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Washington Newspaper
Publishers Association

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Washington Newspaper Advertising Rates & Data Effective 1/1/12 through 12/31/12

City/zip Newspaper	CI rate	Page size	Pub days	Deadline	Paid Circ	TMC Circ	Color 1&b/2&b/3&b	Preprint SS/M
ANACORTES 98221 Anacortes American	12.15	6x20.5 FP 123"	Wed	Fri noon	3,631 Paid	6,823 Tues/Fidalgo	160/370.60	45.00 CPM
ARLINGTON/MARYSVILLE Arlington Times/Marysville Globe	23.00	6x13 FP 78"	Wed	Thu 4pm	19,611 45,000 2nd Wed of mo -100%		225/395	51.00 CPM
AUBURN 98001 Auburn Reporter	23.00	6x13 FP 78"	Fri	8 days prior	24,071 Free		225/395	51.00 CPM
BAINBRIDGE ISLAND 98110 Bainbridge Island Review	22.40	6x13 FP 78"	Fri	8 days prior	3,937 Paid		150/395	51.00 CPM
BATTLE GROUND 98604 The Reflector	15.50 8/12 Increase	6x21.25 FP 127.5	Wed	Thur noon	27,845 Free		100/150	29.00 CPM Full Circulation
BELLEVUE 98005 The Bellevue Reporter	34.15	6x13 FP 78"	Fri	8 days prior	38,778 Free		225/395	51.00 CPM
BLAINE 98230 The Northern Light	20.00	5x15 FP 75"	Thu	Fri 5pm	10,300 Mailed	10,300	300 full, 200 half, 100 qtr	60.00 CPM Min 8,000
BONNEY LAKE 98022 Bonney Lake/Sumner Courier Herald	23.00	6x13 FP 78"	Wed	8 days prior	18,486 Free		225/395	51.00 CPM
BOTHELL/KENMORE Bothell/Kenmore Reporter	23.00	6x13 FP 78"	1st&3rd Fri	8 days prior	21,669 Free		225/395	51.00 CPM
BREMERTON 98383 Bremerton Patriot/Central Kitsap Reporter	27.50	6x13 FP 78"	Fri	8 days prior	30,044 Free		150/395	51.00 CPM
BREWSTER 98812 Quad City Herald	9.05	6x21 FP 126"	Thu	Fri noon	2,500 Paid		4.25/8.50/12.75 per inch - 25" 106.25/212.50/318.75 flat 25"+	99.50 CPM
CAMAS 98607 Camas-Washougal Post-Record	11.50	6x21.5" FP 129"	Tue	Thu 5pm	3,500 Paid	5,800 TMC	85/170/255	37.25 CPM
CASHMERE 98815 Cashmere Valley Record	6.45	6x21 FP 126"	Wed	Fri noon	2,200 Paid		4.25/8.50/12.75 per inch - 25" 106.25/212.50/318.75 flat 25"+	99.50 CPM
CATHLAMET 98612 Wahkiakum County Eagle	7.32	6x21.5 FP 129"	Thu	Mon 5pm	1,735 Paid	1,650	50/110/150	\$158 Flat Fee
CHELAN 98816 Lake Chelan Mirror	15.70	6x21 FP 126"	Wed	Fri noon	4,600 Paid	5,500	4.25/8.50/12.75 per inch - 25" 106.25/212.50/318.75 flat 25"+	99.50 CPM
CHENEY 99004 Cheney Free Press	11.50	6x21 FP 126"	Wed, Thu	Mon noon	3,512 Paid	15,466 Free	75/175	\$70/M 7"x11" or be folded
CHEWELAH 99109 Chewelah Independent	7.00	6x21 FP 126"	Thu	Mon noon	2,200 Paid		60/120/200	175 Flat Fee
