

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

- 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.

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

- 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 x 10"	\$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