

Your ad on our site....
the perfect combination.

Thinking Ahead.



Online Edition

- Local News
- Sports
- County and State News
- National News
- Entertainment
- Special Columns
- Business Briefs
- Letters to the Editor
- Classifieds
- Business Directory
- Events Calendar
- Service Directory
- Opinions
- Restaurant Guide
- Visitors Guide
- Coupons
- Staycation Destinations
- Searchable archives

lakestevensjournal.com

Banner	Ad Size	Position	Rate
* Top Banner	468 x 60 px	Home Page	\$175 month
Vertical banner	120 x 240 px	Section Specific	\$100 month
Vertical banner	120 x 240 px	Home Page	\$120 month
Leaderboard	728 x 90 px	Section Specific	\$150 month
* Sky Scraper	120 x 600 px	Home Page	\$150 month
* Sky Scraper	120 x 600 px	Section Specific	\$125 month
Splash Page	One page about your business on the Journal website linked from a banner ad.		\$100 year with purchase of banner ad

* Ads may rotate with other advertisers. • All dimensions are based on IAB Ad Unit Guidelines

Reach an influential audience
that is deeply engaged with their community!

Whether your goal is to place your message in front of our web readers or point traffic to your own website, the *Journal's* website delivers. Advertising online is an ideal way to increase your exposure to viewers who cross-over between print and online. Reach a larger audience 24 hours a day, 7 days a week. Call us today!

425-334-9252

Online Ad sizes



In addition to reaching critical online prospects, the Lake Stevens Journal Website offers advertisers:

- Automatic links to your company's website
- Free ad design with 6 month contract
- Develop a marketing campaign that complements your print advertising

Top Banner
468 x 60 px

Sky Scraper
120 x 600px

Vertical banner
120 x 240 px

The following statistics from the Newspaper Association of America offer compelling reasons why advertisers should consider placement on the Journal website:

- Forty-five percent of U.S. adults who went online for any kind of news during the past week visited a newspaper-affiliated website.
- Eighty-two percent of newspaper site visitors purchased merchandise, goods or services online during the past six months, compared with 52 percent of other internet users.
- Newspaper web pages reach more online users than other local media sites in 22 of the top 25 U.S. markets.
- Newspaper web site readers are younger, influential, affluent, better educated and more ethnically diverse compared with online audiences in general.
- Ad campaigns that appear in online newspapers can lead to significant brand impact and building persuasion among consumers in a variety of services.

***Leaderboard**
728 x 90 px

* Example is slightly shorter in width to fit on this page

Online Ad contract



Ad Type

All Prices based on 1 year ad campaign. Ad design may be changed once a month. Ad space may rotate with other advertisers.

	Banner	Ad Size	Position	Rate
<input type="checkbox"/>	Top Banner	468 x 60 px	Home Page	\$175 month
<input type="checkbox"/>	Vertical banner	120 x 240 px	Section Specific	\$100 month
<input type="checkbox"/>	Vertical banner	120 x 240 px	Home Page	\$120 month
<input type="checkbox"/>	Leaderboard	728 x 90 px	Section Specific	\$150 month
<input type="checkbox"/>	Sky Scraper	120 x 600 px	Home Page	\$150 month
<input type="checkbox"/>	Sky Scraper	120 x 600 px	Section Specific	\$125 month

