

THE MONROE MONITOR & Valley News

The Voice of the Valley for More Than 100 Years

P.O. Box 399, 113 West Main Street, Monroe, WA 98272
360-794-7116 FAX 360-794-6202 www.monroemonitor.com

The Monroe Monitor/Valley News is a weekly newspaper available by subscription and at newsstands throughout Monroe and the Skykomish Valley. Established in 1899, The Monitor is in a solid position to serve local residents and businesses and is the only newspaper that reaches the entire valley. It is owned and operated by Ken and Debbie Robinson and is staffed by a team of professionals who are dedicated to newspapering and to the community. We take pride in our work, in this scenic valley, and in the scores of awards The Monitor has won from professional news organizations as well as community groups.

Advertising Rates & Specifications

Effective January 1, 2008

OPEN RATE: \$15.75 per column inch

A column inch is 2" wide by 1" high. The open rate applies to ads that are not run with a contract discount.

CONTRACT RATES: The following contract rates are based on the number of column inches placed during a one-year period beginning with the date of the first ad placement.

Total inches	Rate/inch	Total inches	Rate/inch
26.....	\$14.93	1,430.....	\$11.75
52.....	14.72	3,276.....	10.81
104.....	14.50	4,368.....	10.19
165.....	14.29	4,914.....	9.88
250.....	13.67	6,552.....	9.70
335.....	13.07	9,828.....	9.47
665.....	12.56	11,466.....	9.14
950.....	12.04	13,104.....	8.88

TERMS: You must pay for your ad at the time of first placement and we will bill you for subsequent ads if you provide credit information. Terms are net 25 days for all billings. A finance charge of 1.5% per month will accrue on all unpaid balances.

CLASSIFIED ADVERTISING: \$12.50 per 3-line minimum, which includes placing your ad on our weekly web page. \$4.00 per line after the first three lines. Discounts are given on ads which are run for two weeks or more.

CLASSIFIED DISPLAY: Open rate is \$15.75 per column inch. A classified column inch is 1-1/4" wide by 1" high. Contract discounts are available.

Q. HOW DO I BUY ADVERTISING?

A. Advertising is sold by the column inch, which is a space one newspaper column wide by one inch high. You can build your ad any size you want (to the half inch) in height, and one, two, three, etc. columns wide.

Here's an example:

An ad that is two columns wide and three inches high is 6 column inches (2 x 3=6). At \$15.75 per column inch, the charge on this size ad will be \$94.50 per insertion (6 x \$15.75).

See mechanical specs at right for newspaper column widths.

DEADLINES: The paper is published each Wednesday. Display Advertising: We encourage advertisers to place ads early so that we may do the best job possible. The deadline for display advertising copy is 5 p.m. on the Thursday prior to the next week's issue. All copy for camera-ready ads must be in by noon on Friday. Classified Advertising deadlines are the same as above. Classified Line Ads will be treated as no-proof advertising (though we do check ads for spelling and grammar). Copy must be in by 5 p.m. on the Friday prior to publication.

MECHANICAL SPECIFICATIONS: Full page size is 13" wide by 21" high. Column widths are as follows:

- 1 column: 2-1/16"
- 2 columns: 4-1/4"
- 3 columns: 6-3/8"
- 4 columns: 8-5/8"
- 5 columns: 10-3/4"
- 6 columns: 13"

All ads are run ROP. Requests for placement will be taken, but none are guaranteed. Camera-ready ads are accepted in PDF format via e-mail to comp@monroemonitor.com or on disk. Halftones should be 100-line or less. Additional charges may apply for complex typesetting or photos.

INSERTION SERVICE: We can insert your preprinted flyer in the paper at a cost beginning at \$60 per thousand for an 8-1/2 x 11 sheet. Single sheet inserts must be at least 70 lb. basis weight, or be 1/2-folded. Rates for other sizes are available upon request.

COLOR: Standard colors are available at \$125 per color per page. Other rates are available by negotiated contract.

STATEWIDE CLASSIFIEDS: For one price your ad can appear in Washington Newspaper Publishers Association newspapers throughout the state with a combined readership of about 1.5 million. Cost for 25 words or less is \$195. (\$8 per word for each word over 25.)

SPECIAL DIRECTORIES: The Professional Directory is a listing of business and service professionals which appears each week. Cost is \$12.75 for three lines. The Church Directory is a listing of local churches and religious groups which appears each week. (Copy is limited to Sunday services and weekly meetings.) Cost is \$10.00 per week. The Find It Fast Directory is listings of retail and service businesses. Cost is \$12 per week.

The Monroe Monitor/Valley News is a member of the Washington State Newspaper Publishers Association and the National Newspaper Association