County Journal ad in one of our twice monthly community newspapers.

Contract Pick Up Rate		Open Pick Up Rate	
Line Ad	Display Ad	Line Ad	Display Ad
\$.90	\$.90	\$1.56	\$15.60

#### Please note:

- Circulation of the Kent Reporter is increased to 71,500 for the first issue of every month. Rate for the increased circulation issue of the Kent Reporter is an additional \$3 per column inch on display ads for non-contract advertisers.

### Snoqualmie Valley Living - monthly publication

Line ad	\$.88 per line	Display ad	\$.80 per column inch
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### Classified Color Rates

- Color is available in every publication, with no size minimum, pricing for up to one full page.
- 48 hours advance notice is required to reserve color.
- Multi-color advertising receives first consideration for available color positions.
- Charges are per rundate.

Publications 1 & 2 colors 3+ colors  
King County Journal

KCJ	\$.200	\$.400
KCJ up to 50"	\$.125	\$.400

Mercer Island Reporter or Snoqualmie Valley Record

Pick up Color	\$.100	\$.150
up to 50 Inches	\$.50	\$.150

Reporter Newspapers

Pick up Color	\$.125	\$.250
up to 50 Inches	\$.75	\$.250



Color in an ad strongly influences the readers' attention. In fact, a study done by the Newspaper Association of America found that:

- Full-color ads are noted 20% more frequently than black and white ads the same size.\*
- Full-color ads are read 60% more often than black and white ads.\*

\*Source: "The Elements of Newspaper Advertising", Roper Starch 1999

### Production Services

- Lines per inch: 10
- In-column: 7-point agate standard type size

**Logos and Illustrations:** Minimum logo size is three lines. Five business days notice is required to set up new or revise logos, \$25 fee.

**Tearsheets:** A 50¢ charge for each tearsheet will be processed for advertisers and applied at billing. Large tearsheet quantities must be ordered in advance of publication.

**Box Numbers:** A service charge of \$30 per ad will be applied for pickup classified box responses. Replies can be mailed for \$45 while ad is running. Box number charges will be applied monthly if an ad runs more than thirty days.

### Production Charges

Velox/Special Work	
50" or less	\$10.00
Up to 105"	\$15.00
Up to 158"	\$20.00
Up to 210"	\$30.00

# CLASSIFIED MARKETPLACE SPECIAL RATE PROGRAMS

## Mega-Advertiser Package

Designed for volume advertising at a cost effective rate. Combine the effectiveness of display advertising with the reach of line-ads. Mega-Advertising Package includes: • King County Journal • Mercer Island Reporter • Snoqualmie Valley Record. PLUS, your choice of one Reporter Newspaper: • Auburn • Bothell/Kenmore • Kent • Redmond • Renton

**Please Note:**

- Display and line ads run in Classified Marketplace sections of King County Journal Newspapers.
- Line ads are 5 lines each, 4 days in the Journal, and 1 time in the Mercer Island Reporter and Snoqualmie Valley Record.
- Add \$300 for full page, \$175 for half page & \$125 for quarter page when the Kent Reporter ad is the first edition of the month.

**Full Page:** One full page ad (10 columns x 20 inches) PLUS full page Reporter ad (8 columns x 13 inches)

	46 of 52 weeks	26 of 32 weeks	13 of 16 weeks	Additional Line Ads
Display 3x Per Week, 50 Line Ads	\$3,014	\$3,428	\$3,845	Additional Ads @ 20 cents/line
Display 2x Per Week, 35 Line Ads	\$2,494	\$2,806	\$3,118	Additional Ads @ 30 cents/line
Display 1x Per Week, 20 Line Ads	\$1,766	\$1,974	\$2,182	Additional Ads @ 50 cents/line

**Half Page:** One half page ad (10 columns x 10 inches or 5 columns x 20 inches) PLUS full page Reporter ad (8 columns x 13 inches)

	46 of 52 weeks	26 of 32 weeks	13 of 16 weeks	Additional Line Ads
Display 3x Per Week, 50 Line Ads	\$2,077	\$2,338	\$2,599	Additional Ads @ 20 cents/line
Display 2x Per Week, 35 Line Ads	\$1,714	\$1,922	\$2,130	Additional Ads @ 30 cents/line
Display 1x Per Week, 20 Line Ads	\$1,247	\$1,403	\$1,559	Additional Ads @ 50 cents/line

**Quarter Page:** One quarter page ad (5 columns x 10 inches) PLUS half page Reporter ad (5 columns x 10 inches)

	46 of 52 weeks	26 of 32 weeks	13 of 16 weeks	Additional Line Ads
Display 3x Per Week, 25 Line Ads	\$1,403	\$1,583	\$1,766	Additional Ads @ 20 cents/line
Display 2x Per Week, 18 Line Ads	\$1,195	\$1,324	\$1,454	Additional Ads @ 30 cents/line
Display 1x Per Week, 10 Line Ads	\$ 883	\$ 961	\$1,039	Additional Ads @ 50 cents/line

**Color:** Add spot color or full color to your Mega-Advertiser Program.

	1 & 2 color	Full Color
1 day in King County Journal	\$350	\$400
2 days in King County Journal	\$700	\$800
3 days in King County Journal	\$1,050	\$1,200

**Please note:**

- Mega-Advertiser color charges cover color in all display ads that run per week.