Advertiser: _____ Name: _____

Billing Address: _____

Physical Address: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

Contract: _____ To: _____

Ad Positioning: _____

1. ADVERTISING. The advertiser shall purchase the online advertising package at the rate listed and for the duration specified on this contract, which is made a part of by this agreement.
2. POSITIONING. Except as otherwise expressly provided in the contract, positioning of advertisements on lakestevensjournal.com is at the sole discretion of the Lake Stevens Journal. Advertiser acknowledges that Lake Stevens Journal has not made any guarantees with respect to usage statistics or levels of impressions for any advertising. The Lake Stevens Journal provides Advertisers with an estimated usage only as a courtesy to the Advertiser and shall not be held liable for any claims relating to usage statistics. Any information collected by the Lake Stevens Journal, or its site vendors, relating to users or Advertiser's site (including and without limitation any personally identifiable transactional data, secure data, or demographic information relating to users of the site), shall be property of the Lake Stevens Journal, and Advertiser shall not obtain any rights in such information by virtue of this agreement.
3. ACCEPTANCE OF ADVERTISEMENTS. The Lake Stevens Journal may, at its sole discretion, reject any advertisements.
4. CANCELLATION. Campaigns cancelled more than fourteen (14) days before the scheduled start date of a campaign are subject to a 10% cancellation fee. Campaigns cancelled less than fourteen days before the scheduled start date of the campaign are subject to a 25% cancellation fee. There are no cancellations once a campaign begins. A campaign can be postponed or suspended by an Advertiser for a maximum of thirty (30) days. After thirty days, advertiser is still liable for full amount of the contract.
5. INDEMNIFICATION. The Advertiser agrees to defend, hold harmless and will indemnify the Lake Stevens Journal from all damages, costs, and expenses, of any nature whatsoever, including but not limited to reasonable attorneys' fees, for which the Lake Stevens Journal may become liable by reason of its publication of the Advertiser's online advertising.
6. COPYRIGHT. All advertising, which represents the creative effort of the Lake Stevens Journal and/or the utilization of creativity, illustrations, labor, composition, or material furnished by it, is and remains the property of the Lake Stevens Journal, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize reproductions, in whole or in part, of any such advertising.
7. PAYMENT. The Advertiser shall make payment within 10 days of the billing date indicated on the Lake Stevens Journal statement. In the event that the account becomes past due, advertisers account will incur a 1.5% finance charge or a minimum \$3.00 late fee, in addition to such other remedies as it may have, The Lake Stevens Journal shall be relieved of its obligation to perform the advertising services under this Contract and the full amount of the contract shall immediately become due and payable by Advertiser. The Advertiser must also reimburse Lake Stevens Journal for all expenses incurred in connection within the collection of amounts payable, including court costs and attorneys fees.
8. REJECTION OF ADVERTISEMENT. The Lake Stevens Journal reserves the right to not run any advertisement that is received and that is not in accordance with Lake Stevens Journal's policies. In addition, the Journal reserves the right to reject or cancel any advertisement, order or reservation at any time and to reject any URL link embodied within any advertisement, without any recourse from Advertiser.
9. LIMITATION ON LIABILITY. Advertiser assumes all liability for content of advertising, and agrees to hold harmless, and will indemnify Company from all claims, losses, judgments, and damages arising there from. Liability for typographical errors, wrong insertions, late publications, and/or non-publication, non-performance due to Acts of God, as well as all other matters Advertiser might raise relevant to this contract, is limited to the amount charged to the Advertiser by the Lake Stevens Journal for the applicable advertisement. Claims for an allowance for such matters must be made within seven (7) days of the matters first occurrence. LIMITATION OF LIABILITY. The Lake Stevens Journal liability is limited in all cases to the return of the charges made for the applicable advertising. THIS LIMITATION OF LIABILITY IS A CONDITION FOR THE ACCEPTANCE OF ANY ADVERTISING BY THE LAKE STEVENS JOURNAL. IN NO EVENT SHALL THE LAKE STEVENS JOURNAL BE LIABLE TO ADVERTISER OR TO ANY THIRD PARTY FOR ANY INDIRECT, SPECIAL, OR CONSEQUENTIAL DAMAGES, INCLUDING BUT NOT LIMITED TO LOST PROFITS OR UNREALIZED BUSINESS OPPORTUNITY, ARISING OUT OF THIS AGREEMENT OR THE PUBLICATION OF OR FAILURE TO PUBLISH ANY ADVERTISEMENT, WHETHER OR NOT THE COMPANY WAS ADVISED OF THE POSSIBILITY OF SUCH DAMAGE. ADVERTISER FURTHER AGREES THAT THE LAKE STEVENS JOURNAL PROVIDER OF AD MANAGEMENT SERVICES, WILL NOT BE LIABLE FOR ANY LOSSES, COSTS, OR DAMAGES THAT MAY ARISE FROM ADVERTISER'S USE OF AD BANNER MANAGEMENT SERVICES ON LAKESTEVENSJOURNAL.COM AND THAT NEITHER THE COMPANY NOR THE AD BANNER MANAGEMENT SERVICES WILL BE LIABLE TO ADVERTISER FOR ANY INDIRECT, CONSEQUENTIAL, SPECIAL, OR EXEMPLARY DAMAGES.
10. *By signing this agreement you are authorizing your company or the above Advertiser to be published in the Lake Stevens Journal, in print or online, on the terms agreed upon above. Further, you agree that your company and/or above advertiser is responsible for payment of all statements and/or invoices.

*For Advertiser: _____ Date _____

For Lake Stevens Journal, Inc. (Sales Representative) _____ Date _____