

JUNEAU EMPIRE

JUNEAUEMPIRE.COM

A photograph of a city at dusk with a whale breaching in the foreground. The city buildings are lit up, and the whale's tail is visible above the water.

Display Advertising

3100 Channel Drive, Juneau AK 99801 • 907-586-3740 • 888-458-6328 (in Alaska) • 907-586-9097 (fax)

JUNEAU EMPIRE

JUNEAUEMPIRE.COM

The Juneau Empire is the voice of Alaska's Capital City.

Published Sunday through Friday mornings.

Publisher - Deedie McKenzie | Advertising Sales Manager - Kathryn Fritz | Interim Editor - Emily Russo Miller

The publisher reserves the right to edit, reclassify or refuse any advertisement.

Revision Rate Notice

Publisher reserves the right to revise advertising rates upon thirty days notice and all contracts are accepted subject to this reservation.

Claims

All claims for billing adjustments must be made within 90 days of error. No adjustments will be made after 90 days.

Placement

The Juneau Empire will make every attempt to grant the advertiser position requests. However, no position can be guaranteed. Position requests for a specific page, if fulfilled, carry a 25% premium cost. If two requests are received for the same position in any given edition the larger ad will receive priority.

Proofs Policy

The Juneau Empire will not be liable for failure to publish an advertisement as requested for more than one incorrect insertion of an advertisement. Proofs may be requested on all ads. Proof to advertiser removes all responsibility of the Juneau Empire, except in cases when there is a failure of the newspaper to correct properly marked errors or omissions on the proof. In any case, the publisher's liability shall be limited to the correction of, or the cancellation charge, for that portion of the ad rendered valueless by such error or omissions. Proofs will not be offered for ads accepted after deadline and the Juneau Empire is not responsible for errors or omissions in such ads.

Commissions

National rates commissionable at 15% to approved advertising agencies only. No cash discount. Advertiser is responsible for payment of account, regardless of advertising agency placing orders. Change of representative advertising agency will require credit to be reestablished before additional advertising placed.

Political Advertising Policy

Any ad involving a political figure, party, or Government Issue, regardless of election time, is considered political. All political advertising is payable in advance, and must include all information required by local, state, and federal law. Political advertising will be published only when full payment has been made prior to the deadline of publication date and insertion order has been received. Ad must include identifying line including "political advertising paid for by" disclaimer that includes the name and address of organization or individual paying for ad.

Outstanding Balances

Going out of Business, temporary or transient business ads must be pre-paid. All outstanding balances to be paid prior to running.

"Paid Advertisement"

Advertising simulating news must carry the words "Paid Advertisement" prominently above the ad.

Responsibility

The Juneau Empire assumes no responsibility for materials provided by advertisers, although every effort will be made to return them in good condition if requested. Advertiser and advertising agency will indemnify and hold harmless the Juneau Empire, its officers, agents, employees, and contractors, for all contents supplied to publisher, including text, representations, and illustrations of advertisements printed, and for any claims arising from contents including, but not limited to, defamation, invasion of privacy, copyright infringement, plagiarism, and in the case of a preprinted insert, deficient postage.

Cancellations

Because of the costs and additional labor caused by late cancellations of advertising, the publisher reserves the right to charge a 25% kill fee for advertising cancelled after our published deadlines.

Proof Limitations

Due to the additional labor costs caused by proofing ads, the publisher reserves the right to charge for additional proofs when the ad is built by Juneau Empire design staff. Advertisers utilizing ad sizes that are a half page or small are allotted 3 proofs per 1 advertisement in print or online. Advertisers utilizing ad sizes that are larger than a half page are allotted 4 proofs per 1 advertisement in print. Additional proofs may be purchased for \$25 per proof.

In the instance where the advertiser has requested an ad change and it was omitted in the proof, said proof will not count towards the total allotted proofs for that advertisement. Any dispute about whether a change was provided will be left to the discretion of the advertising director.