CLE ELUM 98922 Northern Kittitas County Tribune	10.00	6x20.5 FP 123"	Thu	Tue 12 pm	3,500 Paid		\$1 per inch	100.00 CPM
COLFAX 99111 Whitman County Gazette	8.82	6x21 FP 126"	Thu	Tue noon	4,200 Paid		103.50/310.50	63.25 Must be 1/4 folded
COLVILLE 99114 The Statesman-Examiner	12.90	6x21 FP 129"	Wed/SE Tu/Sun	Thur 5pm	4,550 Paid	18,080 Tues Thu 5PM	130/520	\$70 CPM
COUPEVILLE 98239 The Whidbey Examiner	11.35	5x12.4	Thurs	Fri 5pm	2,200 Paid		\$95 per color	65.00 CPM
DAVENPORT 99122 Davenport Times	7.00	6x21 FP 126"	Thu	Mon noon	2,200 Paid		75/200	\$70/M 7"x11" or be folded
EASTSOUND 98245 The Islands' Sounder	14.50	6x13 FP 78"	Wed	8 days prior	2,200 Paid		150/395	51.00 CPM
EAST WENATCHEE 98802 Douglas County Empire-Press	7.30	5x13.5 67.5	Thu	Mon 5pm	1,000 Paid	1,000	36/71	
EATONVILLE 98328 The Dispatch	18.00	6x21" FP 125"	Wed	Fri	2,671 Paid	7,459	150/270/395	35.00 CPM

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EDMONDS 98020 Edmonds Beacon	23.00	5x16 FP 80"	Thurs	Thu 5pm	9,700 Free		50-90/100-200	499.00 flat
ELLENSBURG 98926 The Daily Record	13.65	6x21 FP 126"	Mon-Sat	4 days prior	6,000 Paid	8000 Wed	Color Per inch	70.00 CPM
ENUMCLAW 98022 Enumclaw Courier-Herald	17.25	6x13 FP 78"	Wed	8 days prior	12,254		225/395	51.00 CPM
EPHRATA 98823 Grant County Journal	9.50	7x21 FP 147"	Mon, Thu	7 days prior TMC - 4 days	3,100 Paid	10900 Wed	45/90/135	90.00 CPM Folding \$11M
FEDERAL WAY 98003 Federal Way Mirror	27.50	6x13 FP 78"	Fri	8 days prior	30,151 Free		225/395	51.00 CPM
FERNDALE 98248 The Record-Journal	15.95	6x21 FP 126"	Wed	Mon 3pm	2,000 Paid	5,300	120/240/280	50.00 CPM
FORKS 98331 Forks Forum	9.50	5x11 FP 55"	Thu	8 days prior	4,822 Free		50/90	51.00 CPM
FRIDAY HARBOR 98250 Journal of the San Juans	14.50	6x13 78"	Wed	8 days prior	2,671 Paid		150/395	51.00 CPM
GIG HARBOR 98335 The Peninsula Gateway	25.85	6x21 FP 126"	Wed	Fri	7,500 Paid		125/250/375	48.60 CPM \$300 Min
GOLDENDALE 98620 The Goldendale Sentinel	7.91	6x21 FP 126"	Wed	Mon noon	2,875 Paid	3,200	80/325	80.00 CPM
GRAND COULEE 99133 The Star	8.50	6x21.5 FP 129"	Wed	Mon 5pm	1,800 Paid	2,985	110/220/330	88.00 CPM
GRANDVIEW 98930 Grandview Herald	10.10 PU Prosser 7.60	6x21.5 FP 129"	Wed	Mon noon	1,500 Paid		10/inch, 280 max	\$250 Flat
ISSAQUAH 98027 Issaquah Press	22.00 10/12 Increase	6x21 FP 126"	Wed	Mon noon	14,932		225.00	56.00 CPM
ISSAQUAH 98027 Issaquah/Sammamish Reporter	27.50	6x13 FP 78"	Fri	8 days prior	25,582 Free		225/395	51.00 CPM
