

WEEKLY NEWSPAPERS

About our weekly newspapers

Mercer Island and the Snoqualmie Valley are unique, close-knit communities served by paid subscription weekly newspapers that have become an integral part of local residents' lives. They include coverage of city government, schools, public safety, traffic, parks and recreation, arts and entertainment, local business, lifestyles and sports news. The newspapers offer advertisers the opportunity to reach these highly desirable, self-contained markets in trusted, well-read environment.

Mercer Island Reporter

Open Rate: \$15.00 per column inch

Annual Bulk Rates

Inches	Bulk Rate
120"	\$10.85
240"	\$10.65
480"	\$10.40
720"	\$10.20
1,200"	\$9.90
1,800"	\$9.60



Weekly Frequency Rates

Min Per Wk	6 of 8 Wks	12 of 16 Wks	24 of 32 Wks
1 - 5"	\$10.25	\$10.00	\$9.90
6-10"	\$10.00	\$9.75	\$9.65
11-20"	\$9.70	\$9.50	\$9.35
21-30"	\$9.55	\$9.35	\$9.15
31"+	\$9.35	\$9.15	\$8.95

Color Rates

1-2 Colors	\$100	4 Colors	\$150
1-2 Colors for ads 30 inches or less			
	\$50		

Special Rate Programs

Church/Non-Profit Rate	\$10.70
Special Section/Banner Rate	\$11.80

Business Builder

A cost effective introductory program designed to help new advertisers kick off their campaign with impact and frequency. (6x must be consecutive weeks)

Frequency	1/6 page (18" to 21")	1/4 page (30" to 32.5")	1/3 page (39" to 42.5")	1/2 page (60")
6x	\$170.00	\$245.00	\$290.00	\$405.00
13x	\$145.00	\$205.00	\$245.00	\$335.00
26x	\$125.00	\$170.00	\$200.00	\$260.00



13x = 1 Free Bonus Ads to be used within 16 weeks
 26x = 2 Free Bonus Ads to be used within 32 weeks
 • 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.

Mercer Island Reporter Deadlines

• Advertising space reservation deadline is Thursday noon.

Mercer Island Reporter

- Serves a close-knit, affluent island community.
- 5,000 papers delivered to paying subscribers every Wednesday.
- Household penetration of 59% on Mercer Island.
- Mercer Island Reporter ZIP Code: 98040

Snoqualmie Valley Record

- Serves a fast-growing, affluent rural community.
- 4,000 papers delivered to paying subscribers every Wednesday.
- Household penetration of 63% in the Snoqualmie Valley.
- Serves ZIP Codes: 98014, 98019, 98024, 98045, 98050, 98065

Snoqualmie Valley Record

Open Rate: \$14.00 per column inch

Annual Bulk Rates

Dollar Volume	Bulk Rate
\$1,000	\$9.90
\$2,000	\$9.55
\$3,500	\$9.35
\$5,000	\$9.10
\$7,500	\$8.75
\$10,000	\$8.50
\$15,000	\$8.25



Weekly Frequency Rates

Min Per Wk	6 of 8 Wks	12 of 16 Wks	24 of 32 Wks
1 - 5"	\$9.40	\$9.15	\$8.95
6-10"	\$9.10	\$8.90	\$8.70
11-20"	\$8.85	\$8.65	\$8.40
21-30"	\$8.60	\$8.35	\$8.15
31"+	\$8.25	\$8.05	\$7.80

Color Rates

1-2 Colors	\$100	4 Colors	\$150
1-2 Colors for ads under 30 inches			
	\$50		

Special Rate Programs

Church/Non-Profit Rate	\$8.50
Special Section/Banner Rate	\$11.80

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Snoqualmie Valley Record Deadlines

• Advertising space reservation deadline is Thursday 5 pm.

Pickup Rates

• Ads in the Mercer Island Reporter and Snoqualmie Valley Record can be picked up into any other KCJN publications.

Daily Newspaper	\$32.00 pci each
Weekly Newspapers	\$7.00 pci each
Community Newspapers	\$16.00 pci each



Snoqualmie Valley Living

• Market Coverage mailer delivered to 13,200 households in the Snoqualmie Valley area the last Friday of the month. Space deadline is Friday at 5 p.m. 7 days prior to publication.

Open rate	\$14.00 pci each
KCJN Contract holders	\$10.75 pci each