

# 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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