KENT 98032 Kent Reporter	27.50	6x13 FP 78"	Fri	8 days prior Starting 3/5	25,402 Free		225.395	51.00 CPM
KIRKLAND 98033 Kirkland Reporter	27.50	6x13 FP 78"	Fri	8 days prior	26,407 Free		225/395	51.00 CPM
LA CONNER 98257 LaConner Weekly News	8.50	5x16.5 FP 82.5"	Wed	Mon noon	1,600	1,700	\$80.00	80.00 CPM
LAKE STEVENS 98258 Lake Stevens Journal	25.00	6x15.50 FP 93"	Wed	Thu 5pm	10,750 to 16.500 Free		\$325 Full Color	65 CPM
LANGLEY 98260 South Whidbey Record	16.15	6x13 FP 78"	Wed, Sat	8 days prior	3,833 Paid	2,147 Free ???	150/395	51.00 CPM
LEAVENWORTH 98826 Leavenworth Echo	9.60	6x21.5 FP 129"	Wed	Fri noon	3,300 Paid		4.25/8.50/12.75 per inch - 25" 106.25/212.50/318.75 flat 25"+	99.50CPM
LIBERTY LAKE 99019 Liberty Lake Splash	21.00 Color Included	4x11.5" FP 46"	Thu	Thur 5pm		4,900 Mailed Free	Color Included B&W - minus 10%	85.00 CPM Size 12.25"x10.5"
LONG BEACH 98631 Chinook Observer	10.75	6x21.5 FP 129"	Wed	7 days prior	6,800 Paid	7,000 ???	20.75/42.00/64.00	74.00 CPM
LYNDEN 98264 Lynden Tribune	21.00	6x21 FP 126"	Wed	Fri	12,733 Paid	7,315	120/240/360	65.00 CPM Open rate
MAPLE VALLEY 98038 Maple Valley Covington Reporter	23.00	6x13 FP 78"	Fri	8 days prior	24,114 Free		225/395	51.00 CPM
MAPLE VALLEY 98038 Voice of the Valley	16.00	5x16 FP 80"	Tue	5pm Wed	17,500 Free-Mailed		85/300Full	50.00 CPM
MATTAWA 99349 Mattawa Area News	4.50	6x14 FP 84"	Wed	Mon Noon	1,400 Free		75/175	100.00 CPM
MERCER ISLAND 98040 Mercer Island Reporter	14.20	6x13 FP 78"	Wed	8 days prior	3,484 Pd/Mailed		150/250	51.00 CPM
MONROE 98272 Monroe Monitor/Valley News	15.75	6x21 FP 126"	Tue	Thu 5pm	4,000 Paid		125/250/375	65.00 CPM
MONTESANO 98563 The Vidette	8.25	6x21 FP 126"	Thu	Fri 5pm	3,800 Paid		75/150/200	225 flat
MORTON 98356 East County Journal	11.50	6x21.25 FP 127.5"	Wed	Fri 5pm	3,020 Paid	4,065 Mailed	\$1/col. in., \$15 minimum \$45 min Full Color	\$210 Flat Fee minimum
MUKILTEO 98275 Mukilteo Beacon	23.00	5x16 FP 80"	Wed	Thu 5pm	10,100 Free		50-90/100-200	499.00 flat

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NEWPORT 99156 The Newport Miner	15.00 Includes TMC	6x21 FP 126"	Wed	Mon 5pm TMC Fri 10am	6,000 Paid	10,900 Wed	90/270	70.00 CPM
OAK HARBOR 98277 Whidbey News-Times	19.15	6x13 FP 78"	Wed, Sat	8 days prior	6,983 Paid	6,913	150/395	51.00 CPM
OCEAN SHORES 98569 The North Coast News	6.00	6x21 FP 126"	Wed	Thurs 5pm	2		2.35 pci spot 3.35 Full Clr	60.00 CPM \$120 min
ODESSA 99159 Odessa Record	5.00	6x21 FP 126"	Thu	Mon 5:30pm	1,250 Paid		60/135	85.00 CPM
