

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

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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.