## Classified Mechanical Specifications

**Classified Column Sizes**

1 column	1.100 inches
2 column	2.269 inches
3 column	3.439 inches
4 column	4.608 inches
5 column	5.777 inches
6 column	6.947 inches
7 column	8.117 inches
8 column	9.286 inches
9 column	10.455 inches
10 column	11.625 inches
Double Truck	24.125 inches

**Page Depths**

Broadsheet	.20 inches
Reporter tabs	.13 inches

**Computer Environment**

Hardware: Macintosh G4  
 Operating System: OS 9.2  
 Primary Applications:

- Creator 6 • Quark Xpress 4

**Applications Available:**

- Photoshop 6.5 • Illustrator 8 & 9
- Freehand 8-10 • Acrobat 5
- Microsoft Word (Text Only!)

For more information about our mechanical specifications and file preparation and delivery, go to <http://addesk.kingcountyjournal.com>

## How to Reach Us

**Bellevue Office**

1705 132nd Avenue NE  
 Bellevue, WA 98005  
 Phone: 425-455-2525  
 Fax: 425-635-0602  
[www.kingcountyjournal.com](http://www.kingcountyjournal.com)

**Kent Office**

600 Washington Ave. S.  
 Kent, WA 98032  
 Phone: 253-872-6620  
 Fax: 253-854-1006  
[www.kingcountyjournal.com](http://www.kingcountyjournal.com)

**Hours**

For your convenience, our telephone hours are 7:30am-6:00pm Mon.-Fri.

**Key Contacts**

**Carol L. Young**  
 Classified Advertising Director  
 425-453-4209  
[carol.young@kingcountyjournal.com](mailto:carol.young@kingcountyjournal.com)  
**Polly A. Bauer**  
 Classified Telephone Sales Manager  
 425-453-4287  
[polly.bauer@kingcountyjournal.com](mailto:polly.bauer@kingcountyjournal.com)

## Auto Marketplace

Every Friday and Saturday, King County Journal offers a special Auto Marketplace environment with new car reviews, auto trivia, auto Q&As and more.



## Real Estate Marketplace

Every Saturday and Sunday, King County Journal offers a Real Estate Marketplace section with Featured Homes, an Open Home Marketplace and Parade of Homes listings.



## Service Directory

Service businesses can participate in our Service Directory environment in the King County Journal, Mercer Island Reporter, Snoqualmie Valley Record and all five of our Reporters. You won't believe how inexpensive it is to advertise every week. Ask your account executive for more information.

## Legal Advertising

King County Journal Newspapers publications serve as the official newspapers for 21 cities in suburban King County. We can also help you with all of your public notices and affidavit needs. For rates and deadline information for all of our publications, call 425-453-4296.

## Classified Advertising Deadlines

These are general guidelines and are subject to change. Please ask your account executive for the latest info.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Sunday
Display ads	5 p.m. Thurs.	5 p.m. Fri.	5 p.m. Fri.	5 p.m. Mon.	5 p.m. Tues.	5 p.m. Wed.	5 p.m. Wed.	5 p.m. Wed.
Line ads	5:30 p.m. Fri.	5:30 p.m. Mon.	5:30 p.m. Tue.	5:30 p.m. Wed.	4:30 p.m. Thurs.	3:30 p.m. Fri.	5:30 p.m. Fri.	1:30 p.m. Fri.

**Weekly Newspapers**

	Display ads	Line ads
Mercer Island Reporter	12:00 pm Thurs.	10:30 am Mon.
Snoqualmie Valley Record	5 pm Thurs.	10:30 am Mon.

**Reporter Newspapers**

	Display ads	Line ads
Bothell/Kenmore, Redmond	5:00 pm Mon. +2 weeks	5:30 pm Thurs + 1 week
Auburn, Kent, Renton	12:00 pm Tues.	5:30 pm Thurs.



# TWICE-MONTHLY COMMUNITY NEWSPAPERS

## About our community newspapers

Reach a high concentration of households in Auburn, Kent, Renton, Redmond or Bothell/Kenmore with one of our five twice monthly community newspapers. These newspapers are delivered via postal audited mail to most households within these communities. Readers pick up these publications for local news, prep sports, profiles and more.

