

# MEDIA KIT

## Lake Stevens JOURNAL



P.O. Box 896 • Lake Stevens, WA 98258 • 425-334-9252  
[lakestevensjournal.com](http://lakestevensjournal.com)



# Your Hometown Media Source

## Lake Stevens JOURNAL

Since 1960, citizens of Lake Stevens, Granite Falls and the surrounding communities have turned to the *Lake Stevens Journal* for all their local news. This is the exact same reason local businesses have successfully marketed their products every week in the *Lake Stevens Journal*.

Today over 40,000 people read the *Lake Stevens Journal* weekly. Our readers turn to us because we understand their needs for a local community newspaper. As do our advertisers.

When you need to target Lake Stevens and Granite Falls, advertise in the *Lake Stevens Journal*, we're here for you.



### LAKE STEVENS TOTAL POPULATION

Total Population .....	25,674
Male .....	49.9%
Female .....	50.15%

### GRANITE FALLS TOTAL POPULATION

Total Population .....	6,252
Male .....	50.5%
Female .....	49.5%

### LAKE STEVENS MEDIAN HOUSEHOLD INCOME

Local.....	\$83,603
National.....	\$58,078

### GRANITE FALLS MEDIAN HOUSEHOLD INCOME

Local.....	\$59,891
National.....	\$58,078

### EDUCATION IN LAKE STEVENS

20% of Lake Stevens residents age 25 and older have a bachelors or advanced college degree.

### EDUCATION IN GRANITE FALLS

13% of Granite Falls residents age 25 and older have a bachelor's or advanced college degree.

### HOUSING IN LAKE STEVENS

Owner Occupied.....	78.3%
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### HOUSING IN GRANITE FALLS

Owner Occupied.....	77.6%
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# Display Advertising

## Consistent advertising gets results!

Stretch your advertising budget with these weekly packages in the **Journal**.

<b>FREQUENCY PACKAGES</b> 4" minimum	Rate Per Col. Inch
Two Weeks - consecutive	<b>\$20.00</b>
Three Weeks - consecutive	<b>\$19.00</b>
Four Weeks - consecutive	<b>\$18.00</b>

## COLOR RATES

Full color and spot color are available for 1/4, 1/2 and full page ads. Rate will vary depending on ad size. Full color may be limited. Please call for a quote.

## INSERTION RATES

### Why pay the postage? When we can pay it for you!

Let us insert your advertisement and reach your target market in the *Lake Stevens Journal*. 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

SIZE	WEIGHT IN OUNCES	OPEN	MONTHLY	WEEKLY
1 std. /single sheet	up to .05	\$65.00	\$60.00	\$50.00
2 std. /4 tab	up to .64	\$65.00	\$60.00	\$50.00
4 std. /8 tab	0.65-0.85	\$69.00	\$64.00	\$60.00
6 std. /12 tab	.86-1.20	\$86.00	\$80.00	\$76.00
8 std. /16 tab	1.21-1.50	\$99.00	\$96.00	\$91.00
10 std. /20 tab	1.60-1.74	\$116.00	\$105.00	\$92.00

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.

## Best results—best rates!

Advertise any combination of ad sizes and frequency within a 12 month contract period.

<b>VOLUME RATES</b> Annual Volume in Column Inches	Rate Per Col. Inch
50 inches	<b>\$17.25</b>
100 inches	<b>\$16.25</b>
300 inches	<b>\$14.50</b>
500 inches	<b>\$13.25</b>
1000 inches	<b>\$12.50</b>
2000 inches	<b>\$11.25</b>

<b>OPEN RATE</b>	Rate Per Col. Inch
	<b>\$25.00</b>

## CONSISTENCY YIELDS THE GREATEST RESULTS

Consistent advertising yields greater results than sporadic advertising. A small ad that is run frequently yields greater results than a large ad run inconsistently.

## ADD A SPLASH OF COLOR

Studies have shown that full color in your ad can increase readership by as much as 40 percent.

## YOUR COMPETITION ISN'T QUITTING

At any given time there are only so many people in your target market who are ready to buy. You've got to fight for your share of their dollars....or lose them.

## KEEP YOUR OLD CUSTOMERS SOLD ON YOU

While advertising certainly can bring you new customers, repeat business is important too. When old customers don't hear from you, they forget you are an option.

## THE LAKE STEVENS JOURNAL IS YOUR PARTNER

Our professionals can help you develop your marketing plan, assist in designing your advertising campaign, all at no additional cost.

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**lakestevensjournal.com**



# Deadlines & Production Requirements

## ADVERTISING DEADLINES

Display Ads Requiring Proofs	<b>5:00 p.m. Wednesday</b>
Display Ads	<b>5:00 p.m. Thursday</b>
Legal & Public Notices	<b>5:00 p.m. Thursday</b>
Classified Display	<b>5:00 p.m. Thursday</b>
Classified Word	<b>10:00 a.m. Monday</b>
Inserts	<b>4:00 p.m. Friday</b>

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

## MECHANICAL SPECIFICATIONS

<b>Full Page</b> <b>10.25" w x 15.5"</b>	<b>Half Page Horizontal</b> <b>10.25" w x 7.75"</b>	<b>Half Page Vertical</b> <b>5" w x 15.5"</b>
<b>1/4 Page Vertical</b> <b>5" w x 7.75"</b>	<b>1/4 Page Horizontal</b> <b>10.25" w x 3.75"</b>	<b>1/8 Page</b> <b>5" w x 3.75"</b>

## AD REQUIREMENTS

- Ads must be produced to specific page sizes (i.e.: 1/4, 1/8, 1/2/)
- 15-20% press gain • 100 Line screen
- Highlights 5-8% • Shadows 78-82%
- Minimum resolution of 200dpi for photos, 300dpi for line art
- Black and white ads must be saved as grayscale or line art
- All color ads must be converted to CMYK.

## ACCEPTABLE FILE FORMATS

- PDF file, high-resolution with all fonts embedded and CMYK color
  - Adobe Photoshop files (psd, jpeg, .eps or .tif) 300 dpi
- Adobe Illustrator files .eps files with fonts converted to outlines

## E-MAIL ELECTRONIC AD SUBMISSION

graphics@lakestevensjournal.com

The *Lake Stevens Journal* is produced on a Macintosh platform, and is unable to support PC-based documents other than Word files. If you have questions in regards to electronic ad submission please contact us at graphics@lakestevensjournal.com



# 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 ever 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.

## 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.