

## SPECIFICATIONS

Cascadia Weekly is printed web offset. Screens finer than 85 lines are not recommended. Electronic files can be delivered on removable media, such as CD, or sent via email to [ads@cascadiaweekly.com](mailto:ads@cascadiaweekly.com). Very large files may be sent via our web interface at [ftp.cascadiaweekly.com/incoming](ftp:cascadiaweekly.com/incoming). For more information about acceptable electronic ad formats, visit [cascadiaweekly.com/mediakit/](http://cascadiaweekly.com/mediakit/). For additional details, contact your Account Representative.

## PREPRINTED INSERTS

Cascadia Weekly accepts preprinted advertising inserts. Base cost is \$32 per thousand for a single sheet insert. Additional charges apply for insertions over 4 pages; discounts are available. Specialized distribution zones are available. Insertion orders should be made two weeks in advance; materials must arrive one week in advance. Bulk-mail permits must not appear on inserts. Call for a special rate card.

## PAYMENT TERMS

Payment in advance from new advertisers is required until credit has been established. All Cash With Order customers must pay for their ads by 5 pm Friday for the following week's issue. For customers on credit, payment is due upon receipt of invoice. Any advertiser whose account has shown any activity during a month will receive a statement for that month. No advertising will be accepted from advertisers whose accounts carry balances older than 60 days unless prior approval is obtained from the credit department. A finance charge of 5% will be applied to accounts 30 days past due. Any fees charged to Cascadia Weekly to collect on a delinquent account will be the responsibility of the customer. MasterCard/Visa/Amex accepted. Any NSF check will be subject to a \$20 service charge.

## FREQUENCY & CONTRACT TERMS

An ad of any size counts as one insertion on a contract. Frequency discounts are granted only to contract advertisers. Contracts protect frequency discount levels, but rates are calculated at the prevailing rate at the time of insertion. Contracts terminated by the customer may be backbilled. At that point, insertions that have been published at the contract price are recalculated at the frequency rate that has been earned and the advertiser is backbilled for the difference.

## COPY & CONTRACT RESTRICTIONS

Advertising contracts are not transferable. Publisher shall try but be under no obligation to give notice of rate adjustments or changes. Publisher reserves the right, up to the day of publication, to reject or revise any ad or agreement, as determined by the publisher's sole discretion. Publisher reserves the right to include the words "ADVERTISEMENT" on any ad. Position requests are given full consideration, but publisher can not be held liable for failure to accommodate said requests.

If a mistake in advertising occurs (including but not limited to omission, copy error, or size error) and is the fault of the publisher, publisher agrees to an insertion of a "make good" advertisement in the next available issue. Publisher will assume no other responsibility for mistakes and the advertisers expressly agrees that a contract or insertion order shall not be invalidate by mistakes.

It is agreed that the advertiser/agency will indemnify and hold the publisher harmless from and against any loss, expense of liability resulting from any claims or suits for libel, violation of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisement.

## INSERTS

### Currently 20,000 Circulation

Published each Wednesday and distributed free throughout the area, the Cascadia Weekly reaches readers interested in dining, entertainment and what's happening.

		Cost per 1,000	Total Cost
Open Rate	SINGLE SHEET	\$34	\$680
	4-8 PAGES	\$49	\$980
	12-16 PAGES	\$60	\$1200
12X Rate	SINGLE SHEET	\$29	\$580 Per Run
	4-8 PAGES	\$45	\$900 Per Run
	12-16 PAGES	\$55	\$1100 Per Run
26X Rate	SINGLE SHEET	\$28	\$560 Per Run
	4-8 PAGES	\$42	\$840 Per Run
	12-16 PAGES	\$51	\$1020 Per Run
52X Rate	SINGLE SHEET	\$26	\$520 Per Run
	4-8 PAGES	\$40	\$800 Per Run
	12-16 PAGES	\$48	\$960 Per Run

\*Please add additional \$10 for every 4 pages above 16 pages

## CLASSIFIED

Size	Rate	Size	Rate
1 col. x 1"	\$10	2 col. x 2"	\$30
2 col. x 1"	\$20	3 col. x 2"	\$40

(Business Card)

## ADULT/PERSONALS CLASSIFIED

Size	Rate	Size	Rate
1 col. x 1"	\$25	2 col. x 2"	\$100
1 col. x 2"	\$50	No nudity or explicit language	