### Auburn Reporter

- Serves an area with small town charm and easy access to big cities.
- Delivered by mail the second and fourth Wednesday of each month.
- 28,000 distribution delivers near saturation coverage of the area.

**Auburn Reporter ZIP Codes:**  
98001, 98002, 98092

### Bothell/Kenmore Reporter

- Affordable homes have attracted families to this high-growth area.
- Delivered by mail every first and third Wednesday.
- 28,000 distribution nearly saturates the cities of Bothell and Kenmore.

**Bothell/Kenmore Reporter ZIP Codes:**  
98011, 98012, 98021, 98028

### Kent Reporter

- Serves an area that has tripled in population since 1980.
- Delivered by mail the first and third Wednesday of each month.
- 28,000 distribution increased to 71,500 first issue of each a month as the official newsletter of the Kent School District.

**Kent Reporter ZIP Codes:** 98030, 98031, 98032  
(Plus additional ZIPs first issue of the month)

### Redmond Reporter

- 43% of households in Redmond earn more than \$100,000 annually.
- Delivered by mail every second and fourth Wednesday.
- 28,000 distribution nearly saturates the greater Redmond community.

**Redmond Reporter ZIP Codes:** 98052, 98053

### Renton Reporter

- Delivered by mail every first and third Wednesday.
- 28,000 distribution increased to 31,000 the first edition of each month.

**Renton Reporter ZIP Codes:**  
98055, 98056, 98058, 98059



## Reporter Newspapers Rates

**Open Rate:** \$33.00 per column inch

### Annual Bulk Rates

Inches	Bulk Rate
120"	\$26.75 pci
240"	\$25.75 pci
480"	\$24.65 pci
720"	\$22.50 pci
1,200"	\$20.35 pci
1,800"	\$17.95 pci

### Frequency Rates

• Must be run in consecutive editions.

4 insertions	\$24.65 pci
8 insertions	\$22.50 pci
12 insertions	\$20.90 pci
24 insertions	\$18.50 pci

### Color Rates

1-2 Colors	\$125	Full Color	\$250
1-2 Colors for ads 20 inches or less		\$75	

**Please note:** Circulation of the Kent Reporter is increased to 71,500 for the first issue of every month. Rate for the increased circulation issue of the Kent Reporter is \$5 per column inch additional for non-contract advertisers.

### Multiple Reporter Newspaper Discount

Advertising must be picked up with no changes from one paper to another in a consecutive series to qualify for the multiple Reporter Newspaper discount.

<b>2nd Reporter Newspaper</b>	.20% off
<b>3rd Reporter Newspaper</b>	.30% off

### Special Rate Programs

<b>Full Page (5 column x 13")</b>	\$1,430.00
<b>Church/Non-Profit Rate</b>	\$18.00
<b>Special Section/Banner Rate</b>	\$18.00

### Business Builder

A cost effective introductory program designed to help new advertisers kick off their campaign with impact and frequency.

Frequency	1/6 page	1/4 page	1/3 page	1/2 page
6x	\$185.00	\$255.00	\$315.00	\$400.00
13x	\$155.00	\$225.00	\$265.00	\$340.00
24x	\$135.00	\$195.00	\$225.00	\$265.00

### Business Builder tabloid ad sizes

<b>1/6 Page:</b> Minimum of 10"/Maximum of 12"	<b>1/3 Page:</b> Minimum of 20"/Maximum of 22"
<b>1/4 Page:</b> Minimum of 15"/Maximum of 16"	<b>1/2 Page:</b> Minimum of 30"/Maximum of 33"

- The Business Builder rate program is an introductory program and is open only to advertisers who have not used the paper at all or within the last 12 months.
- Business Builder Advertisers can renew their Business Builder contract only once, provided the second contract is greater in frequency and not smaller in size.
- Ads must appear in consecutive publications to qualify for 6x and 13x rates.

## Combined Newspaper Buys

### King County Journal & Reporters

Using the open or contract rate of the primary newspaper for which you have a contract, find the corresponding rate of the publication you wish to add on, add the rates together for each paper and then apply the appropriate discount.

<b>Journal &amp; One Reporter</b>	.15% off
<b>Journal &amp; Two Reporters</b>	.25% off
<b>Journal &amp; Three Reporters</b>	.35% off

- All ads to run within a 7-day period
- Discounts apply to color and space
- Rate programs that apply: Annual bulk, weekly frequency or business builder
- Applies to twice-monthly Reporters and KCJ only

## Reporter Newspaper Deadlines

- Advertising space and copy reservation deadline for the Auburn, Kent and Renton Reporters is Tuesday noon one week prior to publication date.
- Advertising space and copy reservation deadline for the Bothell/Kenmore and Redmond Reporters is Monday, 4 p.m. - 9 days prior to publication date.
- Ads cancelled after deadline will be charged at \$4.00 pci.



