

# NORTH OLYMPIC PENINSULA IN PRINT AND ONLINE

PENINSULA DAILY NEWS | SEQUIM GAZETTE | FORKS FORUM



## 2018 ADVERTISING RATES



PENINSULA  
**Daily News**

Sequim's Hometown Newspaper  
**SEQUIM GAZETTE**

**FORKS FORUM**  
*Serving the West End since 1930*

**SOUND PUBLISHING INC**  
COMMUNITY + DELIVERED  
EFFECTIVE JANUARY 1, 2018

PENINSULA  
**Daily News**



**Your Peninsula. Your Newspaper.**

Peninsula Daily News is more than just a source of information, it is an important part of our readers' lives. People who live on the Peninsula ask for it, read it and use it.

Peninsula Daily News focuses squarely on relevant, useful and fun local news, business, sports and features with a local perspective readers can't get anywhere else.

Peninsula Daily News also has:

- Regional, state, national and world news, business and sports coverage
- A variety of features:

**Thursday and Friday Outdoors**

The only weekend arts and entertainment guide in the area

**Sunday Our Peninsula**

Weekly section featuring local people, news and happenings

**Friday Hot Properties**

A colorful house hunting guide

■ **RETAIL ADVERTISING RATES** ■

**Run of Paper Rates**

	<b>Daily</b>	<b>Tab*<sup>*</sup></b>	<b>Sun.</b>
<b>Open Rate</b> .....	\$27.55	\$20.80	\$29.60

**Annual Bulk Contract Rates**

Rates are per column inch per day. Contracts must be signed in advance. Rebates can be achieved up to one level over commitment. Short rates are billed at earned rates.

Level	Daily	Tab* <sup>*</sup>	Sun.
\$1,500	\$19.15	\$13.65	\$20.75
\$3,000	\$18.35	\$13.45	\$19.80
\$4,500	\$17.45	\$12.75	\$18.90
\$6,500	\$16.90	\$12.15	\$18.25
\$9,000	\$16.60	\$11.55	\$17.85
\$12,000	\$16.00	\$10.95	\$17.35
\$16,000	\$15.75	\$10.45	\$17.00
\$20,000	\$15.50	\$10.05	\$16.75
\$25,000	\$15.20	\$9.75	\$16.45
\$35,000	\$14.75	\$9.20	\$15.90
Associations	\$18.05	\$13.50	\$19.45
Political/State-Nat'l	\$29.75	\$22.45	\$32.00
Political/Clallam Co.	\$19.65	\$14.00	\$21.35
Political/Jefferson Co.	\$15.55	\$9.75	\$16.85
Special Sections	\$19.65	—	\$21.35
Local/Gen	\$26.00	\$15.75	\$27.80
National	\$29.95	\$25.60	\$31.20
Nonprofit	\$11.35	—	\$12.35

■ **SPECIAL PROGRAM RATES** ■

**Multiple Insertion Discounts (MID Rate)**

Ads running more than once in the same six-day period without change are eligible for these discounts:

1st Repeat .....	25 percent off
2nd Repeat .....	40 percent off
3rd through 5th Repeats .....	50 percent off

**Econo Ad Monthly Program**

Ads running between six and 27 times during any 31-day period without change, and in any combination of days are eligible for these discounts:

	Daily	Sun.
06-11 Insertions .....	\$14.54 pci	\$15.70 pci
12-23 Insertions .....	\$13.81 pci	\$14.91 pci
24 or more Insertions .....	\$13.13 pci	\$14.12 pci

Note: Add \$1.00 per inch to rates for a six-week schedule  
Add \$2.00 per inch to rates for a 12-week schedule.



*No ad? No problem!*  
Your account rep will work with you to create an ad and schedule a campaign that will help you grow your business at no additional charge.

**Front Page Sky Boxes and Banners**

Be on the front page of a Peninsula Daily News section. Skybox advertising is a powerful merchandising tool for any advertiser.

	per day
Full skybox .....	\$425.00
Half skybox .....	\$275.00
Banner (daily) .....	\$335.00
Banner (Sunday) .....	\$385.00



**Anniversary Ad Special**

During your anniversary month we will publish a single anniversary ad for you on a date of your choice. Anniversary ads include full color.

	PDN
Full page .....	\$1,100.00
Half page .....	\$715.00
Quarter page .....	\$495.00

No variations of size or price for anniversary ad special.



