



# PENINSULA DAILY NEWS

**2008/2009**  
**ADVERTISING RATES**

Effective September 29, 2008



## Your Peninsula. Your Newspaper.

The 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.

The 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.

The Peninsula Daily News also has:

- Regional, state, national and world news, business and sports coverage

Each weekday, The Peninsula Daily News is delivered to 15,862 households and is read by 39,655\* people.

On Sundays, circulation increases by about 10% to 17,572 households and readership increases to 43,930 people.

\* Mediamark Research Inc 2004 Spring study showed 2.4 readers per copy on weekdays and 2.5 readers per copy on Sunday.

- A variety of features sections including:

### Wednesday Food

**Friday Peninsula Spotlight** - The only weekend arts and entertainment guide in the area

**Sunday Peninsula Woman** - Stories about inspiring local women and trustworthy advice

**Sunday Hot Properties** - A colorful house hunting guide

## RETAIL ADVERTISING RATES

### Run of Paper Rates

Open Rate	Daily	Sun.
	\$26.00	\$28.00

### 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	\$17.27	\$18.66	\$12,000	\$14.43	\$15.62
\$3,000	\$16.50	\$17.84	\$16,000	\$14.18	\$15.31
\$4,500	\$15.72	\$17.01	\$25,000	\$13.92	\$15.05
\$6,500	\$15.21	\$16.44	\$35,000	\$13.66	\$14.75
\$9,000	\$14.95	\$16.13			

Pick up your PDN display ad in Sequim This Week for \$6.00 per inch.

Other Rates	Daily	Sun.	Daily	Sun.	
Associations	\$15.80	\$17.08	Non-Profit	\$14.97	\$16.27

Political	Daily	Sun.
State/National	\$26.00	\$28.00
Clallam County	\$17.27	\$18.66
Jefferson County	\$13.66	\$14.75

Special Section	Daily	Sun.
Local/General	\$17.27	\$18.66
	\$23.40	\$25.00



## 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% off
2nd Repeat	40% off
3rd through 5th Repeats	50% off

### Econo Ad Monthly Program

Ads running between 6 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	\$12.47 pci	\$13.46 pci
12-23 Insertions	\$11.85 pci	\$12.80 pci
24 or more Insertions	\$11.25 pci	\$12.15 pci

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

### Section Front Sky Boxes

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

Frequency	Sky box per week
52x	\$70.00
26x	\$80.00
13x	\$90.00
1x	\$170.00

Full color positions may be available.



### 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 one free color.

	PDN
Full page	\$965.00
Half page	\$625.00
Quarter page	\$425.00

No variations of size or price for anniversary ad special.



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

### Business of the Week

Tell your story to over 44,000 readers with a business of the week "advertorial" on the front page of the Sunday business section.

5 columns x 6" \$475.00  
Deadline for business of the week is three (3) weeks prior to publication.



### Out and 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 80,000\* reader impressions each week with this high-impact advertising program.

Rate \$15.25 pci  
Minimum ad size 6 column inches.



Households in our market spend an average of \$360,329 a day on dining out.  
\*Claritas 2002

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

### Lifestyle Tabloids

#### Friday Peninsula Spotlight

The North Olympic Peninsula's only weekly entertainment magazine delivered throughout Clallam and Jefferson counties. Featuring nightlife, event listings and movie times

#### Sunday Peninsula Woman

This tabloid format section features issues important to women, families and relationships, health, fashion, home decorating, children and much more - all with the North Olympic Peninsula flair.

	1/3 page	1/2 page	Full page
Open	\$295.00	\$350.00	\$475.00
6x in 10 weeks	\$170.00	\$220.00	\$325.00
13x in 20 weeks	\$160.00	\$200.00	\$275.00
26x in 52 weeks	\$150.00	\$180.00	\$240.00
Color	1/black	3/black	
	\$100.00	\$200.00	



### Color Rates

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

1+black . . . \$175 3+black . . . \$400

Special section color rates: 1+ Black \$125 3+ Black \$225



## ■ INSERT RATES ■

### Print and Deliver

We can design, print and deliver your single-sheet advertising insert. Contact your account executive for information.

### Single Sheet Rates

Description 8.5" x 11" Rates - CPM\*

Quantity	1/0	1/1	2/0	2/1	2/2 or 4/0
5,000-9,999	\$79.00	\$88.00	\$105.00	\$122.00	\$145.00
10,000-14,999	\$55.00	\$57.00	\$59.00	\$66.00	\$74.00
15,000-29,999	\$53.00	\$55.00	\$55.00	\$61.00	\$68.00
30,000-49,999	\$47.00	\$49.00	\$49.00	\$54.00	\$59.00
50,000	\$43.00	\$45.00	\$45.00	\$49.00	\$51.00

\*CPM = cost per thousand Cost based on white paper only. Colored paper is available for an additional charge.

