



RATES

Gazette Open Rates

\$7.50/Col. Inch

- National/Agency rates: Local rates apply, net to newspaper
- Color: \$90 per color per page • \$270 full color
- Legals: \$7 per column inch
- Classified Line Ads: \$4.50 per 20 words
10 cents per word over 20 • fourth consecutive ad free!
- Directory: \$9.50 per week, 12 week minimum
- Non-profit, Church: \$6 per column inch

Bulletin Open Rates

\$4/Col. Inch
In combination with
Gazette:
\$3.50/Col. Inch

- Legals: \$4 per column inch
- Classified Line Ads: \$3.50 per 20 words, 10 cents per word over 20, fourth consecutive ad is free
- Non-profit: \$3.50 per column inch

PARTNER RATES

This yearly agreement gives lower rates to the business person who values regular, consistent advertising; acknowledging the important elements of growth and profit it provides. Advertising is important to the the health and vitality of every rural economy. As the Gazette seeks to provide its readers with need-to-know information of local events and opportunities we provide advertisers with the “Partner Rate.” These rates encourage flexibility, consistency and planning – elements important to successful advertising and a successful business.

Minimum performance is only eight column inches a month in any combination of runs and sizes.*

That is just over \$50 a month!

EARNED PARTNER RATES

Rates apply to retail and classified display advertising. Earned rates are based on the total volume of advertising in a calendar month.

8 to 15 column inches	\$6.35
to 30 column inches	\$6.10
to 60 column inches	\$5.85
to 90 column inches	\$5.60
to 120 column inches	\$5.35
over 120 column inches	\$5.10

THE PARTNER AGREEMENT

allows for these lower rates:

Color: \$80 per color, per page / \$240 full color
Reduced in-county insert rates

*Seasonal advertisers using 180 column inches within three months also qualify.

*ALL RATES ARE NET TO PAPER.

INSERT RATES

GAZETTE

- Full distribution in county: Partner \$140, Open \$180 (up to 8 page broadsheet or 1.5 oz)
Rates effective: January 1, 2019

Advertising in the Whitman County Gazette is inexpensive for the buying power that it can deliver. The Gazette provides rural Whitman County with little duplicated circulation from other papers in the area.

Our production department can work with you to create successful advertising reflecting your business to achieve your business goals. An advertising representative can maintain regular contact with you making your advertising needs easily accessible.

The Gazette is the official paper of Whitman County. The Gazette is where rural Whitman County residents go for news, information and advertising.

The Daily Bulletin serves the city of Colfax. Circulation is 500. It is delivered exclusively to subscribers on Monday, Tuesday, Thursday and Friday. The Bulletin is Colfax's official newspaper.

Ask About Discounted Prices for Specialty Pages!

SPECIALTY PAGES

Tax Service Directory • Valentine's Day • St. John Community Fair
Garfield Days • Hospital Memorial Pages • Rosalia Battle Days • Relay for Life
Graduation Pages • Tekoa Slippery Gulch • LaCrosse Farmer's Festival
Endicott 4th of July Celebration • Pullman 4th of July Celebration
Oakesdale Old Mill Days • Pullman Crazy Days • Lentil Festival • Palouse Days
Homecoming • Haunted Halloween • Holiday Open House • Holiday Greeters

SPECIALTY EDITIONS

Ag Edition • Who's Who • Fair Edition

Ask About Website Advertising!

Option One: Be a weekly or monthly sponsor. **\$50/wk** gives the advertiser tip-of-page rectangular ads in two sizes (**728x90 and 260x90 pixels**) which appear at the top of every page displayed. Gazette viewers are able to click on your ad and be transported to your website. When running ads for three consecutive weeks, we will give you a fourth week for FREE!

Option Two: A **300x250 pixel** ad at page right on our website will rotate with the other ads in the pool. Cost is **\$10/wk**. When running ads for three consecutive weeks, we will give you a fourth week for FREE!

509.397.4333 · P.O. Box 770, Colfax, WA 99111

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CAPTURE WHITMAN COUNTY'S ATTENTION

Whitman County's cumulative income is over \$785.1 million. Many people in rural Whitman County shop and find entertainment in the larger communities to the north and south. Colfax, Pullman, Moscow, Lewiston, Clarkston and Spokane provide many services not offered in rural communities. The Whitman County Gazette is the largest circulation paper in rural Whitman County. There is no better way to reach the important agriculture-based economy of Whitman County.

This is a large and important local market that can be easily reached with the Whitman County Gazette.

DEADLINE

Tuesday at noon for the Gazette • 4pm the day prior for Bulletin

EXPERT SERVICES AT NO EXTRA COST

- Ad design consultation: Create distinct designs for impact and effect
- Strong brand consultation: Utilize ads to build new branding, change/alter existing branding and create a lasting presence
- In-house ad design from scratch

MECHANICAL SPECIFICATIONS

1 Column = 1.63" wide • 2 Col.=3.41" • 3 Col.=5.18" • 4 Col.=6.95" • 5 Col.=8.72" • 6 Col.=10.5"

• Gazette page: 6 columns by 19.75" high • Bulletin page: 5 columns by 15.25" high

• Gutter for double truck: 1" • Double truck: 22"

A column inch is one column wide by one inch in depth. Any combination of columns wide by inches deep is accepted (in half inch increments). Ads 17" and over are billed at 20"

WHITMAN COUNTY
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