*Claim your gift*  
The Anniversary Ad Rate is more than 50 percent off the open rate.

**Business of the Week**

Tell your story to over 37,000 readers with a business of the week "advertorial" on the front page of the Sunday business section.

5 columns x 6" .....

Deadline for business of the week is three (3) weeks prior to publication.



**Out & About Restaurant & Entertainment Advertising**

This group advertising page publishes each Thursday in PDN, plus your ad will pick up in to Spotlight on Friday. Achieve more than 70,000\* reader impressions each week with this high-impact advertising program.

Rate .....

Minimum ad size 6 column inches.

\*Based on average Thursday and Friday circulation multiplied by the industry standard of 2.4.



**Color Rates**

Color rates are per page. No minimum ad size required.

3+black. .... \$420

Special section color rates: 3+ Black \$235



■ **CLASSIFIED ADVERTISING RATES** ■

**Display Advertising Rates**

	Daily	Sun.
<b>Open Rate (display)</b> .....	\$25.00	\$27.00

**Annual Bulk Contract Rates**

Rates are per column inch per day. Contracts must be signed in advance. Rebates can be achieved up to one level over commitment. Short rates are billed at earned rates.

Level	Daily	Sun.	Level	Daily	Sun.
\$1,500	\$16.50	\$17.90	\$12,000	\$13.95	\$15.05
\$3,000	\$15.70	\$17.00	\$16,000	\$13.70	\$14.80
\$4,500	\$15.15	\$16.50	\$20,000	\$13.55	\$14.55
\$6,500	\$14.55	\$15.80	\$25,000	\$13.40	\$14.35
\$9,000	\$14.30	\$15.50	\$35,000	\$13.10	\$14.10

Classified National Rate \$5.33 per line (10 line minimum)

Legal Advertising Rates per column inch:

Local .....	\$13.95
General .....	\$15.20

## Local Open Rate **\$16.25 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.....	\$12.30	\$12.95	\$13.55
4-inch.....	\$12.10	\$12.30	\$12.55
6-inch.....	\$12.00	\$12.25	\$12.90
10-inch.....	\$11.60	\$12.05	\$12.60
15-inch.....	\$11.25	\$11.85	\$12.40
20-inch.....	\$11.05	\$11.60	\$12.15
30-inch.....	\$10.65	\$11.30	\$11.80
60-inch.....	\$10.45	\$11.00	\$11.50
90-inch.....	\$10.10	\$10.65	\$11.10
126-inch.....	\$9.55	\$10.20	\$11.75

## 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.....	\$13.80
\$1,500.....	\$13.55
\$2,600.....	\$13.00
\$3,800.....	\$12.55
\$5,000.....	\$12.45
\$6,500.....	\$12.15
\$8,000.....	\$11.90
\$10,000.....	\$11.65
\$15,000.....	\$10.80
\$20,000.....	\$10.55
\$25,000.....	\$10.30
\$35,000.....	\$10.00
\$50,000.....	\$9.75
\$70,000.....	\$9.50
\$90,000.....	\$9.20

## Premium Placement

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

## Pickup Discount

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

## Color

3+ Black .....\$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. \$31.50 per week.

## Restaurant & Banner Page Rate

Special low rate of \$11.00 per column/inch.

## Dining Guide

Purchase space in this group ad for only \$12.50 per week for one box and \$10.50 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.....	\$10.75 per column/inch
13-week contract.....	\$10.00 per column/inch
26-week contract.....	\$9.00 per column/inch

## Nonprofit Organization Discount

Qualified nonprofit organizations, and "thank you" ads may be purchased at a rate of \$11.50 per column/inch.

## Celebrations

Birthday announcements, paid obituaries, and "thank you" ads may be purchased at a rate of \$10.75 per column/inch. No other discounts apply.

## Political Advertising

Open rate of \$16.30 per column/inch applies to all ads in this category. Pre-payment is required and no other discounts apply.

