

Impact Ad Program

**Reach 2.7 Million
Washington Readers**

**LOW COST
ONE CALL
ONE BILL**



Washington Newspaper Publishers Association

Phone: (206) 634-3838 Fax: (206) 634-3842 E-mail: ads@wnpa.com www.wnpa.com

Buy A Region...

Coastal Region

2x2 or 1x4 - \$400

2x4 or 1x8 - \$800

Covers all of Western Washington outside the Metro Region.

32 newspapers,

8 total market coverage publications

284,720 circulation and 654,856 readers.*

Anacortes American
Argus, Burlington
Bainbridge Island Review
Bainbridge Islander
Bremerton Patriot
Camas-Washougal Post-Record
Central Kitsap Reporter, Silverdale
Chinook Observer, Long Beach
Courier-Times, Sedro-Woolley
East County Journal, Morton
Forks Forum
Islands' Sounder, Eastsound
Journal of the San Juan Islands, Friday Harbor
La Conner Weekly News
Lynden Tribune
Nisqually Valley News, Yelm
North Coast News, Ocean Shores
North Kitsap Herald, Poulsbo
Northern Light, Blaine
Peninsula Gateway, Gig Harbor
Port Orchard Independent
Port Townsend Leader
Record-Journal, Ferndale
Sequim Gazette
Shelton-Mason County Journal
South Beach Bulletin, Westport
South Whidbey Record, Langley
Stanwood/Camano News
Tenino Independent
Vidette, Montesano
Wahkiakum County Eagle, Cathlamet
Whidbey Examiner, Coupeville
Whidbey News-Times, Oak Harbor

Statewide

Discounts

2X2 or 1x4 - \$1,250

2X4 or 1x8 - \$2,495

106 Newspapers

27 total market coverage publications

1,180,746 Circulation

2,715,700 Readers*

Metro Region

2x2 or 1x4 - \$800

2x4 or 1x8 - \$1,600

Covers I-5 corridor through most of King, Snohomish and Pierce counties.

36 newspapers,

5 total market coverage publications

661,839 circulation and 1,522,229 readers.*

Arlington Times
Auburn Reporter
Bellevue Reporter
Bonney Lake/Sumner Courier-Herald
Bothell/Kenmore Reporter
Capitol Hill Times, Seattle
Covington/Maple Valley Reporter
Daily Journal of Commerce, Seattle
Dispatch, Eatonville
Edmonds Beacon
Enumclaw Courier-Herald
Federal Way Mirror
Herald, Puyallup
Issaquah Press
Issaquah/Sammamish Reporter
Kent Reporter
Kirkland Reporter
Lake Stevens Journal
Marysville Globe
Mercer Island Reporter
Monroe Monitor and Valley News
Mukilteo Beacon
North Seattle Herald - Outlook, Seattle
Northwest Asian Weekly, Seattle
Queen Anne/Magnolia News
Redmond Reporter
Renton Reporter
River Current News, Duvall
Sammamish Review
Snohomish County Tribune
Snoqualmie Valley Record
South Seattle Beacon
Vashon-Maury Island Beachcomber
Voice of the Valley, Maple Valley
Woodinville Weekly

Eastern Region

2x2 or 1x4 - \$350

2x4 or 1x8 - \$700

Covers all of Eastern Washington.

38 newspapers,

14 total market coverage publications

234,187 circulation and 538,630 readers*

Cashmere Valley Record
Cheney Free Press
Daily Record, Ellensburg
Daily Sun News, Sunnyside
Davenport Times
Douglas County Empire Press, East Wenatchee
East Washingtonian, Pomeroy
Enterprise, White Salmon
Goldendale Sentinel
Grandview Herald
Grant County Journal, Ephrata
Independent, Chewelah
Lake Chelan Mirror, Chelan
Leavenworth Echo
Liberty Lake Splash
Mattawa Area News
Methow Valley News, Twisp
Newport Miner
Northern Kittitas County Tribune, Cle Elum
Odessa Record
Okanogan Valley Gazette-Tribune, Oroville
Omak-Okanogan County Chronicle
Othello Independent
Othello Outlook
Prosser Record-Bulletin
Quad City Herald, Brewster
Quincy Valley Post-Register
Republic News-Miner
Review Independent, Toppenish
Ritzville Adams County Journal
Selah Independent
Skamania County Pioneer, Stevenson
South County Sun, Royal City
Spokane Valley News Herald
Star, Grand Coulee
Statesman-Examiner, Colville
Whitman County Gazette, Colfax
Wilbur Register

You Pay One Low Bill!