OMAK 98841 The Chronicle	14.12	6x20.25 FP 121.5"	Wed	Fri 3pm	6,779 Paid	11,279 Wed	25% of Ad	59.00 CPM
OROVILLE 98844 Okanogan Valley Gazette-Tribune	11.50	6x21.5 FP 129"	Thu	Fri noon	2,396 Paid		4.25/8.50/12.75 per inch - 25"	51.00 CPM
OTHELLO 99344 Othello Outlook	10.30	6x19.5 FP 117"	Thu pd	Mon 9am	1,600 Paid		Free Color	
POMEROY 99347 Pomeroy East Washingtonian	7.00	6x20 FP 120"	Wed	Fri 5pm	1,100 Paid		125/350	109 in cty 178.25 total
PORT ORCHARD 98366 Port Orchard Independent	22.40	6x13 FP 78"	Fri	8 days prior Thu 10am	18,232 Vol Pd		150/395	51.00 CPM
PORT TOWNSEND 98368 Port Townsend-Jefferson Cty Leader	14.85	6x20 FP 120"	Wed	Fri 1pm	8,000		200 full color	60.00 CPM
POULSBO 98370 North Kitsap Herald	22.40	6x13 FP 78"	Fri	8 days prior Thu 10am	12,484 Vol Pd		150/395	51.00 CPM
PROSSER 99350 Prosser Record-Bulletin	10.10	6x21.5 FP 129"	Wed	Mon 3pm	2,300 Paid		10/inch, 280 max	\$250 Flat
PUYALLUP 98371 The Herald	35.85	6x21 FP 126"	Wed	Fri noon	4,000	24,500	2.28 pci/4.81 pci	48.60 CPM \$500 Min
QUINCY 98848 Quincy Valley Post-Register	8.00	6x20.5 FP 123"	Thu TMC Wed	10am 2 days prior	2,000 Paid	5,250	1 Color - 10% of cost Full - 20% of cost	75.00 CPM
REDMOND 98052 Redmond Reporter	27.50	6x13 FP 78"	Fri	8 days prior	25,338 Free		225/395	51.00 CPM
RENTON 98055 Renton Reporter	27.50	6x13 FP 78"	Fri	8 days prior	26,318 Free		225/395	51.00 CPM
REPUBLIC 99166 Republic News-Miner	5.97	6x21 FP 126"	Thu	Mon	2,200		90	50.00 cpm
RITZVILLE 99169 Ritzville Adams County Journal	7.50	6x21 FP 126"	Thu	Mon 5pm	2,100 Paid		80/160/240	\$100 per M
SAMMAMISH 98027 Sammamish Review	22.00	5x13 FP 65"	Wed	Mon noon	14,685 Free		225.00	56.00 CPM
SEATTLE 98103 City Living	32.00 2&4 Wk/City Living	5x16 FP 80"	Wed	Thurs 4 pm	7,000		125/295	60.00 CPM Folded
SEATTLE 98103 Capitol Hill Times	32.00	5x16 FP 80"	Wed	Thurs 4 pm	5,000		125/295	60.00 CPM Folded
SEATTLE 98111 Daily Journal of Commerce	Modular Pricing	6x21" FP 126"	Mon-Fri		20,000		225/525	790 Flat
SEATTLE 98108 North Seattle Herald-Outlook	32.00 2&4 Wk/City Living	5x16 FP 80"	Wed	Mon 4 pm	6,500		125/295	60.00 CPM Folded
SEATTLE 98103 Queen Anne-Magnolia News	32.00	5x16 FP 80"	Wed	Thurs 4pm	16,000		125/295	60.00 CPM Folded
SEATTLE 98104 Northwest Asian Weekly	40.00	6x15.5 FP 93"	Thu	Tue	16,000 Free	30,000	180/360/400	
SEQUIM 98382 Sequim Gazette	13.50	6x21 FP 126"	Wed	Fri 5pm	6,824 Paid		90/190/190	50.00 CPM