Terms

Credit must be established before advertising is scheduled, except for pre-paid advertising. Advertising rates are net and non-commissions. Billing is on the last business day of each month and includes City and Borough of Juneau 5% sales tax. All invoices are due on receipt. Accounts more than 30 days past due are subject to suspension of advertising privileges and collection. Prepayment will be required for any advertiser at the discretion of the Credit Manager.

Letters of Correction

In the case of a Juneau Empire printing error, a letter of correction will be delivered to the store if requested by the advertiser. The Juneau Empire will not assume any liability for any difference if goods are sold at the incorrect price.

ALL PRICES NET

Display Advertising Rates & Deadlines

Open Rates

Retail Display	\$22.00
Classified Display	\$17.05

Annual Contract Rates

By signing a commitment to a minimum volume of advertising during a 12-month period, the advertiser pays one rate throughout the contract period. Failure to complete the commitment will result in all ads being rebilled at the appropriate rate for the volume actually run.

Annual Commitment	Retail Rate/Inch	Classified Rate/Inch
\$3,000	\$16.50	\$12.38
\$6,500	\$15.95	\$11.83
\$9,000	\$15.40	\$11.28
\$12,000	\$14.85	\$10.73
\$22,500	\$14.30	\$10.18
\$35,000	\$13.75	\$9.35
\$50,000	\$12.38	\$8.80
\$75,000	\$11.83	\$8.25
\$100,000	\$11.28	\$7.70
\$150,000	\$10.18	\$7.15
\$200,000	\$9.63	\$6.60

Political Advertising

Retail display	\$22.00 PCI
Online Ads	\$25.00 CPM

Color

Color may be added to retail and classified display ads when available.

Full Color	\$375 per ad
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Pickup Discounts

Pickup discounts can not be combined with any other discount and are allowed only on ads with no copy change. No pickup discount in Sunday, holiday or special editions. Any display ad eight inches or larger retail, 10 inches or larger classified, may be picked up at half price (50% discount) within six (6) days for first publication. Up to five pickups allowed within one calendar week.

Non-Profit Rates

Retail display	\$17.44
Classified display	\$12.38
Full Color	\$275.00

Non-profit rates are available to qualified non-profit and charitable organizations.

For every paid ad run using this rate, the Empire will provide one free ad pickup, ad (no copy change) within six (6) days. Advertising of a political nature does not qualify for non-profit rates.

Preprint Quantities & Info

Empire daily: 4,200 Empire Sunday: 4,500
Capital City Weekly: 10,000
Total Market: 14,500

The following guidelines are applicable to all free-standing inserts ("FSI"). In order to achieve the best insertions possible, all of these conditions must be followed.

Machine Insert Size Restrictions:

- Minimum Size: 8 1/4" X 5 1/4"
- Maximum Size: 11" X 10.5"

FSIs not meeting these specifications cannot be accepted for machine insertion. Additional charges for distribution may apply and costs vary.

Stock Specifications:

- Minimum Thickness: 0.007" (7/1000) - 80lb offset or 100lb gloss cover stock are recommended
- Maximum Thickness: 1/4 inch

Minimum thickness is for single sheets, cards and envelopes. Standard broadsheet inserts printed on 30lb newsprint must be a minimum of 8 pages. Newsprint inserts of less than 8 pages may require quarter-folding for insertion to develop a thickness of .006 min. Standard tabloid page inserts printed on 30lb stock must also be a minimum of 8 pages.

Some out of spec inserts may be accepted and hand inserted for an additional cost. Please check with your sales representative to arrange to test these inserts for production compatibility and packaging approval before placing an insertion order.

Deliver Preprints to:

Juneau Empire
3100 Channel Drive
Juneau, AK 99801

Deliveries accepted Monday-Friday, 8am - 5pm only. Restacking fee of \$200 for bad shipment.

Premium Placement/Position

Advertising requests for retail advertising placement on specific pages will be given preference when possible, but no guarantees of placement are stated or given. Premium charge of 25% required with all position requests.

Preprint Rates

All preprinted material provided to the Empire for insertion will be charged at flat rate for total circulation. All rates for preprint are net rate.