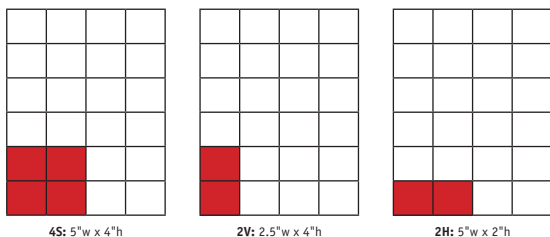
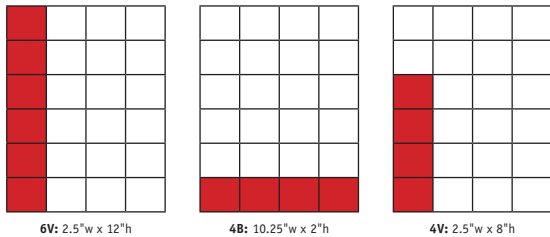
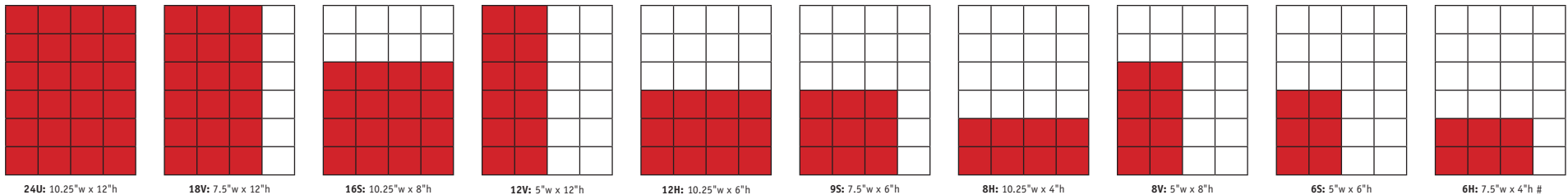
# cascadia WEEKLY

## 2010 display rate card

# WEEKLY rates & sizes: 2010

ALL RATES ARE PER AD		48 Units Dbl. Truck*	24 units Full Page	18 units Jr Page	16 units Jr Square	12 units Half Page	9 units Square	8 units Third Page	6 units# Quarter Page	4 units Sixth Page	4 units Banner	2 units	
<b>Open Rate</b>	<b>1x</b>	<b>\$2964</b>	<b>\$1482</b>	<b>\$1111</b>	<b>\$987</b>	<b>\$740</b>	<b>\$557</b>	<b>\$494</b>	<b>\$371</b>	<b>\$247</b>	<b>\$299</b>	<b>\$123</b>	
Consecutive Ad Placement	one month	4x	\$2520	\$1260	\$945	\$840	\$630	\$473	\$420	\$315	\$210	\$263	\$105
	three months	13x	\$2075	\$1037	\$778	\$691	\$519	\$390	\$347	\$259	\$173	\$226	\$86
	half a year	26x	\$1777	\$888	\$667	\$593	\$444	\$333	\$296	\$223	\$148	\$201	\$74
	full year	52x	<b>\$1481</b>	<b>\$740</b>	<b>\$555</b>	<b>\$494</b>	<b>\$371</b>	<b>\$278</b>	<b>\$247</b>	<b>\$185</b>	<b>\$124</b>	<b>\$176</b>	<b>\$62</b>
Flexible Ad Placement	once a month	12x	\$2222	\$1111	\$834	\$741	\$555	\$417	\$371	\$278	\$185	\$237	\$92
	alternate week	26x	\$1928	\$964	\$722	\$642	\$482	\$362	\$320	\$240	\$161	\$213	\$80
Add Full Color:		+ \$689	+ \$344	+ \$292	+ \$258	+ \$210	+ \$172	+ \$114	+ \$100	+ \$89	+ \$89	---	

\*No gutter and placement position fee. #Horizontal ad in color additional \$175



Cascadia Weekly  
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 email [marketing@cascadiaweekly.com](mailto:marketing@cascadiaweekly.com)

## DEADLINES

**Space Reservation & Materials Deadline: Thursday @ 4 pm**  
 Space reservations may not be cancelled after 4 pm the Thursday preceding our Wednesday publication. Special Sections require earlier deadlines.

## FORMATS

PDFs strongly preferred. Images must be set to 300 ppi/dpi or better.

## PREMIUM POSTIONS

20% premium for all guaranteed placements. Left/right and section placements only. Full page ads can bump smaller ads on page 2. (premium positioning is not available for ads smaller than 4 units).

## COLOR

**FULL COLOR:** As above

*Color prices are net*

*Colors and placement may be limited*

## AGENCY DISCOUNT

A 15% discount is available to recognized advertising agencies. To qualify for this discount an agency must agree to (1) provide camera-ready artwork; (2) abide by our credit policies; and (3) receive and pay bills for clients.