SHELTON 98584 Shelton-Mason County Journal	15.60	6x21 FP 126"	Thu	Mon	8,300 Paid		95/190/190	72.00 CPM
SNOHOMISH 98291 Snohomish County Tribune	24.75	6x16.5 FP 99"	Wed	Thu noon	23,000		325	44.00 CPM
SNOQUALMIE 98065 Snoqualmie Valley Record	17.25	6x13 FP 78"	Wed	8 days prior	12,500 Pd/Mailed		225/395	51.00 CPM
SNOQUALMIE/North Bend 98024 SnoValley Star	19.00	5x13 FP 65"	Thurs	Mon 3 pm	11,500 Free		225	56.00 CPM
SPOKANE 99201 Pacific Northwest Inlander	Modular Call for rates	5x11" FP 55"	Thurs	Thurs 3pm prior	46,000		Rates include color	Inserting Avail

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SPOKANE VALLEY 99214 Spokane Valley News Herald	11.50	6x21 FP 126"	Fri	Mon 5 pm	5,174 Paid	1,146	75/175	\$70/M Must fit 7"x11"
STANWOOD 98292 Stanwood/Camano News	17.80	6x20.5 FP 123"	Tue	Thu noon	4,100 Paid	14,200	See media kit	50.00 CPM
STEVENSON 98648 Skamania County Pioneer	6.85	6x21 FP 126"	Wed	Fri 4pm	2,600		90/300	75.00
SUNNYSIDE 98944 Daily Sun News	9.00	5x16.5 FP 82.5"	Mon-Fri	Fri prior	3,745 Paid	16,400 Wed	90/180/180	61.00 CPM
Tacoma 98406 Tacoma Wkly/Fife Free Press/Signal	22.00 Full Coverage	6x21.5" FP 129"	Thurs	Fri 5pm	64,000 Full Coverage		\$200 Tacoma Wkly 3 ppr - \$400	\$45 CPM Min \$500
TENINO 98589 The Tenino Independent	10.45	5x16 FP 80"	Wed	Fri 5pm	1,300 Paid		\$90 min Ad larger than 30" \$3 pci	140.00 Flat Fee
TOPPENISH 98948 Review Independent	10.00	5x14" FP 70"	Wed am	Mon 10 am	2,000 Paid	5,500 Mailed	Color included w/rate	65.00 CPM
TWISP 98856 Methow Valley News	14.00	6x20 FP 120"	Wed	Fri 5pm	3,400 Paid		Full Color add'l 35% Spot Color add'l 20%	82.50 CPM
VASHON ISLAND 98070 Vashon-Maury Island Beachcomber	13.70	6x13 FP 78"	Wed	8 days prior	3,642 Paid		150/395	51.00 CPM
WAITSBURG 99361 The Times	7.60	6x21.5 FP 129"	Thurs	Tues Noon	1,482		60 Base Chg	.09 per insert
WESTPORT 98595 South Beach Bulletin	7.25	6x21.5 FP 129"	Thu	Fri noon	5,500 Free		2.35 pci spot 3.35 pci Full Color	60.00 CPM \$330 min
WHITE SALMON 98672 The Enterprise	6.50	6x21 FP 126"	Thu	Fri 5pm	2,450 Paid		85/150	55.00 CPM
WILBUR 99185 The Wilbur Register	5.25	6x21 FP 126"	Thu	Mon noon	1,400 Paid		90/180/270	90.00 CPM
WOODINVILLE 98072 Woodinville Weekly	19.25	6x16 FP 96"	Mon	Thu noon	20,300 Free	29,800 w/ Valley View circ of 6,800	260 1/2/3 Color	58.80 Min order
YELM 98597 Nisqually Valley News	18.69	5x20.63 FP 103"	Fri	7 days prior	4,300 Paid	19,869	+30%/+40%	39.00 CPM

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