

SEQUIM GAZETTE



P.O. Box 1750 • 147 W. Washington • Sequim, WA 98382

Phone (360) 683-3311 • Fax (360) 683-6670 • advertising@sequimgazette.com

DISPLAY ADVERTISING / PREPRINT RATES

Revised 10-01-11

Local Open Rate **\$15.50 per column inch**

The Gazette offers a number of convenient, cost-saving packages that can stretch your advertising dollar while increasing your ad effectiveness. Ask us about our helpful advertising plans.

Frequency Packages

The advertiser can agree to run a minimum ad size for a specified number of weeks.

Min. Ad Size	50 weeks	26 weeks	13 weeks
2-inch.....	\$11.50.....	\$12.10.....	\$12.65
4-inch.....	\$11.25.....	\$11.70.....	\$12.30
6-inch.....	\$11.00.....	\$11.45.....	\$12.05
10-inch.....	\$10.80.....	\$11.25.....	\$11.75
15-inch.....	\$10.55.....	\$11.05.....	\$11.55
20-inch.....	\$10.35.....	\$10.80.....	\$11.30
30-inch.....	\$ 9.95.....	\$10.55.....	\$11.00
60-inch.....	\$ 9.75.....	\$10.25.....	\$10.70
90-inch.....	\$ 9.45.....	\$ 9.95.....	\$10.40
126-inch.....	\$ 8.90.....	\$ 9.50.....	\$10.95

Dollar Volume Contracts

An advertiser can agree to purchase a specified dollar amount of advertising per year. Ad size and copy can be changed as desired, and the rate remains intact.

Dollar Amount	Rate
\$750.....	\$12.75
\$1,500.....	\$12.50
\$2,600.....	\$12.00
\$3,800.....	\$11.75
\$5,000.....	\$11.50
\$6,500.....	\$11.25
\$8,000.....	\$11.00
\$10,000.....	\$10.75
\$15,000.....	\$10.00
\$20,000.....	\$ 9.75
\$25,000.....	\$ 9.50
\$35,000.....	\$ 9.25
\$50,000.....	\$ 9.00
\$70,000.....	\$ 8.75
\$90,000.....	\$ 8.50

Premium Placement

Guaranteed placement may be obtained at a **surcharge equivalent to 20%** of the ad cost. Some restrictions apply.

Pickup Discount

20% discount to continue your ad with no changes after initial publication. Not applicable to color charges, and no other discounts apply.

Color Rates

Spot Color.....\$90.00 Process Color.....\$190.00

Professional Directory

A perfect place to promote your service. Economical 13-week minimum contract (in 13-week increments) with one copy change allowed within the contract period. **\$30.00 per week.**

Restaurant & Banner Page Rate

Special low rate of **\$10.50 per column/inch.**

Dining Guide

Purchase space in this group ad for only **\$12 per week** for one box and **\$10 per box each week** if purchasing more than one box.

Church Directory

A handy community guide at a thrifty 13-week contract rate with one copy change per calendar month. **\$10.00 per week.**

Brand Builder

Minimum ad size of 4 column inches required. Ads may run on consecutive or alternate weeks. No other discounts apply, no copy changes allowed.

6-week contract.....\$10.25 per column/inch

13-week contract.....\$9.55 per column/inch

26-week contract.....\$8.55 per column/inch

Nonprofit Organization Discount

Qualified nonprofit organizations receive a rate of **\$11.50 per column/inch.**

Celebrations

Birthday announcements, paid obituaries, and "thank you" ads may be purchased at a rate of **\$10.25 per column/inch.** No other discounts apply.

Political Advertising

Open rate of **\$15.50 per column/inch** applies to all ads in this category. Pre-payment is required, and no discounts apply.

Preprint Inserts

	OPEN	12x	26x	50x
Single Sheet (8.5"x11")	\$50/M	\$45/M	\$40/M	\$35/M
4-8 tab pages	\$55/M	\$50/M	\$45/M	\$40/M
12-24 tab pages	\$60/M	\$55/M	\$50/M	\$45/M
28-36 tab pages	\$65/M	\$60/M	\$55/M	\$50/M

Inserts must be scheduled no fewer than eight days prior to insertion date. The maximum dimensions may not exceed 12.5 x 10.25 inches (fold along the 12.5-inch side). Inserts scheduled and delivered that do not meet size limits are subject to a \$250 folding charge.

Policies and General Information

Mechanical Specifications: Each page of a narrow broadsheet is 6 columns wide (11 5/16 inches) by 21 inches in length. Column width is a standard 1 3/4 inches (10.8 picas).