## Classified Advertising

Per column inch (1.078"x1") .....\$10.25

### Frequency Rates

4-11 weeks.....	10%
12-23 weeks.....	15%
24-51 weeks.....	20%
52+ weeks.....	25%

# FORKS FORUM

Serving the West End since 1930

## Open Rate **\$10.25 per column/inch**

## Business Builder

Six weeks consecutively or every other week for six times total, minimum 4 column inches.  
 Rate per column/inch ..... \$8.00  
 13 weeks consecutively or every other week for 13 times total, minimum 4 column inches. Rate per column/inch..... \$7.50

## Dollar Volume Contracts

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

Dollar Amount	Rate
\$750.....	\$8.55
\$1,500.....	\$8.20
\$2,600.....	\$7.95
\$3,800.....	\$7.60
\$6,500.....	\$7.30
\$9,000.....	\$7.05
\$12,500.....	\$6.85
\$15,000.....	\$6.60

## Premium Placement

Position requests for advertisements will be honored when possible. Guaranteed placement may be obtained at 20 percent premium over applicable rate or a minimum charge of \$50.

## Pickup Discount

Pickup ad from the *Sequim Gazette* and receive a 10 percent discount off the applicable rate.

## Nonprofit Rate / Obituaries

Per column/inch..... \$8.00

No other discount applies.

## Church Directory

13-week quarter..... \$70.00  
 (Billed once every quarter)

## Business Directory

Single Box.....	\$40.00 per column/inch
Double Box.....	\$60.00 per column/inch
Triple Box.....	\$80.00 per column/inch
Quad Box.....	\$95.00 per column/inch

## Classifieds

Classified Display  
 Open Rate - per column inch .....\$10.25  
 Legal Rate - per column inch .....\$8.50  
 Classified Line Ads  
 First 10 words - per week.....\$7.00  
 Each Additional Word - per week .....\$2.00

## Color

3+ Black .....\$110.00

# Insertion rates

## Peninsula Daily News

### Insertion Only

#### Standard/Broadsheet Page Count

	4	6	8	10	12
Open	\$52.00	\$58.00	\$64.00	\$70.00	\$77.00
12/year	\$51.00	\$57.00	\$63.00	\$69.00	\$76.00
24/year	\$50.00	\$56.00	\$62.00	\$68.00	\$74.00
52/year	\$48.00	\$54.00	\$60.00	\$66.00	\$72.00
104/year	\$47.00	\$53.00	\$59.00	\$65.00	\$71.00
156/year	\$43.00	\$49.00	\$55.00	\$61.00	\$67.00

Note: One standard page equals two tabloid pages.

Single Sheet (8.5" x 11")	\$42.00 CPM
Single Sheet (11" x 17" folded or 11" x 14")	\$45.00 CPM

Print and deliver rates available upon request.

## Sequim Gazette

	Rate	12x	16x	50x
Single Sheet (8.5"x11")	\$51.50	\$46.35	\$41.20	\$36.05
4-8 page tab	\$56.65	\$51.50	\$46.35	\$41.20
12-24 page tab	\$61.80	\$56.65	\$51.50	\$46.35
28-36 page tab	\$66.95	\$61.80	\$56.65	\$51.50

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.

## Forks Forum

Weight	Rate
0 - .5 ounce	6.5 cents per copy
.5 - 1 ounce	7.5 cents per copy
Over 1 ounce	9.5 cents per copy

Inserts must be scheduled and received no fewer than four days prior to insertion. Full Distribution based on 5,000. The maximum finished size of an insert must be 8.5" x 11". Inserts larger than this must be folded to fit. Folding can be arranged with three working days notice at a flat rate of \$50.

## Online rates and information available upon request

### How to Reach Us

**Terry Ward**, Publisher  
tward@peninsuladailynews.com

**Mike Dashiell**, Editor  
mdashiell@sequimgazette.com

**Christi Baron**, Editor and Advertising Sales  
cbaron@forksforum.com

**Steve Perry**, Advertising Director  
sperry@peninsuladailynews.com

**Holly Erickson**, Advertising Coordinator  
herickson@peninsuladailynews.com

### Circulation - Peninsula Daily News

- Published Sunday — Friday (am) in Port Angeles, Clallam County, Washington.
- Member of the Audit Bureau of Circulation (ABC).
- Subscriptions: \$2.85 per week for home delivery. Single copy: 75¢ weekdays, \$1.50 Sundays.
- Audit Bureau of Circulation Certified Publisher's Statement as of 3/30/2014: Total daily paid circulation of 11,748 and 13,220 Sunday.

### Circulation - Sequim Gazette

- Published Wednesday in Sequim, Clallam County, Washington.
- Subscriptions: \$26 for six months of home delivery.
- Total paid circulation of 4,600.

