

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	\$6.20	\$62.00	1x	\$7.44	\$74.40
2-6x	\$5.20	\$52.00	2-6x	\$6.24	\$62.40
7-13x	\$4.65	\$46.50	7-13x	\$5.58	\$55.80
14-26x	\$4.00	\$40.00	14-26x	\$4.80	\$48.00
27x	\$3.05	\$30.50	27x	\$3.66	\$36.60

- Please note:**
- Multiple insertions must be consecutive days for discounts.
 - No copy changes to earn repeat discounts.
 - Advertiser will be charged the earned rate for the number of days run upon ad expiration or cancellation.

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	\$3.88	\$38.80	\$5,000	\$4.28	\$42.80
\$15,000	\$3.63	\$36.30	\$15,000	\$4.00	\$40.00
\$30,000	\$3.53	\$35.30	\$30,000	\$3.88	\$38.80
\$60,000	\$3.43	\$34.30	\$60,000	\$3.77	\$37.70
\$80,000	\$3.28	\$32.80	\$80,000	\$3.62	\$36.20
\$100,000	\$3.19	\$31.90	\$100,000	\$3.51	\$35.10
\$120,000	\$3.07	\$30.70	\$120,000	\$3.39	\$33.90
\$150,000	\$2.98	\$29.80	\$150,000	\$3.27	\$32.70
\$200,000	\$2.81	\$28.10	\$200,000	\$3.10	\$31.00

- Please note:**
- Revenue Contract display ads that are repeated within six days of original insertion are eligible for a 25% discount on the second insertion, and a 50% discount on the third through sixth insertion.
 - All color and linage expenditures apply toward contract fulfillment.

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	\$2.68	\$26.80	13 weeks	\$2.95	\$29.50
26 weeks	\$2.55	\$25.50	26 weeks	\$2.80	\$28.00
52 weeks	\$2.40	\$24.00	52 weeks	\$2.64	\$26.40

- Please note:**
- A minimum three line ad must appear continuously during contract period to maintain rate.
 - Rateholder ad must be renewed monthly.

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	\$1.42	\$14.20	\$0.80	\$8.00	1-2 weeks	\$1.80	\$18.00	\$0.90	\$9.00
3 weeks	\$1.39	\$13.90	\$0.80	\$8.00	3 weeks	\$1.78	\$17.80	\$0.90	\$9.00
4 weeks	\$1.00	\$10.00	\$0.56	\$5.60	4 weeks	\$1.29	\$12.90	\$0.63	\$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	\$0.48	\$4.80	\$0.48	\$4.80	1-3 week	\$1.13	\$11.30	\$0.70	\$7.00
4 weeks	\$0.48	\$4.80	\$0.48	\$4.80	4 weeks	\$0.85	\$8.50	\$0.53	\$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	\$1.95	\$19.50
Employment Rates	\$2.23	\$22.30

Second Reporter - same ad within 1 week

General Rates	Line Ad	Display Ad
General Rates	\$1.56	\$15.60
Employment Rates	\$1.79	\$17.90

Third Reporter - same ad within 1 week

General Rates	Line Ad	Display Ad
General Rates	\$1.37	\$13.70
Employment Rates	\$1.56	\$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
\$0.90	\$9.00	\$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	\$0.88 per line	Display ad	\$8.80 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

Publications	1 & 2 colors	3+ colors
Mercer Island Reporter or Snoqualmie Valley Record		
Pick up Color	\$100	\$150
up to 50 Inches	\$50	\$150

Publications	1 & 2 colors	3+ colors
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	Rate
50" or less	\$10.00
Up to 105"	\$15.00
Up to 158"	\$20.00
Up to 210"	\$30.00