



The Woodinville Weekly

The Northlake News | The Valley View

2015 Rates & Specs

EFFECTIVE MARCH 1, 2014

ROP DISPLAY AD

OPEN RATE (Non-Contract)

\$20.25
per column inch (net)

The cost of an ad is based on the number of columns wide multiplied by the number of inches high multiplied by the rate.

See Additional Charges for color options.

CLASSIFIED*

Classifieds, Employment, Real Estate
No minimum run | All ads 1 col. wide (1.36")

\$19.25/col. inch

20 words max. per column inch.

Additional space required for logos or images

BUSINESS SERVICES*

4 week run minimum

All ads 1 col. wide (1.36")

\$17.75/col. inch

RELIGIOUS SERVICES

4 week run minimum

All ads 1 col. (1.36") w x 1.5" h

\$22.25/week

VALLEY VIEW - ROP

OPEN RATE (Non-Contract)

\$17 per column inch (net)
(*\$14 picked up from Woodinville Weekly*)
Monthly Valley View billed separately.

The cost of an ad is based on the number of columns wide multiplied by the number of inches high multiplied by the rate.

See Additional Charges for color options.

**Classified and Business Services run weekly in the Woodinville Weekly/Northlake News*

DEADLINES

All of our ads

have a deadline of

12pm (Noon), Thursdays*

Ads submitted after the deadlines

will be accepted on a space available basis only.

*Deadlines may change for weeks with holidays.

INSERTS

Cost of inserts is based on the ounce weight.

Full Run \$59.30 - Zoned Runs \$62.30* per thousand to .4 oz. Minimum Order is 5,000

DEADLINE for receiving inserts:

Monday prior to edition - No delivery fee

By Thursday prior to edition 9am - \$50 Delivery/late fee

Ship direct to PPC and save fee (must receive by Fri am).

*Call for quotes

ADDITIONAL CHARGES

Placement

Special placement requests are charged an additional 25% of the gross amount of ad.

Placement is for a specific page, not location on that page.

Color

Four Color: \$260 per ad

Emulsion Down Negative, 100 line screen

Ad Design / Proofs

There is no charge for your ad design with two proofs. Proofs are supplied for the purpose of making minor corrections. A fee of \$60 per hour will apply for additional design work or redesign work.

Ads designed and cancelled after deadline will be charged \$12.00 per column inch.

SPECS

Page Size: 10.25" w x 16" h

One Column	1.50"	9.5 picas
Two Columns	3.25"	20.0 picas
Three Columns	5.00"	30.5 picas
Four Columns	6.75"	41.0 picas
Five Columns	8.50"	51.5 picas
Six Columns	10.25"	62.0 picas

Sample Sizes:

Full Page:	10.25" w by 16" h
Half Page:	10.25" w by 8" h
or Half Page:	5" w by 16" h
Qtr Page:	5" w by 8" h
Eighth Page:	5" w by 4" h
Business Card:	3.25" w by 2" h

Electronic Transfer Information

We accept the following files:

InDesign CS4	Freehand	Photoshop
PDF	tiffs	jpg

Ads sent in Publisher and Word require re-setting. A faxed copy of the ad or a jpg of the ad must be sent to ensure we match your layout. Please size and send ad with fonts or with fonts embedded to sales@woodinville.com.

There may be a fee for extracting images saved in Word files. Files outside our specifications may be subject to a graphic design fee of \$60/hr.

PAYMENT POLICY

All Ads Must Be Pre-Paid. We accept VISA/MC/Discover/American Express. We also offer the convenience of PayPal. NSF Check Fee \$25

DISTRIBUTION

The Woodinville Weekly and The Northlake News

98072 | 98077 (Woodinville) | 98011 | 98041 | 98021 (Bothell)

98028 | 98155 (Kenmore) | 98290 (Clearview) | 98012 | 98021 (Mill Creek)

- Direct Mail to residences and businesses in Woodinville, including the City of Woodinville which extends into Kingsgate. Zip code: 98072 (9,087) | Direct Mail in Woodinville. Zip code: 98077 (4,521)
- Countertopped in Woodinville, Bothell, Kenmore, South Mill Creek, Thrasher's Corner, Kingsgate and Lake Forest Park (3800) | Duvall, Carnation, and Lower Snoqualmie Valley Businesses on weeks the Valley View is not printed. (700)

The Valley View

Published once a month (*second week*) | 98019 (Duvall) | 98014 (Carnation)

- Direct Mail to residences and businesses in Duvall (3,455) | Route 1 & 3 in Carnation (1,085)
- Countertopped in Lower Snoqualmie Valley Businesses (1,232)