# WEEKLY NEWSPAPERS

## About our weekly newspapers

Mercer Island and the Snoqualmie Valley are unique, close-knit communities served by paid subscription weekly newspapers that have become an integral part of local residents' lives. They include coverage of city government, schools, public safety, traffic, parks and recreation, arts and entertainment, local business, lifestyles and sports news. The newspapers offer advertisers the opportunity to reach these highly desirable, self-contained markets in trusted, well-read environment.

### Mercer Island Reporter

**Open Rate:** \$15.00 per column inch

#### Annual Bulk Rates

Inches	Bulk Rate
120"	\$10.85
240"	\$10.65
480"	\$10.40
720"	\$10.20
1,200"	\$9.90
1,800"	\$9.60



#### Weekly Frequency Rates

Min Per Wk	6 of 8 Wks	12 of 16 Wks	24 of 32 Wks
1 - 5"	\$10.25	\$10.00	\$9.90
6-10"	\$10.00	\$9.75	\$9.65
11-20"	\$9.70	\$9.50	\$9.35
21-30"	\$9.55	\$9.35	\$9.15
31"+	\$9.35	\$9.15	\$8.95

#### Color Rates

1-2 Colors	\$100	4 Colors	\$150
1-2 Colors for ads 30 inches or less	\$50		

#### Special Rate Programs

<b>Church/Non-Profit Rate</b>	\$10.70
<b>Special Section/Banner Rate</b>	\$11.80

#### Business Builder

A cost effective introductory program designed to help new advertisers kick off their campaign with impact and frequency. (6x must be consecutive weeks)

Frequency	1/6 page (18" to 21")	1/4 page (30" to 32.5")	1/3 page (39" to 42.5")	1/2 page (60")
6x	\$170.00	\$245.00	\$290.00	\$405.00
13x	\$145.00	\$205.00	\$245.00	\$335.00
26x	\$125.00	\$170.00	\$200.00	\$260.00

- Bonus ads** 13x = 1 Free Bonus Ads to be used within 16 weeks  
26x = 2 Free Bonus Ads to be used within 32 weeks
- The Business Builder rate program is an introductory program and is open only to advertisers who have not used the paper at all or within the last 12 months.
- Business Builder advertisers can renew their Business Builder contract only once, provided the second contract is greater in frequency and not smaller in size.

#### Mercer Island Reporter Deadlines

- Advertising space reservation deadline is Thursday noon.

### Mercer Island Reporter

- Serves a close-knit, affluent island community.
- 5,000 papers delivered to paying subscribers every Wednesday.
- Household penetration of 59% on Mercer Island.
- Mercer Island Reporter ZIP Code: 98040

### Snoqualmie Valley Record

- Serves a fast-growing, affluent rural community.
- 4,000 papers delivered to paying subscribers every Wednesday.
- Household penetration of 63% in the Snoqualmie Valley.
- Serves ZIP Codes: 98014, 98019, 98024, 98045, 98050, 98065

### Snoqualmie Valley Record

**Open Rate:** \$14.00 per column inch

#### Annual Bulk Rates

Dollar Volume	Bulk Rate
\$1,000	\$9.90
\$2,000	\$9.55
\$3,500	\$9.35
\$5,000	\$9.10
\$7,500	\$8.75
\$10,000	\$8.50
\$15,000	\$8.25



#### Weekly Frequency Rates

Min Per Wk	6 of 8 Wks	12 of 16 Wks	24 of 32 Wks
1 - 5"	\$9.40	\$9.15	\$8.95
6-10"	\$9.10	\$8.90	\$8.70
11-20"	\$8.85	\$8.65	\$8.40
21-30"	\$8.60	\$8.35	\$8.15
31"+	\$8.25	\$8.05	\$7.80

#### Color Rates

1-2 Colors	\$100	4 Colors	\$150
1-2 Colors for ads under 30 inches	\$50		

#### Special Rate Programs

<b>Church/Non-Profit Rate</b>	\$8.50
<b>Special Section/Banner Rate</b>	\$11.80

#### Business Builder

A cost effective introductory program designed to help new advertisers kick off their campaign with impact and frequency. (6x must be consecutive weeks)

Frequency	1/6 page (18" to 21")	1/4 page (30" to 32.5")	1/3 page (39" to 42.5")	1/2 page (60")
6x	\$170.00	\$245.00	\$290.00	\$405.00
13x	\$145.00	\$205.00	\$245.00	\$335.00
26x	\$125.00	\$170.00	\$200.00	\$260.00

- Bonus ads** 13x = 1 Free Bonus Ads to be used within 16 weeks  
26x = 2 Free Bonus Ads to be used within 32 weeks
- The Business Builder rate program is an introductory program and is open only to advertisers who have not used the paper at all or within the last 12 months.
- Business Builder advertisers can renew their Business Builder contract only once, provided the second contract is greater in frequency and not smaller in size.

