

General Advertising Rates

Circulation Region: WA/N.Idaho ♦ Circulation: 619,479 ♦ Audience: 1,200,000+

2013

Rate Card 15
Effective January 2013
Rate Base: 598,000
All rates are NET

	1X	3X	6X
FOUR COLOR			
Full page	\$12,989	\$12,342	\$11,687
2/3 page	\$9,091	\$8,640	\$8,115
1/2 page	\$7,797	\$7,404	\$7,019
1/3 page	\$4,939	\$4,696	\$4,442
1/6 page	\$2,972	\$2,821	\$2,671
BLACK AND WHITE			
Full page	\$10,393	\$9,877	\$9,352
2/3 page	\$7,272	\$6,907	\$6,542
1/2 page	\$6,241	\$5,933	\$5,613
1/3 page	\$3,955	\$3,758	\$3,562
1/6 page	\$2,390	\$2,268	\$2,156
COVERS			
Cover 2	\$14,938	\$14,189	\$13,448
Cover 3	\$14,292	\$13,580	\$12,867
Cover 4	\$15,576	\$14,798	\$14,020