

ALL NEW ACCOUNTS SUBJECT TO CREDIT REVIEW AND APPROVAL

POLICIES & GENERAL INFORMATION

- The Publisher reserves the right to refuse any advertisement or preprinted insert.
- Local rates are non-commissionable, but are available to all including agencies. For commissionable and national rates, please mark up applicable rates 20%.
- Display advertising is sold by the column inch and measured to the half inch.

COPY

- All display advertisements should carry a "signature" of the party inserting the ad, however, omission of "signature" does not allow inserting party any less liabilities in regards to payment of services as listed herein policies and general information. The Publisher reserves the right to insert the word "advertisement" in all ads, including "all copy" ads which may be mistaken for news articles.
- A minimum one-point border is required on all ads.
- Any advertisement which exceeds 14 inches in height in tabloid publications will be billed at 15.5 inches.
- All layouts, illustrations and composition which represent the creative effort of the Lake Stevens Journal are the sole property of the Publisher and may not be reproduced without prior consent.
- Advertiser assumes all liability for true, factual and legal copy provided for any advertisement.
- Late ads accepted at Publisher's option. No proofs shown.

REVISIONS

- Publisher reserves the right to charge standard design composition charges for any revisions to original copy, layout, artwork, photos, or other ad elements unless newspaper failed to follow clear and explicit instructions.
- Advertisements produced, but canceled before deadline, will be charged composition charges at \$75/hour.
- Advertisements produced and canceled after deadlines will be charged one-half the applicable rate, or \$100, whichever is greater.
- Advertisers who reserve ad space and do not cancel prior to deadline will be charged \$100.

OMISSION AND ERRORS

- In the event of error, omission, damage or failure to distribute any advertisement, Publisher's liability is limited to the amount paid to Publisher for production and printing and/or insertions of said advertisement. Notice of errors must be called to the attention of the newspaper's Advertisement Manager within one day after publication so appropriate corrective action can be taken.
- Although every effort will be made to meet the wishes of the advertiser, the Publisher does not guarantee the insertion of any particular advertisement on a specified date.

POLITICAL ADVERTISING

- Political and advocacy advertising requires payment in advance and must state the name and address of the group or individual paying for the ad.
- Political advertisers signing volume contracts requires the payment in advance for the full contract amount upon the signing of the contract.

PAYMENT

- Payment in advance is required for going-out-of-business, out-of-town and new business advertisers until credit is approved.
- Statements are mailed at the end of each month, (statements can also be e-mailed). Terms: Net 30. Service Charge: 1.5% per month (18% per year) is added to accounts with balances unpaid following the last issue of each month. Minimum \$3.00 charge.

PROOFS

- Ad Proofs will be e-mailed to customers, unless other arrangements are made with sales rep and provided ad is submitted by deadline. All other ads may be proofed at the newspaper during regular office hours.

TEARSHEETS

Two Tearsheets are available at no charge at customer's request. Each tearsheet thereafter will cost 50¢ each.

POSITION CHARGES

- Guaranteed positions add 25% to earned rate. Exact specifications, sizes and formats available on request. All guaranteed paid positions subject to confirmation at deadline.

DESIGN/COMPOSITION SERVICES

- Available at no charge for all display ads. Additional fees will be charged for design work requiring over 90 minutes per advertisement; ask your advertising rep for details.

-Celebrating 52 years as your Hometown newspaper-



www.lakestevensjournal.com

The Leader in Local News

ADVERTISING RATES

Effective January 1, 2013

Published weekly and delivered to Lake Stevens homes
and businesses by the U.S. Mail every Wednesday

(425) 334-9252

FAX (425) 334-9239

ads@lakestevensjournal.com
classifieds@lakestevensjournal.com
production@lakestevensjournal.com

P.O. Box 896
1816 South Lake Stevens Rd., Suite 2
Lake Stevens, WA 98258

DISPLAY (per column inch)

Local Open Rates.....\$25.00

FREQUENCY RATES

*Minimum of 4 column inches weekly, within a calendar month.
Advertising size and copy may be changed each week.*

Two Weeks.....\$20.00
Three Weeks.....\$19.00
Four Weeks.....\$18.00

EARNED RETAIL CONTRACTS

50".....\$17.25
100".....\$16.25
300".....\$14.50
500".....\$13.25
1,000".....\$12.50
2,000".....\$11.25

BUSINESS DIRECTORY 4 week minimum

Weekly rate - 4 Lines.....\$16.25 • 5 Lines.....\$18.75 • 6 Lines.....\$21.25

CHURCH DIRECTORY 4 week minimum

Weekly rate.....\$20.00

DAYCARE/PRESCHOOL DIRECTORY

4 week minimum, weekly rate

Small.....\$20.00
Large.....\$30.00

SERVICE DIRECTORY Per column inch • 4 week minimum

Local open rates (4 week minimum).....\$20.00
Service Directory (12 weeks Consecutively).....\$18.00
26 x.....\$16.00
52 x.....\$15.00

CLASSIFIED WORD

Private party

25 words or less per week.....\$10.00*
Each additional word.....25¢

Commercial

25 words or less per week.....\$15.00*
Each additional word.....1.00

*Includes online listing at lakestevensjournal.com

ANNOUNCEMENTS & OBITS

Announcements and Obits 2.5" x3".....\$38.00

LEGAL & PUBLIC NOTICES

Per column inch.....\$13.40

MECHANICAL SPECS

1 Column - 1.5" wide 4 Columns - 6.75" wide
2 Columns - 3.25" wide 5 Columns - 8.25" wide
3 Columns - 5" wide 6 Columns - 10.25" wide

Full Page - 6 Columns • Height may be up to 15.5"

COLOR

Full color is available for minimum ad size of 12 column inches or larger. Color rates will vary depending on ad size. Full color may be limited. Please call for a quote.

INSERTION RATES

Pre-printed, **minimum insert order of 5,000 or more.** Prices quoted per thousand. Rates apply to 8^{1/2}" x 11" flyers or single card sheets only.....\$65.00

Additional insert rates and/or contractual insert rates available upon request. Pre-printed inserts must conform to USPS regulations, no larger than 8-1/2" x 11" folded, otherwise a folding fee of \$100 will be charged.

All pre-printed inserts must be delivered to **Pacific Publishing Co., 636 South Alaska Street, Seattle WA. 98108** by 4:00 p.m. Friday. Inserts must be boxed or securely banded. LOOSE PALLETS will NOT be accepted. Delivery trucks should have lift gates.

Postal insert rates are subject to change without notice due to postal increases.

DEADLINES

Display Ads: 5:00 p.m. Wednesday - Guaranteed proof

Display Ads: 5:00 p.m. Thursday

Legal & Public Notices: 5:00 p.m. Thursday

Classified Display: 5:00 p.m. Thursday

Classified (word): 10:00 a.m. Monday

Inserts: Reserved 4:00 p.m. Tuesday

Inserts: Delivered by 4:00 p.m. Friday

Note: When legal holidays fall on Mondays, all deadlines "back up" by one working day.