Total market coverage available with preprints inserted into both daily Juneau Empire and free Capital City Weekly, with a total of 14,500 copies distributed throughout Juneau and Southeast Alaska. No zoning or partial run inserts available. Volume discounts available with signed contract.

	Empire	Total Market
Up to 4-page tab	\$896	\$1792
8 tab / 4 standard	\$1250	\$2500
12 tab / 6 standard	\$1405	\$2810
16 tab / 8 standard	\$1563	\$3126
20 tab / 10 standard	\$1719	\$3438
24 tab / 12 standard	\$1874	\$3748
28 tab / 14 standard	\$2029	\$4058
32 tab / 16 standard	\$2185	\$4370
36 tab / 18 standard	\$2340	\$4680
40 tab / 20 standard	\$2495	\$4990
44 tab / 22 standard	\$2650	\$5300
48 tab / 24 standard	\$2805	\$5610
52 tab / 26 standard	\$2960	\$5920
56 tab / 28 standard	\$3115	\$6230
60 tab / 30 standard	\$3270	\$6540
64 tab / 32 standard	\$3425	\$6850

DEADLINES

Display Advertising

Monday	Wednesday 4pm
Tuesday	Thursday 4pm
Wednesday	Friday 4pm
Thursday	Monday 4pm
Friday	Tuesday 4pm
Sunday	Wednesday 4pm

Classified Advertising

Monday	Friday 11am
Tuesday	Monday 11am
Wednesday	Tuesday 11am
Thursday	Wednesday 11am
Friday	Thursday 11am
Sunday	Friday 11am

Final Proofs & Camera Ready

Monday	Friday 12am
Tuesday	Monday 12am
Wednesday	Tuesday 12am
Thursday	Wednesday 12am
Friday	Thursday 12am
Sunday	Friday 12am

Preprint Deadline

All preprinted materials must be delivered to the Empire offices a minimum of three (3) business days before scheduled insertion. No refund or credit offered for preprints delivered after deadline.

During Holiday weeks all deadlines are one day earlier.

Online Advertising



Juneau Empire.com

When combined with a print advertising schedule, online-only schedules are available for a single day.

ONLINE ADVERTISING

Advertising is available in five premium positions rotating throughout the Empire website at juneauempire.com on a (CPM) Cost-Per-Thousand-Impressions basis. Minimum order 10,000 impressions.

A POSITION (Leaderboard)

728x90 pixels + 300x50 pixels
\$15 CPM
Appears on all pages (Run of site ROS*)

B POSITION

160x600 pixels
\$12 CPM
Appears on all pages (ROS)

B MAX POSITION

300x600 pixels
\$12 CPM
Appears on all pages (ROS)

C POSITION (In Story)

300x250 pixels
\$10 CPM
Appears on all pages (ROS)

MOBILE

300x50 pixels
\$10 CPM
Appears on m.juneauempire.com only (ROS)

GEOTARGETING

Deliver your ads to specific cities, states or countries. Available with a 10% fee on the total order. Please talk to your sales representative to confirm availability.

RICH MEDIA

Premium advertising options are available to make your promotion stand out. These prominent online ads are seen on the homepage of juneauempire.com for one day. Ad positions are limit 1 advertiser per day. Please talk to your sales representative to confirm availability.

ONLINE STICKY NOTES

500x500 pixels
\$225 per day
Appears along bottom of homepage as a pop-up ad Viewable for 10 seconds

SLIDING BILLBOARD

950x300 pixels + 950x30 pixels
\$300 per day
Appears below masthead on homepage
Drops down to show ad and rolls back up

WALLPAPER

1900x1600 pixels
\$450 per day
Appears in left and right homepage margins

JUNEAUEMPIRE.COM

The Juneau Empire's online readership is the largest in Southeast Alaska. More than 12,000 unique readers per day and 389,000 unique readers per month use juneauempire.com & m.juneauempire.com to read the news.

