

## 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.