8.5" x 11" Deadline; Materials must be submitted 14 business days prior to publication. Days of distribution: Monday - Friday only.

### Full Color Glossy Print & Delivers also available, ask your Account Representative for details.

### Preprint Rates and Coverage

Peninsula Daily News overview:

- Number one source of preprint advertising delivery in Clallam and Jefferson counties
- Insertion for full run or any of six zones (see map below)
- PDN: Full-run contract rates based on annual frequency
- Rates are in dollars per thousand insertions

Full-run national rate: \$70.00/M



### Insert Usage

Newspaper inserts have a positive impact on the vast majority of consumers. 85% of consumers saved inserts until they visited the store.

\*2005 NAA

### PDN Only

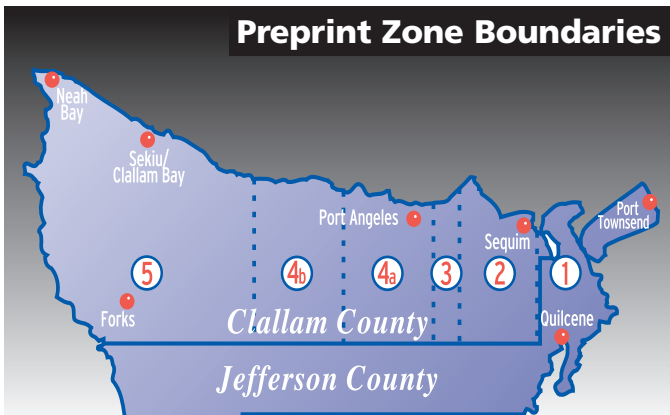
#### Standard/Broadsheet

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



	Daily (Wed)	Sunday
<b>Zone 1 Port Townsend</b> Hood Canal to Discovery Bay	2,581	2,840
<b>Zone 2 Sequim</b> Discovery Bay to McDonnell Creek	5,293	6,179
<b>Zone 3 Port Angeles — East</b> McDonnell Creek to Monroe Road	1,329	1,419
<b>Zone 4a Port Angeles</b> Monroe Road to Airport	5,330	6,023
<b>Zone 4b Port Angeles — West</b> Airport to Lake Crescent	1,052	1,177
<b>Zone 5 Lake Crescent</b> Forks to Neah Bay	1,074	1,147
<b>Total</b>	16,659	18,785

\*Preprint quantities by zone are based upon gross distribution averages.

## ■ CLASSIFIED ADVERTISING RATES ■

### Display Advertising Rates

	Daily	Sun.
<b>Open Rate (display)</b>	\$24.00	\$26.00

### 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	\$15.21	\$16.50	\$12,000	\$12.89	\$13.92
\$3,000	\$14.43	\$15.62	\$16,000	\$12.68	\$13.66
\$4,500	\$13.92	\$15.15	\$25,000	\$12.53	\$13.40
\$6,500	\$13.40	\$14.54	\$35,000	\$12.37	\$13.30
\$9,000	\$13.14	\$14.23			

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### Employment Classified Line Rates

Classified line rates are based on lines of type (slightly more than 10 to an inch) published in consecutive issues. Three line minimum.

- All line ads appear on the Internet at \$3.00 per day.

### Days Published Price Per Line Per Day

1 day	\$5.00
2 days	\$4.00
3-6 days	\$3.30
7 days	\$2.10
8-13 days	\$1.90
14 days	\$1.50
15-29 days	\$1.45
30 days	\$1.30

Classified National Rate \$5.06 per line (10 line minimum)

### Legal Advertising Rates per column inch:

Local	\$12.83
General	\$14.00

### Co-op Advertising Service

When businesses purchase products from their manufacturers and distributors, they may accrue co-op dollars for use in advertising these products.

Effective use of co-op funds can dramatically increase your advertising budget and more advertising means increased awareness for your business. Our staff can assist you in locating, using and claiming your accrued co-op funds. Just contact your account executive to get started.



Get help financing your advertising budget with co-op dollars.

### PeninsulaDailyNews.com

Online advertising continues to become more and more critical to overall marketing success. Package your print with online products to maximize your reach and return on investment for your advertising dollars.

PeninsulaDailyNews.com offers many solutions from banner ads and web video to local search.

Please contact the PDN Advertising Department to learn more.