BUNDLED WITH PRINT

When combined with a print advertising schedule, online-only schedules are available for a single day. Position 5,000 impressions

Flat Day Rate Package Costs

Position	5,000
A	\$85
B	\$70
B MAX	\$70
C	\$59

Appears on all pages (Run of Site ROS*)

Ad Specifications

What we need from you....

FILE FORMATS

We use and accept the following file formats:

**.pdf .ai .jpg .indd
.psd .gif .eps .inx**

FONTS

• The production staff does not necessarily have the same fonts as you, which may lead to defaulted fonts. A few ways to avoid defaulted fonts include rasterizing or packaging the file, embedding fonts, or converting text to outlines.

IMAGES

Please!



No camera ready ads or images contained in **Microsoft Word** files can be accepted. Microsoft Office saves files to a lower resolution than what is used for print).

- Only submit images you have a right to use. Images from the internet are often copyrighted and usually lack the resolution to be used in print.
- Logos, most ads have them. We'll need the highest quality version you can give us, preferably the original file. We love vector files.
- Print media uses CMYK (for color ads) or grayscale (for black and white), ideally at 200dpi.
- Internet, and things meant to be displayed on computers, use RGB, ideally at 72dpi.
- Our press will make things appear 5-10% darker than what you see on screen. Processing photos for print often involves lightening and increasing contrast in Adobe Photoshop, which looks funny on screen but when the ink soaks into the paper it looks spot on.
- If there is solid black in your ad, please make it grayscale black. In other words K (black) should be the only color with a value (100). CMY should have values of zero (0). This will eliminate the possibility of registration and readability issues.

WHAT IS 'CAMERA READY'?

Camera Ready is an ad submitted by the customer, that is ready to go to press in all aspects.

ONLINE ADS

- Online ad requirements:
 - ✓ RGB
 - ✓ 72dpi
 - ✓ <100Kbps
 - ✓ .gif or .jpg format
- Online ad sizes
 - A Position (Leaderboard)
728 x 90 pixels
 - B Position
160 x 600 pixels
 - B+ Position Max
300 x 600
 - C Position (In Story)
300 x 250 pixels
 - D Position (Bottom Banner)
728 x 90 pixels
 - Sticky Note
306 x 257 pixels
 - Corner Peel
Teaser 200x 200 pixels
Expanded 650 x 650 pixels
 - Sliding Billboard
Reduced View 950 x 30
Expanded View 950 x 3000 pixels
 - Mobile Site (JE only)
300 x 50

AD SIZES

• Measure twice cut once . . . please don't hesitate to contact your sales representative with questions.

CLASSIFIED ADS*

	WIDTH
1 column	1.18"
2 column	2.47"
3 column	3.76"
4 column	5.06"
5 column	6.35"
6 column	7.64"
7 column	8.93"
8 column	10.22"

DISPLAY ADS

	WIDTH
1 column	1.611"
2 column	3.3889"
3 column	5.1667"
4 column	6.9444"
5 column	8.7222"
6 column	10.5"

	WIDTH X HEIGHT
Double Truck	22" x 21.25"
Full Page	10.5" x 21.25"
Color Full Page	10.5" x 21"
1/2 Page (vertical)	5.166" x 21.25"
1/2 Page (horizontal)	10.5" x 10.75"
1/4 Page	5.166" x 10.75"

5 COLUMN TAB

	WIDTH X HEIGHT
Full Page	10.25" x 10.5"
1/2 Page (vertical)	5.05" x 10.5"
1/2 Page (horizontal)	10.25" x 5.125"
1/4 Page	5.05" x 5.125"
1/8 Page	5.05" x 2.625"

CCW SIZES

	WIDTH X HEIGHT
Business Card	3.792" x 2.75"
1/8 page	6.083" x 2.75"
1/4 page	10.25" x 2.75"
1/4 page	6.083" x 5.125"
2/5 page	3.99" x 10.5"
1/2 page Horizontal	10.25" x 5.125"
3/5 page	6.083" x 10.5"
4/5 page	8.166" x 10.5"
Full page	10.25" x 10.5"
Double Truck	21" x 10.5"

*Classifieds are the same size for Publications