

## WASHINGTON STATEWIDE CLASSIFIED AD NETWORK

# *The Largest Newspaper Circulation Buy in Washington*



### Rates/Payment

The cost is \$255 per week for up to 25 words. Additional words are \$10 each. Prepayment is required, and can be made by valid credit card, certified check or money order payable to WNPA.

### Deadline/Publication

Ad copy and payment must be received by WNPA by 4 p.m. on Tuesday prior to the week you wish your ad to be published. WNPA accepts ads by mail, e-mail or fax, but not over the telephone. Ads must be typed or in legible handwriting. E-mail your ad to [ads@wnpa.com](mailto:ads@wnpa.com) or fax it to (206) 634-3842.

### Word Count

A telephone number is one word. SASE is one word. Street addresses (house number, street name; or PO and box number; or rural route and box number) count as two words. City, state and ZIP Code each count as one word. Web site addresses count as two words. All other words each count as one word.

The first two words of your ad appear in all capital letters, bold face.

### Readership: 2.7 million!

All WNPA regular member publications participate, including 102 newspapers and 27 shoppers in cities and towns across Washington state. A list of participating publications is online at [http://www.wnpa.com/statewide\\_classifieds/](http://www.wnpa.com/statewide_classifieds/)

The total circulation of participating newspapers and shoppers in WNPA's Statewide Classified Advertising Network is 1,157,886 (2011).

Based on the industry standard for calculating readers per copy of 2.3 readers, your ad will have a readership of 2.7 million.  $1,180,746 \text{ circulation} \times 2.3 \text{ readers} = 2.7 \text{ million readers}$ .

### Guarantee

Publication of statewide classified ads in participating newspapers is subject to each newspaper's policies. WNPA, therefore, does not guarantee that every ad will run in every participating newspaper. However, participating newspapers have agreed to publish the majority of the ads.

Should substantive typographical errors occur (wrong address, telephone number, name or price), a make-good ad will run the following week at no cost to the advertiser. WNPA incurs no other liability for errors in publication.

### Audit

WNPA will provide one tearsheet and a letter of verification of ad distribution, if requested by the advertiser within 30 days of the ad's last run date.

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### Nationwide placement

With one call to WNPA, you can place your classified advertising in newspapers throughout the country. Place your ad in any combination of state press networks at the applicable rates. Call WNPA, (206) 634-3838 ext. 1 or 2, for details.



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## *Participating Newspapers*

Anacortes American	Journal of the San Juan Islands, Friday Harbor	Quincy Valley Post-Register
Arlington Times	Kent Reporter	Redmond Reporter
Auburn Reporter	Kirkland Reporter	Reflector, Battle Ground
Bainbridge Island Review	La Conner Weekly News	Renton Reporter
Bellevue Reporter	Lake Chelan Mirror, Chelan	Republic News-Miner
Bonney Lake/Sumner Courier-Herald	Lake Stevens Journal	Review Independent, Toppenish
Bothell/Kenmore Reporter	Leavenworth Echo	Ritzville Adams County Journal
Bremerton Patriot	Liberty Lake Splash	River Current News, Duvall
Camas-Washougal Post-Record	Lynden Tribune	Sammamish Review
Capitol Hill Times, Seattle	Marysville Globe	Sequim Gazette
Cashmere Valley Record	Mattawa Area News	Shelton-Mason County Journal
Central Kitsap Reporter, Silverdale	Mercer Island Reporter	Skamania County Pioneer, Stevenson
Cheney Free Press	Methow Valley News, Twisp	Snohomish County Tribune
Chinook Observer, Long Beach	Monroe Monitor and Valley News	Snoqualmie Valley Record
Covington/Maple Valley Reporter	Mukilteo Beacon	Sno-Valley Star, Snoqualmie
Daily Journal of Commerce, Seattle	Newport Miner	South Beach Bulletin, Westport
Daily Record, Ellensburg	Nisqually Valley News, Yelm	South Seattle Beacon, Seattle
Daily Sun News, Sunnyside	North Coast News, Ocean Shores	South Whidbey Record, Langley
Davenport Times	North Kitsap Herald, Poulsbo	Spokane Valley News Herald
Dispatch, Eatonville	North Seattle Herald - Outlook, Seattle	Stanwood/Camano News
Douglas County Empire Press, East Wenatchee	Northern Kittitas County Tribune, Cle Elum	Star, Grand Coulee
East County Journal, Morton	Northern Light, Blaine	Statesman-Examiner, Colville
East Washingtonian, Pomeroy	Northwest Asian Weekly, Seattle	Tenino Independent
Edmonds Beacon	Odessa Record	Times, Waitsburg
Enterprise, White Salmon	Okanogan Valley Gazette-Tribune, Oroville	Vashon-Maury Island Beachcomber
Enumclaw Courier-Herald	Omak-Okanogan County Chronicle	Vidette, Montesano
Federal Way Mirror	Outlook, Othello	Voice of the Valley, Maple Valley
Ferndale Record	Peninsula Gateway, Gig Harbor	Wahkiakum County Eagle, Cathlamet
Forks Forum	Port Orchard Independent	Whidbey Examiner, Coupeville
Goldendale Sentinel	Port Townsend Leader	Whidbey News-Times, Oak Harbor
Grandview Herald	Prosser Record-Bulletin	Whitman County Gazette, Colfax
Grant County Journal, Ephrata	Quad City Herald, Brewster	Wilbur Register
Herald, Puyallup	Queen Anne/Magnolia News, Seattle	Woodinville Weekly

