

SNOHOMISH COUNTY

BUSINESS JOURNAL

YOUR COUNTY. YOUR BUSINESS JOURNAL.

Advertising Rates 2007

Successfully Target Your Snohomish County Audience

The Snohomish County Business Journal reaches the county's most influential people – including large corporations and small-business owners, construction chiefs and real estate managers, and biotech executives, economic development leaders and elected officials.

Our business journal is the only publication exclusively to covering the news and events of the Snohomish County business community. Over 16,000 copies are mailed directly to business leaders' offices and sold at major retail outlets each year; the journal's **Business Women** issue celebrates the successes of women business executives, and the journal's **Market Facts** provides an annual statistical profile of Snohomish County's demographics, growth and economic

2007 Editorial Calendar

Monthly focus on **Finance, Real Estate, Health Care, Education** as well as our regular sections: Business Profile/Briefs, Leisure Time, Calendar of Events, Coffee Break and Business Licenses.

Month	Special Reports*	Closing*
January	Health & Wellness	12/22/06
February	Biotech	1/24/07
March	Retirement	2/21/07
April	Real Estate	3/23/07
May	Agriculture	4/20/07
June	Construction	5/23/07
July	Education	6/22/07
August	Health Care & Insurance	7/20/07
September	Hospitality & Meeting Facilities	8/24/07
October	Automotive	9/21/07
November	Financial	10/24/07
December	Education	11/23/07

*Subject to change

Special Issues

Retirement Lifestyles _____ May
Closes 4/18/07

Business Women 2007 _____ September
Closes 8/22/07

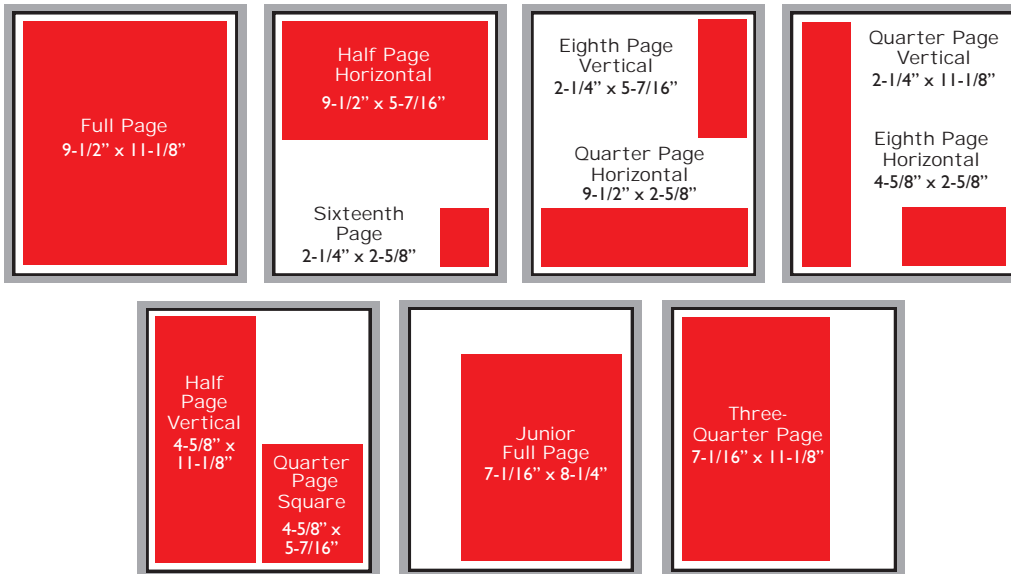
Market Facts 2008 _____ December
Book of Lists
Closes 12/12/07

2007 Advertising Rates

SIZES	1x rate	3x rate	6x rate	9x rate	12x rate
Full Page	\$2,270	\$2,110	\$1,915	\$1,700	\$1,490
3/4 Page	\$1,890	\$1,690	\$1,560	\$1,440	\$1,300
Junior Page	\$1,520	\$1,370	\$1,270	\$1,120	\$995
Half Page	\$1,275	\$1,155	\$1,080	\$995	\$890
Quarter Page	\$780	\$700	\$665	\$600	\$500
Eighth Page	\$485	\$400	\$370	\$335	\$295
Sixteenth Page	\$325	\$260	\$230	\$200	\$145

Mechanical Measurements

SIZES	Width	Height	
Full Page	9-1/2"	11-1/8"	Agency discount 15%
3/4 Page	7-1/16"	11-1/8"	Premium position +15%
Junior Page	7-1/16"	8-1/4"	Guaranteed position +15%
Half Page Vertical	4-5/8"	11-1/8"	
Half Page Horizontal	9-1/2"	5-7/16"	1 Color \$150 net
Quarter Page Square	4-5/8"	5-7/16"	2 Colors \$250 net
Quarter Page Horizontal	9-1/2"	2-5/8"	Full color \$300 net
Quarter Page Vertical	2-1/4"	11-1/8"	
Eighth Page Vertical	2-1/4"	5-7/16"	Inserts
Eighth Page Horizontal	4-5/8"	2-5/8"	(single sheet 8-1/2" x 11")
Sixteenth Page	2-1/4"	2-5/8"	\$100+ per thousand, 16,500 minimum



Ad Production Specifications

Trim Size:
10-1/2" wide by 12-1/4" deep

Image Area:
9-1/2" wide by 11-1/8" deep

Spread:
19-3/4" wide by 12-1/2" deep

Production Requirements:
The Snohomish County Business Journal is a stitched and trimmed publication, printed on 34# bright newsprint with a newspaper web offset press. Ad-Litho color process inks are used to build spot colors. PMS inks are not available.

Digital:
Acrobat PDF files are accepted via floppy disk, ZIP Disk or CD. A black and white or color laser print should be included with the disk for proofing. Electronic delivery is also available.

Electronic Delivery:
Available via AdSend, via the Internet at ftp.heraldnet.com or by email to hauff@heraldnet.com

Agency Discount:
15%

Color Charges:
One color plus black - \$150.
Two or three colors - \$250.
Full color - \$300.

Color Rates are net and do not include charges for color separation. All color orders are subject to availability.

Premium Positions:
15%. Inside back, back page, pages 2, 3, 5, center spread and cover jump story.

Guaranteed Positions:
Additional 15%

Preprint Inserts:
Single page, 8-1/2" x 11",
\$100 per thousand, 16,500 minimum. Please call for quotes on other sizes.

Cancellation Policy:
Advertising canceled after published deadlines will be billed at the previous frequency rate as stated on this rate card.

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