**Commercial Printing**

The Peninsula Daily News prints a wide variety of products in addition to the Daily News, including college and high school newspapers, local community newspapers, National Park guides, and various other publications.

We also have the ability to produce many other types of products using various print partners to offer competitive prices for full color, high quality printing with quick turnaround.

Some of the products we can print include:

- Broadsheets
- Tabloids
- Flexi catalogues, stitched or glued spine
- 8.5" x 11" single sheet flyers

For more information or for a bid on your next project, call Dean Mangiantini at (360) 417-3520 or email [dean.mangiantini@peninsuladailynews.com](mailto:dean.mangiantini@peninsuladailynews.com)



**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 logos 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**

Columns	ROP	Classified
1	1 13/16" or 11 picas	1 1/8" or 7.3 picas
2	3 3/4" or 22.9 picas	2 1/2" or 15 picas
3	5 3/4" or 34.6 picas	3 13/16" or 22.9 picas
4	7 11/16" or 46.3 picas	5" or 30.6 picas
5	9 5/8" or 58 picas	6 3/8" or 38.3 picas
6	11 5/8" or 69.9 picas	7 5/8" or 46 picas
7		9" or 53.9 picas
8		10 1/4" or 61.6 picas
9		11 1/2" or 69.3 picas

**Deadlines**

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

**How to Reach Us**

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**Mailing Address:**  
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**Phone:** 360-417-3541  
or 1-800-826-7714

**Fax:** 360-417-3554

**National Representation**

**USSPI**  
428 E. State Parkway, Ste. 226  
Schaumburg, IL. 60173  
Phone: 847-490-6000

**Circulation**

- 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: 50¢ weekdays, \$1.25 Sundays.
- ABC 12-month circulation audit report ending 3/30/08: Total average paid circulation of 15,862 weekdays and 17,572 Sundays.

**Terms and Conditions**

- Peninsula Daily News is published by Northwest Media (Washington), L.P. (hereinafter "Publisher").
- Publisher reserves the right to refuse any ad or preprint at any time, and to insert the words, "paid advertisement."
- All advertising material submitted for publication becomes the property of Publisher.
- Advertising takes run of paper position. Requests for special position will be considered, but not guaranteed. No refunds or adjustments shall be made because of position.
- Subject matter, form, wording, illustrations, and typography of all advertising is subject to approval by Publisher. Publisher reserves the right to reposition, classify, edit, reject or cancel any advertising copy submitted at any time, before or after insertion.
- Publisher shall not be held liable or financially responsible for ads not published, incorrectly published or with typographical errors. If Publisher is at fault, no credit shall exceed the space of error for the first day of publication. Advertiser is responsible for checking their advertising for accuracy the first day of publication.
- Advertiser assumes liability for advertising content authorized for publication and expressly holds Publisher harmless from any claims arising from said publication.
- Advertising will be prepaid until credit is established. Certain ads to include, but not limited to, political, going-out-of-business, and ads placed from transitory addresses will be prepaid with placement of advertising order.
- Payment for charges are due and payable, for commercial accounts with approved credit, by the 28th day following date of Publisher's statement/invoice. All charges not disputed in writing by Advertiser, or its agent, within 56 days of the statement/invoice date, where the initial charges appear, are deemed correct and not subject to dispute, adjustment or refund.
- Charges not paid when due are subject to a late charge, per billing period, equal to 1 1/2% of the billed amount. Advertiser is liable to Publisher for all of Publisher's costs of collection including, but not limited to, reasonable attorneys' fees and court costs.
- Publisher reserves the right to discontinue any advertising and/or contract for accounts whose charges are not paid when due. Publisher may, at its option, call any contract due and adjust for short or earned rates as deemed necessary.
- Contract rates to be earned by a licensed firm in the Washington area selling goods/services to the general public. Publisher does not accept from any Advertiser, at contract rate, copy bearing a signature other than the signature on the contract agreement. Space contracted for is to be used exclusively for the signatory and cannot be assigned, sold, given or transferred, and does not cover personal non-business advertising for an individual.
- All advertising rates are net and non-commissionable to advertising agencies. If contract rates are used by an agency for an account, contract must be countersigned by the account and the account will be liable for fulfillment of contract.
- Brokered advertising is not accepted.
- Publisher reserves the right to revise rates on a 30 day written notice. Advertiser may, without penalty, cancel contract any time new rates are made effective by giving 30 days written cancellation notice to Publisher.
- It is expressly agreed in the event the State of Washington and/or the United States of America impose taxation of advertising during this contract, Advertiser will pay the tax unless otherwise specifically provided for in laws imposing such tax.

Rate Card #95, effective September 29, 2008