#### Snoqualmie Valley Record Deadlines

- Advertising space reservation deadline is Thursday 5 pm.

### Pickup Rates

Ads in the Mercer Island Reporter and Snoqualmie Valley Record can be picked up into any other KCJN publications.

Daily Newspaper	\$32.00 pci each
Weekly Newspapers	\$7.00 pci each
Community Newspapers	\$16.00 pci each



### Snoqualmie Valley Living

Market Coverage mailer delivered to 13,200 households in the Snoqualmie Valley area the last Friday of the month. Space deadline is Friday at 5 p.m. 7 days prior to publication.

Open rate	\$14.00 pci each
KCJN Contract holders	\$10.75 pci each

## Preprints

### King County Journal

Tabloid Pages	Open	6x/year	13x/year	26x/year	52x/year
4 to 24	\$.46/M	\$.43/M	\$.41/M	\$.39/M	\$.36/M
28 to 36	\$.49/M	\$.46/M	\$.44/M	\$.42/M	\$.39/M
40+	\$.52/M	\$.49/M	\$.47/M	\$.45/M	\$.42/M
Single Sheet (8.5"x11")	\$.34/M				
Single Sheet (11"x17" folded)	\$.40/M				

• For less than full run distribution, add \$3.00 per thousand.

• Rate is per thousand. • Minimum 5,000 includes street sales.

• Preprint delivery: 8:30am - 5pm, Monday - Friday

King County Journal Newspapers: 520 Washington Ave. S., Kent, WA 98032.

### Mercer Island Reporter

### Snoqualmie Valley Record/Snoqualmie Valley Living

Format	Open	4x
Single Sheet (8.5"x11")	\$.40/M	\$.34/M
Single Sheet (11"x17" folded)	\$.46/M	\$.40/M
4 to 12 tabloid pages	\$.48/M	\$.42/M
16 to 32 tabloid pages	\$.58/M	\$.52/M
36+ pages	\$.68/M	\$.62/M

• Rate is per thousand. • Full run only. • Deliver to King County Journal Newspapers.

### Inserted in any of the Reporter Newspapers

Format	Open	4x
Single Sheet (8.5"x11")	\$.50/M	\$.44/M
Single Sheet (11"x17" folded)	\$.56/M	\$.50/M
4-12 tabloid pages (newsprint)	\$.65/M	\$.55/M
16-20 tabloid pages (newsprint)	\$.80/M	\$.70/M
24-28 tabloid pages (newsprint)	\$.95/M	\$.85/M

\* The rate for larger preprints will be based on weight.

• Rate is per thousand. • Full ZIP code distribution only.

• Deliver to King County Journal Newspapers.

### Deadlines

**Space:** 8 days prior to insertion date. **Delivery:** 5 business days prior to insertion date.

### Delivery address

King County Journal Newspapers, 600 S. Washington, Kent, WA 98032

## Internet Advertising

Every month, King County Journal Newspapers' web sites receive more than 1,100,000 page views. Advertisers can position their banners and buttons to reach customers according to their interests, i.e. business, sports, lifestyles. Customers who click on your banner or button will be sent directly to your web page.

### Average page views per month (Average of 12 months)

KCJ	MIR	Bothell/Kenmore	SVR	Renton Reporter
1,100,000	50,000	15,000	21,000	21,000

\* A page view is defined as a single web page as viewed through an Internet browser. Pages are identified by their unique URL addresses.

### Sizes

Our Web sites offer two sizes of ads. All of the sites conform to the I.A.B. Standard ad specifications. All ad sizes are measured in pixels.

Button . . . . . 120 wide x 90 tall      Banner . . . . . 468 wide x 60 tall

#### King County Journal

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

Banner - Home Page	\$.800
Banner - All Other Pages	\$.500
Button - Home Page	\$.500
Button - All Other Pages	\$.300

#### Snoqualmie Valley Record

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

Banner - Home Page	\$.125
Banner - All Other Pages	\$.80
Button - Home Page	\$.60
Button - All Other Pages	\$.50

#### Mercer Island Reporter

[www.mi-reporter.com](http://www.mi-reporter.com)

Banner - Home Page	\$.200
Banner - All Other Pages	\$.125
Button - Home Page	\$.125
Button - All Other Pages	\$.75

#### Reporter Newspapers

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

Banner - Home Page	\$.125
Banner - All Other Pages	\$.80
Button - Home Page	\$.60
Button - All Other Pages	\$.50

## Print and Deliver

### All KCJN Publications

**Description:** 8 1/2" x 11" or 11" x 17", one or two sided, up to 8 colors of ink

**Ink Colors:** Black, Blue, Red, Green, Orange, Purple, Maroon, Gold

**Paper:** 70# stock in white, blue, yellow or pink

### Rates

• All rates are CPM - Cost per thousand.



