

# 2016

# Classified Rate Card

**Want great response?  
Call 800.388.2527  
& place your ad today!**

Sound Publishing newspapers deliver community. Readers enjoy our newspapers cover to cover, so your advertisement will make it to the kitchen counter instead of the recycling bin. Rates are 1x per column inch, per title or specified group.

All rates are per b/w ad, per paper.

	Auburn Reporter (Fri)	
	Bonney Lake & Enumclaw Courier-Heralds (Wed)	
	Covington/Maple Valley (Fri)	
	Federal Way Mirror (Fri)	
	Issaquah/Sammamish Reporter (Fri)	
	Kent Reporter (Fri)	
	Marysville/Arlington (Sat)	
	Redmond Reporter (Fri)	
	Snoqualmie Valley (Wed)	
	Renton Reporter (Fri)	Kingston Community News (last Fri)
	Kirkland Reporter (Fri)	Mercer Island Reporter (Wed)
Whidbey Classified (Sat/Wed)*	Journal of the San Juans (Wed)	Vashon Beachcomber (Wed)
Seattle Weekly (Wed)	Islands' Weekly (Tue)	Veterans Life (monthly)
Kitsap Classified (Fri)**	Islands' Sounder (Wed)	Whidbey Examiner (Thu)
Bellevue Reporter (Fri)	Bothell/Kenmore Reporter (1st/3rd Wed)	Whidbey Crosswind (monthly)
<b>1 time pci rate</b>	<b>\$19<sup>00</sup></b>	<b>\$15<sup>00</sup></b>
<b>6 week pci rate</b>	<b>\$18<sup>50</sup></b>	<b>\$14<sup>50</sup></b>
<b>13 week pci rate</b>	<b>\$18<sup>00</sup></b>	<b>\$14<sup>00</sup></b>
<b>26 week pci rate</b>	<b>\$17<sup>50</sup></b>	<b>\$13<sup>50</sup></b>
<b>52 week pci rate</b>	<b>\$17<sup>00</sup></b>	<b>\$13<sup>00</sup></b>

Peninsula Daily News 1x Sunday b/w pci rate \$17.90/weekday \$16.50. Call (800) 826-7714 for more information.

The Daily Herald (Everett) 1x Saturday b/w pci rate \$52.02. Call (425) 339-3100 for more information.

\*Includes the Whidbey News-Times and South Whidbey Record.

\*\*Includes the Bainbridge Island Review, Bremerton Patriot, Central Kitsap Reporter, North Kitsap Herald and Port Orchard Independent.

### COLOR RATES

All rates are based per single publication. Color separations are extra.

#### Seattle Weekly

1/8 page and under ..... \$50  
Over 1/8 page..... \$100

#### Other King/Pierce Tabloid Publications

Spot color ..... \$225  
2 or more colors..... \$150 each  
Full process color ..... \$395

#### Kitsap Classified/Real Estate NOW/ San Juan/Island

Spot color ..... \$225  
2 or more colors..... \$200 each  
Full process color ..... \$650  
Double Truck spot colors \$500 each

#### Vashon-Maury Island Beachcomber

Spot color ..... \$150  
2 or more colors..... \$135 each  
Full process color ..... \$250

### SPECIAL PLACEMENT

- Additional \$10 per column inch.
- Based on availability.

### GREEN EDITION

- Green Edition provide permanently archived Green Editions for zone(s) purchased, on our websites. (\$2.25 per ad.)

### FLYERBOARD

- Get even greater exposure by upgrading your ad to Flyerboard. Links to your website, maps your business and directs social media, driving customers to your business.
- \$10.00 per publication

### DEADLINES

Log onto: <http://goo.gl/qc3twf>

### CLASSIFIED AD MECHANICS

**8 column width x 12.75" height**

- 1 column: 1.078"
- 2 column: 2.236"
- 3 column: 3.394"
- 4 column: 4.552"
- 5 column: 5.71"
- 6 column: 6.868"
- 7 column: 8.026"
- 8 column: 9.184"
- Gutter: .08"

**SOUND PUBLISHING INC**  
www.nw-ads.com

# 2016

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## Rates & Info

Rates are non-commissionable – net with no cash discounts and available for an individual, single store, service establishment or group under single ownership operating under a single name. All rates are per publication per day. Ads are billed to the half inch.