One phone call to your local community newspaper's sales

representative or WNPA connects you to 106 community newspapers and 27 total market coverage publications, with 2.7 million readers* throughout Washington. Your ad can run in any of three regions or statewide.

* Based on statewide readership surveys showing 2.3 people read each copy of community newspapers.

Or The Entire State.

How To Place Your Ad.

1. Complete the order form (see back page) and submit it to your local newspaper sales representative or WNPA.

2. Include payment with your order form. **Ad and payment must be received by 4 p.m. Tuesday of the week prior to publication. We accept credit cards, company checks, cashier's checks, and money orders** (payable to Washington Newspaper Publishers Association). Please no out-of-state personal checks. Out-of-state company checks must clear the bank prior to publication.

3. E-mail two PDFs of your ad, in the required sizes shown at right, to ads@wnpa.com.

4. Your ad will run the same week in all of the selected newspapers.

Restrictions

1. This program has a limit of 7 ads per week. Your ad will be placed on a first-come, first-served basis.

2. WNPA guarantees your ad placement and monitors participating newspapers to ensure publication. We cannot

provide tearsheets or affidavits of publication.

3. Participating newspapers reserve the right to edit or reject ads in compliance with local policies.

4. Content restrictions:
a. An ad may be rejected if it appears to be false, misleading, libelous, illegal, in poor taste, or for other good cause.
b. An ad may not require payment in advance for information about a product or service.
c. Business opportunity and investment ads must disclose the type of business and/or amount of investment.
d. Job listings must be for bona fide openings and state the work offered. Help-wanted ads for sales positions may not offer or appear to offer work on a salary basis when it is actually on a commission or bonus basis.
e. Ads selling directories must state "directory" in copy.
f. WNPA does not accept ads for 900 numbers, 800 numbers that refer to 900 numbers, quick-fix credit, or work-at-home; or ads that discriminate on the basis of race, color, national origin, religion, gender, or marital status.
g. Ads for weight control, appetite suppressants, and food supplements must meet FDA requirements.

Ad Design Guidelines

Ads typically have a border, headline, text and graphic. Grays and reverse screens may not reproduce well.

Ad Sizes

2 col. x 2 in.

Ad Dimensions
Size A: 3.25" wide by 2" high
Size B: 4" wide by 2" high

1 x 4

Ad Dimensions
Size A: 1.5" wide by 4" high
Size B: 1.85" wide by 4" high

2 x 4

Ad Dimensions
Size A: 3.25" wide by 4" high
Size B: 4" wide by 4" high

1 x 8

Ad Dimensions
Size A: 1.5" wide by 8" high
Size B: 1.85" wide by 8" high

“We have been pleased with the opportunity to ‘speak’ to the readers of newspapers from neighboring communities to promote annual events such as our Waterfront and Jazz festivals. We appreciate the cost-saving options of two sizes of ads and a ‘menu’ of specific regions in addition to the statewide option.”

Steve Berentson

Tourism Marketing Director
Anacortes Chamber of Commerce



WNPA Impact Ad Order Form

Select the size of your ad 1x4 2x2 2x4 1x8

Date(s) Ad is to Run _____

Select the regions where you would like to place your ad

Statewide Metro Region Coastal Region Eastern Region

Advertiser Name _____

Address _____

City _____ State _____ Zip _____

Telephone () _____ Fax () _____

Email _____

Placing Newspaper (if Applicable) _____

Payment Information

Credit Card Type: Mastercard Visa

Credit Card No. _____ Exp. Date _____

Cardholder Name _____

Total Amount \$ _____

Signature _____

Contact Information

Call your local community newspaper's advertising department,
or contact Washington Newspaper Publishers Association.



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