**Smart Advertiser Tip**  
P & D rates include layout, printing and delivery of your advertising message.

#### Number of colors - Front/Back

8.5" x 11" Rates	2/0	2/1 or 3/0	2/2 or 3/1	4/0	4/1 or 3/2
10,000-19,999	\$.47	\$.51	\$.58	\$.63	\$.67
20,000-29,999	\$.43	\$.46	\$.51	\$.55	\$.59
30,000-49,999	\$.40	\$.43	\$.47	\$.51	\$.54
50,000-69,999	\$.38	\$.41	\$.44	\$.48	\$.51
70,000-99,999	\$.36	\$.39	\$.42	\$.46	\$.49
100,000+	\$.34	\$.37	\$.40	\$.44	\$.47

• For 8.5" x 11" printing and distribution in the Reporter Newspapers add \$10/CPM to the above rates.

#### Number of colors - Front/Back

11" x 17" Rates	2/0	2/1 or 3/0	2/2 or 3/1	4/0	4/1 or 3/2
5,000- 9,999	\$.82	\$.92	\$.106	\$.116	\$.126
10,000-19,999	\$.78	\$.86	\$.100	\$.110	\$.118
20,000-29,999	\$.70	\$.76	\$.86	\$.94	\$.102
30,000-49,999	\$.64	\$.70	\$.78	\$.86	\$.92
50,000-69,999	\$.60	\$.66	\$.72	\$.80	\$.86
70,000-99,999	\$.56	\$.62	\$.68	\$.76	\$.82
100,000+	\$.52	\$.58	\$.64	\$.72	\$.78

**Perforations** . . . Add \$2.00 CPM      **Folding** (11" x 17") . . . Included

**8.5 x 11 Deadline:** 12 business days prior to publication.

**11 x 17 Deadline:** 16 business days prior to publication.



**Maximize your impact:** Pick up one side of your 8.5 x 11 flyer as a 3 col x 9" ad (ROP) in any of the papers listed below! Have it appear the day before, the day of, or the day after your flyer is distributed.

KCJ . . . . . \$400      MIR . . . . . \$100      SVR . . . . . \$100

## Commercial Printing

In addition to printing our own publications, King County Journal Newspapers prints a wide variety of other local publications including the Northwest edition of Investor's Business Daily, Seattle Weekly, and community, cultural and high school newspapers. KCJN Commercial Printing also prints college course catalogs, retail advertising supplements, corporate newsletters, and many of the single sheet inserts found inside our publications.

Many of these jobs are printed on the same new, state-of-the-art Dauphin Graphic Machines (DGM) 440 cold web press we use to print our newspapers. KCJN also prints commercial jobs on a new DGM 430 cold web press and a 5 Color Didde Apollo sheeting press.

The two new DGM presses enable King County Journal Newspapers Commercial Printing to offer competitive pricing for our clients, while offering more full color, higher quality printing and quicker turnaround. These are just a few of the products we can print for you:

- Broadsheet Newspapers
- Tabloid Newspapers and Retail Flyers
- Flexi Catalogues & Newsletters
- 8 1/2 x 11 and 11 x 17 Single Sheets

For more information, or to get a bid on your next commercial print job, call 253.872.6629 or e-mail [daniel.keefe@kingcountyjournal.com](mailto:daniel.keefe@kingcountyjournal.com).





## NATIONAL RATES



### Run of the Paper (ROP) Rates

• Gross rates.

Inches	Journal Only Rate	Peninsula Daily News Only Rate	Journal + PDN Rate 15% Discount
OPEN	\$98.70	\$27.30	\$107.10
360	\$94.05	\$26.20	\$102.21
720	\$91.30	\$25.75	\$99.49
1560	\$87.60	\$24.30	\$95.12
3120	\$85.30	\$22.85	\$91.93

\* Peninsula Daily News Rates include publication in the Olympic Marketplace.

### Color Rates

• Gross rates. Color available every day. No minimum size.