### Circulation - Forks Forum

- Published Wednesday in Forks, Clallam County, Washington.
- Total Thursday circulation of 4,700.

**Peninsula Daily News**  
**Street Address:**  
305 W. First St.  
Port Angeles, WA 98362

**Mailing Address:**  
P.O. Box 1330  
Port Angeles, WA 98362

**Phone:** 360-452-2345  
or 1-800-826-7714

**Fax:** 360-417-3554

**Sequim Gazette**  
**Street Address:**  
147 W. Washington St.  
Sequim, WA 98382

**Phone:** 360-683-3311

**Forks Forum**  
**Street Address:**  
P.O. Box 3030  
Forks, WA 98331

**Phone:** 360-374-3311

### National Representation:

**Sound Publishing**  
Stephen Barrett,  
Director of National Sales  
2700 Richards Rd., Suite 201,  
Bellevue, WA 98005  
sbarrett@soundpublishing.com,  
360-394-5833

### Production Services

#### Free Professional Services

**Creative Services** — Advice and assistance in all phases of ad planning, design and production. Develop your advertising style, plan campaigns, design or layout advertising with our staff for no extra cost when advertising with Peninsula Daily News.

**Art Services** — The Peninsula Daily News subscribes to a variety of clip-art services, including electronic art, also available for use at no charge.

#### Fee-based Professional Services

**Photography** — Available for in-house or on-location shoots. Initial photos cost \$10, additional photos at same location are \$8 each.

**Blind Boxes** — \$15.00 charge for every use of an ROP or Classified box.

#### Miscellaneous Charges

**Unpublished ads** — Ads ordered, produced, then cancelled before publication will be charged at a rate of \$10 per column inch.

**Re-composition** — Production work on ads changed by advertiser will be charged at a rate of \$50 per hour.

### Production Specifications

#### Peninsula Daily News and Sequim Gazette

Columns	ROP	All Classified
1	1.563" or 9p4.5 picas	1.078" or 6p468 picas
2	3.25" or 19p6 picas	2.236" or 13p42 picas
3	4.938" or 29p7.5 picas	3.394" or 20p37 picas
4	6.625" or 39p9 picas	4.552" or 27p31 picas
5	8.313" or 49p10.5 picas	5.71" or 34p26 picas
6	10" or 60p picas	6.868" or 41p21 picas

#### Forks Forum

1	1.83" or 11p0 picas	1.078" or 6p468 picas
2	3.83" or 23p0 picas	2.236" or 13p42 picas
3	5.83" or 35p0 picas	3.394" or 20p37 picas
4	7.83" or 47p0 picas	4.552" or 27p31 picas
5	9.83" or 59p0 picas	5.71" or 34p26 picas

## Deadlines

### Peninsula Daily News

Day of Publication	Ad Deadline
Sunday	2 p.m. Wednesday
Monday	2 p.m. Wednesday
Tuesday	2 p.m. Thursday
Wednesday	2 p.m. Friday
Thursday	2 p.m. Monday
Friday	2 p.m. Tuesday
Spotlight (Fri.)	2 p.m. Tuesday
TV Week (Sun.)	2 p.m. Tuesday

### Sequim Gazette

Section	Ad Deadline
A Section	Noon Monday
B Section	Noon Thursday
C Section	Noon Friday

### Forks Forum

Day of Publication	Ad Deadline
Thursday	10 a.m. Monday

### Sound Publishing

Peninsula Daily News, Sequim Gazette and Forks Forum are proud to be part of the Sound Publishing network of newspapers.

Founded in 1987, Sound Publishing, Inc. is the largest community news organization in Washington state.

Today, more people read Sound Publishing community newspapers than traditional dailies in the markets it covers.

Sound Publishing titles deliver relevant, local news that directly affects the lives of those who raise families and work in the 86 communities it serves. Reader engagement is enhanced by our local newsrooms' dedication to our "digital first" philosophy.

Our printing, distribution, circulation, websites and readership studies are audited by the Certified Audit of Circulations (CAC) and Audit Bureau (ABC) to provide an accurate picture of each publication's market penetration and reach.

Sound prints all of its own newspapers and numerous other publications at its centrally located, state-of-the-art printing facility in Everett.

The plant, located just northwest of the I-5/I-405 interchange, features two press lines and complete prepress, publication handling, bindery, mailing and transportation services, enabling us to meet the needs and demands of partner publishers across the state.

**SOUND**  
PUBLISHING INC