Source: Audit reports and publisher statements, 2010

**102 weekly newspapers • 24 shoppers • 126 publications • 1,157,886 circulation • 2,663,137 readers**

*Reach 2.7 million readers for \$255*

Washington Newspaper Publishers Association • 12354 30th Ave NE • Seattle WA 98125-5406  
ads@wnpa.com • Tel. (206) 634-3838 • Fax (206) 634-3842 • www.wnpa.com

# WASHINGTON STATEWIDE CLASSIFIED AD NETWORK

## *Standards of Acceptance*

1. WNPA reserves the right to edit all ad copy and to reject any ad, including those not in compliance with state or federal regulations, or in poor taste, false or deceptive.
2. WNPA accepts business opportunity ads. Ads that require investments must state what the customer will receive and the amount of investment required.
3. WNPA accepts adoption ads. We must have a letter from the social worker or attorney verifying that a home study has been done for the adopting couple. We do not want the home study itself.
4. WNPA accepts ads for 900 numbers, but they must be in good taste and include the cost of the phone call and an age limit. Not all our members publish 900-number ads, particularly for date or chat lines.
5. WNPA will accept the phrase "the price is \$1.95" or "the cost is \$1.95," but we do not accept ads that say "send \$1.95."
6. WNPA does not accept diet ads, medical ads, some work-at-home ads, mail-order ads, or ads offering cruises; ads that say "US Government jobs, now hiring"; or ads for any auction of cars, trucks or other vehicles.

As a person placing an ad in the WNPA Statewide Classified Ad Program, I acknowledge receipt of the Ad Network Rules and Standards of Acceptance, and fully understand all rules, terms and conditions regarding the purchase of classified advertising space in one or more Statewide Classified Advertising Network (SCAN) programs.

Signed \_\_\_\_\_ Date \_\_\_\_\_

Printed name \_\_\_\_\_

## *Classified Ad Order Form*

Please fax to WNPA at (206) 634-3842 or mail to address below. Or e-mail the ad to [ads@wnpa.com](mailto:ads@wnpa.com) and call us with your credit card information. Deadline is 4 p.m. Tuesday; ads run the following week.

I authorize WNPA to use my credit card for the purpose of placing classified advertising.

Signed \_\_\_\_\_ Date \_\_\_\_\_

Credit card type (circle one) Visa Mastercard

Credit card no. \_\_\_\_\_ Expiration date (mo/yr) \_\_\_\_\_

Name \_\_\_\_\_ Amount paid \_\_\_\_\_

Address \_\_\_\_\_ City State ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Classification \_\_\_\_\_ Start date \_\_\_\_\_ Number of weeks \_\_\_\_\_

Other states in which to run your ad: \_\_\_\_\_

Ad copy (per week: 25 words cost \$255; additional words cost \$10 each)

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Washington Newspaper Publishers Association

EST. 1987  
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