Colors	Journal Only Rate	Peninsula Daily News Only Rate	Journal + PDN Rate 15% Discount
1 Color + Black	\$480	\$195	\$575
2 Colors + Black	\$480	\$325	\$685
3 Colors + Black	\$720	\$460	\$1,000

### ROP Deadlines

**Space:** 4 days prior to publication date. **Materials:** 2 days prior to publication date.

### Preprint Rates

• Insert Rates Cost Per Thousand — Gross

Open Rates	KCJ	PDN
Full Run	\$60.00	\$70.00
Partial	\$70.00	\$75.00

### Daily Papers — Preprint Distribution

• Distributed/Billed

	KCJ	PDN
Daily	.52,000/50,000	.17,000/16,500
Sunday	.52,000/50,000	.19,000/18,000

### Preprint Deadlines

**Space:** 8 days prior to insertion date. **Delivery:** 5 business days prior to insertion date.

• Preprint delivery: 8:30am - 5pm, Monday - Friday

**King County Journal Newspapers:**  
520 Washington Ave. S., Kent, WA 98032.

**Peninsula Daily News:**  
305 West First Street, Port Angeles, WA 98362

### Contacts

**Local: William Shaw**  
P.O. Box 90130  
Bellevue, WA 98009-9230  
Phone: 1-800-660-6493  
Direct: 425-453-4211  
william.shaw@kcjn.com

**USSPI**  
428 E. State Pkwy, Ste. 226  
Schaumburg, IL. 60173  
Phone: 847-490-6000

## CUSTOMER SERVICE

### Professional Account Executives

King County Journal Newspapers has professional account executives dedicated to finding the advertising solutions to fit your specific needs. Your account executive can help you:

- Determine your advertising needs
- Calculate your annual advertising budget
- Plan efficient, cost-effective campaigns that help you sell more products and services
- Utilize co-op advertising funds
- Take advantage of special opportunities to get your message out in special environments and at great rates
- Revamp your overall marketing strategy
- Keep track of changing trends in market demographics
- Brand your business to ensure your long-term survival and success



### High-Tech Ad Delivery and Processing

King County Journal Newspapers has the latest newspaper advertiser customer service technology to make advertising with us easier than ever.

• **AdDesk** – <http://addesk.kingcountyjournal.com>

Sophisticated online electronic ad delivery system that gives advertisers all the mechanical information they need to produce an ad for our publications in step by step detail. Once the ad is delivered, the system preflights the ad to make sure it will go through our system. If it passes, the customer gets a confirmation message. If it fails, the advertiser will be contacted by an Ad Services representative, who will work with the advertiser to correct problems and get it through the system.



- **Xpance** – an efficient internal ad management system that helps us ensure that your ads are ready on time, that you get a proof, that corrections are made and that the correct version gets in the correct publications at the correct time.
- **Proof Desk** – A revolution in ad proofing, this online system allows us to send your ad proof to you electronically and for you to send your corrections back to us using a web browser.

### Free Ad Design

King County Journal Newspapers can design your ad at no extra charge. Your knowledgeable account executive will work with you to put together an ad that will work for you.

## How to Reach Us

### King County Journal Bothell/Kenmore and Redmond Reporters

P.O. Box 90130  
Bellevue, WA 98009-9230  
1705 132nd Avenue NE  
Bellevue, WA 98005  
Phone: 425-453-4270  
Fax: 425-453-4193  
E-mail:  
traffic@kingcountyjournal.com

Online:  
www.kingcountyjournal.com  
www.reporternewspapers.com  
Business Hours:  
Mon.-Fri. 8 am to 5 pm

### King County Journal Auburn, Kent and Renton Reporters

P.O. Box 130  
Kent, WA 98035-0130  
600 Washington Ave. S  
Kent, WA 98032  
Phone: 253-872-6600  
Fax: 253-854-1006

E-mail:  
traffic@kingcountyjournal.com  
Online:  
www.kingcountyjournal.com  
www.reporternewspapers.com  
Business Hours:  
Mon.-Fri. 8 am to 5 pm

### Mercer Island Reporter

P.O. Box 38  
Mercer Island, WA 98040  
7845 SE 30 St.  
Mercer Island, WA 98040  
Phone: 206-232-1215  
Fax: 206-232-1284

E-mail:  
traffic@mi-reporter.com  
Online:  
www.mi-reporter.com  
Business Hours:  
Mon.-Fri. 8 am to 5 pm

### Snoqualmie Valley Record

P.O. Box 300  
Snoqualmie, WA 98065-0300  
8124 Falls Ave. SE  
Snoqualmie, WA 98065  
Phone: 425-888-2311  
Fax: 425-888-2427

E-mail:  
traffic@valleyrecord.com  
Online:  
www.valleyrecord.com  
Business Hours:  
Mon.-Fri. 8 am to 5 pm

