

The only publication devoted exclusively to covering the news and events of the Snohomish County business community.

Monthly Topics

Our regular monthly issues include **Business News, Business Briefs, Business Profiles, Calendar of Events** and **People Watching**.

Market Facts printed annually – book of lists publication includes statistical profile of Snohomish County’s demographics growth and economic trends. Separate rates apply.

ISSUE	SPECIAL SECTION*	MATERIALS*	PUB*
February	Taxes/Finances	January 16	Jan 25
March	Real Estate	February 13	Feb 22
April	Emerging Leaders	March 20	Mar 29
May	Executive of the Year	April 17	Apr 26
June	Entrepreneurs	May 22	May 31
July	Made in Snohomish County / Aerospace	June 19	June 28
August	Higher Education	July 17	July 26
September	Business Women	August 21	Aug 30
October	Health Care	September 18	Sep 27
November	Banking & Investments	October 16	Oct 25
December	*TBD	November 20	Nov 29
December	Market Facts	December 1	Dec 27
January	Business News	December 18	Dec 27

**Subject to change*

DISTRIBUTION 13,000 COPIES | SUBSCRIPTIONS AND MAJOR RETAILERS

2017 DISPLAY ADVERTISING RATES

SIZES		12x rate	6x rate	3x rate	1x rate
Full Page	+50K online impressions	\$2,115	\$2,433	\$2,747	\$2,940
Junior Page	+40K online impressions	\$1,505	\$1,780	\$1,894	\$2,081
Half Page	+30K online impressions	\$1,305	\$1,520	\$1,612	\$1,705
Third Page	+20K online impressions	\$925	\$1,050	\$1,115	\$1,189
Quarter Page	+15K online impressions	\$733	\$886	\$949	\$1,010
Eighth Page	+10K online impressions	\$411	\$493	\$529	\$609
Twelfth Page	+5K online impressions	\$209	\$281	\$334	\$397

MECHANICAL MEASUREMENTS

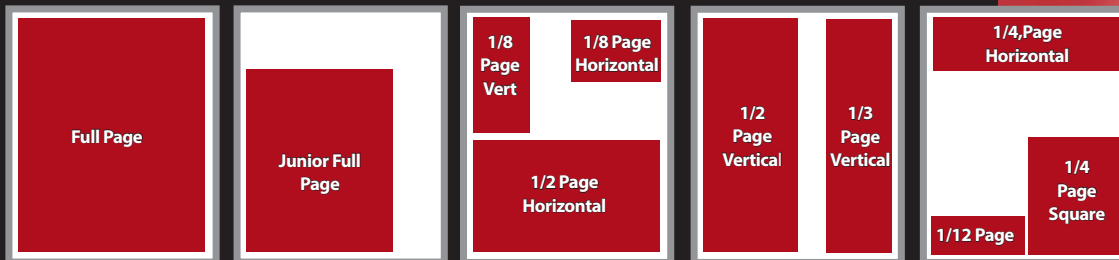
SIZES	Width	Height	Column Size
Full Page	9.833"	12.75"	6 col x 12.75"
Junior Page	8.167"	9.521"	5 col x 9.521"
Half Page Vertical	4.833"	12.75"	3 col x 12.75"
Half Page Horizontal	9.833"	6.292"	6 col x 6.292"
Third Page Vertical	3.167"	12.75"	2 col x 12.75"
Quarter Page Square	4.833"	6.292"	3 col x 6.292"
Quarter Page Horizontal	9.833"	3.063"	6 col x 3.063"
Eighth Page Vertical	3.167"	6.292"	2 col x 6.292"
Eighth Page Horizontal	4.833"	3.063"	3 col x 3.063"
Twelfth Page	3.167"	3.063"	2 col x 3.063"

ONLINE DISPLAY ADVERTISING

All print advertising includes online display impressions on TheHeraldBusinessJournal.com and HeraldNet.com. Impressions may be purchased a la carte at \$12CPM. Contact your sales representative for more information.

INSERTS

12,500 pieces up to 8 pages (8.5x11) \$500



The Herald
**BUSINESS
JOURNAL**

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RATE CARD 2017

Ad Production Specifications

Product Size:
11" wide by 14" deep

Image Area:
9.833" wide by 12.75" deep

Spread:
20" wide by 12.75" deep

Production Requirements:
The Herald Business Journal is printed on 32# bright newsprint with a newspaper web offset press. Ad-Litho color process inks are used to build spot colors. PMS inks are not available.

Digital:
Acrobat PDF files are accepted via FTP, email or CD. A black and white or color laser print should be included with the disk for proofing. Electronic delivery is also available.

Electronic Delivery:
Available via AdSend, via the Internet at ftp.heraldnet.com or by email to traimey@heraldnet.com

Agency Discount: 10%

Color Charges:
One color plus black - \$150/net
Full color - \$300/net
Color Rates are net.
All color orders are subject to availability.

Premium Positions:
15%. Inside back, back page, pages 2, 3, 5, center spread and cover jump story.

Guaranteed Positions:
Additional 15%

Cancellation Policy:
Advertising canceled after published deadlines will be billed at the previous frequency rate as stated on this rate card.