### ONLINE ADVERTISING OPPORTUNITIES ON [WWW.NW-ADS.COM](http://WWW.NW-ADS.COM)

Contact your advertising representative about rates and opportunities.

## The fine print

### GENERAL INFORMATION & POLICIES

- The Publisher reserves the right to refuse any ad or preprinted insert.
- Local rates are non-commissionable but are available to all, including agencies. For commissionable and national rates, mark up applicable rates 20 percent.
- Rates may be raised with 30 days advance notice.
- Display advertising is sold by the column inch and is measured to the half-inch.

### COPY

- All display advertisements must carry a "signature" of the party inserting the ad.
- The Publisher reserves the right to insert the word "advertisement" in all ads, including "all copy" ads which may be mistaken for news articles.
- All ads smaller than full page must be bordered to their exact dimension.
- A minimum of a one-point border is required on all ads.
- All layouts, illustrations and composition which represent the creative effort of Sound Publishing, Inc., are the sole property of the Publisher and may not be reproduced without prior consent.
- Advertiser assumes all liability for true, factual and legal copy provided for any advertisement.
- Late ads accepted at Publisher's option. No proofs shown.

### REVISIONS

- Publisher reserves the right to charge standard composition charges for any revisions to original copy, layout, artwork, photos or other ad elements

unless newspaper failed to follow clear and explicit instructions.

- Advertisements produced but canceled before deadline will be charged composition charges at \$40 per hour.
- Advertisements produced but canceled after deadline will be charged one-half the applicable rate.

### OMISSION & ERROR

- In the event of error, omission, damage or failure to distribute any advertisement, Publisher's liability is limited to the amount paid to Publisher for production and printing and/or insertions of said advertisement.
- Notice of errors must be called to the attention of the newspaper's Publisher within one day of publication so that the appropriate corrective action can be taken.
- Although every effort will be made to meet the wishes of the advertiser, the Publisher does not guarantee the insertion of any particular advertisement on a specified date.

### GREEN EDITION FEE

- \$2.25 charge to each print display ad booked in individual newspapers. Our green editions feature 24/7 online access to all print editions, with hyperlink to the advertiser's website and/or email address (providing it's in the ad).

### POLITICAL ADVERTISING

- Political and advocacy advertising require payment in advance and must state the name and address of the group or individual paying for the ad.
- Political advertisers signing volume contracts require payment in advance for the full contract amount upon the signing of the contract.

### PAYMENT

- Payment in advance is required until credit is approved.
- Statements mailed at first of each month. Terms: Net 10 days. Service Charge: 1-1/2 percent per month (18 percent annual) is added to accounts with balances unpaid following the last issue of each month. Minimum \$1 charge.

### PROOFS

- Proofs will be delivered/faxed/emailed in the local area for ads totaling 10 inches or more, at customer's request, provided ad is submitted by deadline. All other ads may be proofed at the newspaper during regular office hours.

### TEARSHEETS

- Electronic tearsheets are available at no charge.

### POSITION CHARGES

- Preferred placement positions add 30 percent to earned rate. Exact specifications, sizes and formats available on request. All preferred placement paid positions subject to confirmation and availability at deadline. Color needs may prohibit position availability.

### COMPOSITION SERVICES

- Available at no charge for all display ads. Additional fees will be charged as follows: PDF file copies available on CD for \$7.50 each.

### INDEPENDENTLY AUDITED

- Certified Audit of Circulations (CAC) and Alliance for Audited Media (AAM)

**SOUND**  
**PUBLISHING INC**  
COMMUNITY ♦ DELIVERED