Circulation/Delivery: The *Sequim Gazette* is delivered by carrier force each Wednesday. It has over 8,500 paid subscribers.

Proofs: Ads requiring a customer proof must be received by Friday at noon prior to publication. Color advertisements are due noon Friday prior to publication.

Holiday Deadlines: Holiday deadlines vary and are published the week before the holiday. If you have any questions, please call our office.

Tearsheets: Up to five tearsheets are provided at no charge to all advertisers for ads totaling ten column inches or more. Additional tearsheets are available for a fee. Request them through your advertising representative.

Materials Submitted by the Customer: Upon request, photos, original artwork, etc. will be available to the customer after publication. We are not responsible for materials that are not picked up after 30 days. Black and white copy is preferred for an advertisement. Color is acceptable but reproduction quality cannot be guaranteed. Electronic submission of advertisement materials is recommended. Please call for specifications.

Payment: Payment in advance is required for going-out-of-business advertisers as well as for new advertisers until credit is established. A completed credit application is required to establish credit. Failure to pay the previous month's charges on or before the 10th of the month may cause cancellation of credit privileges (including cancellation of contract rates and advertising) and cash in advance will be required for all advertising.

All accounts are on a net 30-day billing cycle. Any account over 30 days past due may have all advertising and services canceled without further notification. Any account over 90 days past due may be turned over to a collection service.

Rates are non-commissionable and subject to change without notice.

Omissions and Errors: The *Sequim Gazette* shall not be liable for changes or typographical errors that do not lessen the value of an advertisement.

Any wrong insertions, errors or omissions shall be made good only by additional publication of the advertisement wrongly inserted, or by publication of the part of the advertisement in error, or by a reduction in the charge for the advertisement equal to the portion of the ad containing the error, before final billing.

Notice of errors must be called to the attention of the advertiser's Account Representative within three days of publication to qualify for corrective action.

Revised 10/01/11

REGULAR PRINTED IMAGE:

10⁷/₁₆" X 21"

1 column	1 ⁵ / ₈ "	9.8 picas
2 column	3 ³ / ₈ "	20.4 picas
3 column	5 ¹ / ₈ "	31 picas
4 column	6 ¹⁵ / ₁₆ "	41.8 picas
5 column	8 ⁵ / ₈ "	52.4 picas
6 column	10 ⁷ / ₁₆ "	63 picas

SEQUIM GAZETTE

Published: WEDNESDAYS

Ad Deadlines:

A&E and Sports - 5 p.m. Thursday

Main News - 5 p.m. Friday

Distribution: Approx. 7,500

Serving Sequim & the Dungeness Valley

100% Local News Content

(360) 683-3311

fax 360-683-6670



At *sequimgazette.com* there's current news with daily updates, features & archives that are available to the public. We also feature links to local businesses and resources.

Expand your reach and direct consumers to your website today!

We receive over 51,000 average weekly page views.

Ad Layout & Specs

Tile/Button Ads

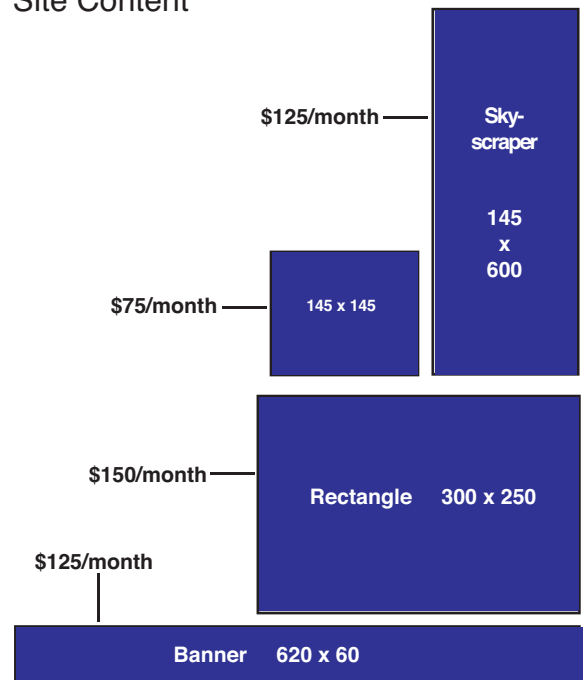
- 145 x 145 pixels
- Maximum file size: 10k
- Location - rotates throughout entire website

Banner Ads

- One size only 620 x 60 pixels
- Maximum file size: 12k
- Location - rotates throughout entire website

Monthly fee applies as minimum charge.

Site Content



Purchase an online ad in the Sequim Gazette and the Forks Forum to receive \$25 off the price of each ad!

For details, call 360-683-3311 or email stevep@sequimgazette.com