## King County Journal Newspapers Advertising Key Contacts

### Retail Advertising

Sandy Payson, 425-453-2710  
sandy.payson@kingcountyjournal.com

Mike Stevens, 253-872-6729  
mike.stevens@kingcountyjournal.com

William Shaw, 425-453-4211  
william.shaw@kingcountyjournal.com

Ellen Morrison, 253-872-6608  
ellen.morrison@kingcountyjournal.com

### General Managers

Howard Mullenary, 425-450-1205  
howard.mullenary@kingcountyjournal.com  
King County Journal Newspapers

Jim McKiernan, 425-888-2311  
jim.mckiernan@valleyrecord.com  
Snoqualmie Valley Record

### Classified Advertising

Carol Young, 425-453-4209  
carol.young@kingcountyjournal.com

Polly Bauer, 425-453-4287  
polly.bauer@kingcountyjournal.com

### Marketing

Jennifer Johnston, 425-452-1098  
jennifer.johnston@kingcountyjournal.com

### Representation

USSPI  
428 E. State Parkway, Ste. 226  
Schaumburg, IL. 60173  
Phone: 847-490-6000

## Retail Mechanical Specifications

All King County Journal Newspaper Publications	Standard/Tabloid
1 column	.1 13/16" wide
2 columns	.3 3/4" wide
3 columns	.5 3/4" wide
4 columns	.7 11/16" wide
5 columns (Maximum tabloid width)	.9 5/8" wide
6 columns (Standard only)	.11 5/8" wide
Standard Page	.20" deep
Tabloid Page	.11 5/8" deep
Reporter Tabloid Page	.13" deep

### Production Charges

Production Charges	Velox/Special Work
30" or less	.....\$10.00
Up to 64"	.....\$15.00
Up to 95"	.....\$20.00
Up to 120"	.....\$30.00

### Please note

- Display ads are charged to the quarter inch.
- Minimum ad size is 1 column inch.
- Ads over 18" charged at full 20" depth.
- Double trucks charged at half column for gutter. (i.e., 12.5 x 20")

## Terms and Conditions

- King County Journal Newspapers are published by Northwest Media (Washington), L.P. (hereinafter "Publisher").
- Publisher reserves the right to refuse any ad or preprint at any time, and to insert the words "paid advertisement."
- All advertising material submitted for publication becomes the property of Publisher.
- Advertising takes run of paper position. Requests for special position will be considered, but not guaranteed. No refunds or adjustments shall be made because of position.
- Subject matter, form, wording, illustrations, and typography of all advertising is subject to approval by Publisher. Publisher reserves the right to reposition, classify, edit, reject or cancel any advertising copy submitted at any time, before or after insertion.
- Publisher shall not be held liable or financially responsible for ads not published, incorrectly published or with typographical errors. If Publisher is at fault, no credit shall exceed the space of error for the first day of publication. Advertiser is responsible for checking their advertising for accuracy the first day of publication.
- Advertiser assumes liability for advertising content authorized for publication and expressly holds Publisher harmless from any claims arising from said publication.
- Advertising will be prepaid until credit is established. Certain ads to include, but not limited to, political, going-out-of-business or store closure and ads placed from transitory addresses will be prepaid with placement of advertising order.
- Payment for charges are due and payable, for commercial accounts with approved credit, by the 28th day following date of Publisher's statement/invoice. All charges not disputed in writing by Advertiser, or its agent, within 56 days of the statement/invoice date, where the initial charges appear, are deemed correct and not subject to dispute, adjustment or refund.
- Charges not paid when due are subject to a late charge, per billing period, equal to 1.5% of the billed amount. Advertiser is liable to Publisher for all of Publisher's costs of collection including, but not limited to, reasonable attorneys' fees and court costs.
- Publisher reserves the right to discontinue any advertising and/or contract for accounts whose charges are not paid when due. Publisher may, at its option, call any contract due and adjust for short or earned rates as deemed necessary.
- Contract rates to be earned by a licensed firm in the Washington area selling goods/services to the general public. Publisher does not accept from any Advertiser, at contract rate, copy bearing a signature other than the signature on the contract agreement. Space contracted for is to be used exclusively for the signatory and cannot be assigned, sold, given or transferred, and does not cover personal non-business advertising for an individual.
- All local advertising rates are net and non-commissionable to advertising agencies. If contract rates are used by an agency for an account, contract must be countersigned by the account and the account will be liable for fulfillment of contract.
- Brokered advertising is not accepted.
- Publisher reserves the right to revise rates on a 30 day written notice. Advertiser may, without penalty, cancel contract any time new rates are made effective by giving 30 days written cancellation notice to Publisher.
- It is expressly agreed in the event the State of Washington and/or the United States of America impose taxation of advertising during this contract, Advertiser will pay the tax unless otherwise specifically provided for in laws imposing such tax.



Contact your local  
account executive today

