



REPORTING FROM THE
HEART OF CASCADIA
WHATCOM*SKAGIT*ISLAND*LOWER B.C.

News

Entertainment



50,000

Readers



2011 Media Kit



"THINK OF an alternative newspaper as the gawky kid at the beach that gets sand kicked in his face. Twenty years later, the kid is a muscle-laden entrepreneur who owns the beach. Look out, alternative papers have grown up."

- **EDITOR & PUBLISHER**

"CIRCULATION AND ADVERTISING revenue are slipping at the nation's metropolitan daily newspapers, but alternative papers are proving attractive to mainstream advertisers."

- **THE WALL STREET JOURNAL.**

"WEEKLIES BOAST an enviable reach among well-educated readers... It's an educated audience that daily papers are struggling to get—and always will be."

- **Los Angeles Times**

"WEEKLIES ARE TREASURED by readers for their ads.."

-**The State of the News Media**
American Journalism Review

"RIDING A TREND in niche publishing, alternative weekly papers are multiplying in big cities and spreading to places like Missoula, MT, Iowa City, IA, and Burlington, VT. In the process, these papers—often an 'alternative' to the daily paper—are developing loyal followings."

- **The CHRISTIAN SCIENCE**
MONITOR

"The Cascadia Weekly has become one of our most successful print advertising venues ever. It reaches a great segment of the people who are interested in the arts and community, and those are our customers. It would be difficult for us to name a more targeted publication for our business."

-Chuck Robinson, Village Books

VILLAGE BOOKS



"When the Cascadia Weekly expanded their gaze to reach Skagit County, we were excited to jump on board. Their content and analysis is solid and innovative, and we are honored to be in the company of all the incredible local business who choose to advertise on their pages. We love their professionalism, and the way they capture the essence of place; they are a vibrant example of 4th Corner spirit."

-Jodie Buller, Marketing and Outreach Coordinator,
Skagit Valley Food Co-op, downtown Mount Vernon

"We've gotten many new customers in the past six months of advertising in the Cascadia Weekly."

-Rich van Dommelen, Jekyll & Hyde, Deli/Ale House



"By advertising in the Weekly I know that my ads are reaching a large amount of great people."

-Paul Hemminger, Bellingham Frameworks



"I'm pretty sure that advertising in the Cascadia Weekly works, because every time I list an event incorrectly in an ad, readers call the brewery all week to tell me that I screwed up."

-Tammy, Boundary Bay Brewery



YOGA NORTHWEST
the bhava: iengar yoga center of bellingham

"We love your paper filled with info on what's happening weekly in our progressive community, both out in town and inside people's minds. We advertise in a variety of different publications, but our new students say they found out about our classes from the Weekly!! Great exposure to open-minded readers."

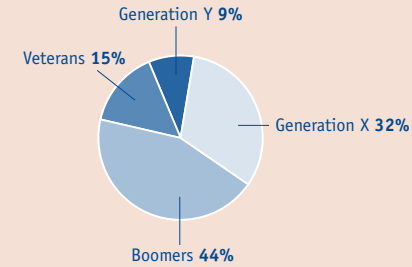
-Sarah, Yoga Northwest

GENERAL

Median age 46 yrs / Average age 45.6 yrs
 Median age 30 yrs; 32% 45 yrs +

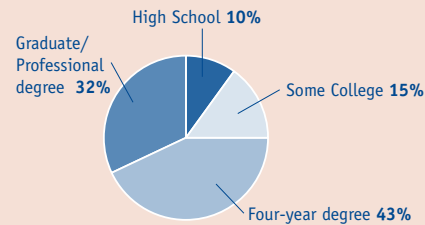
Female 58%
 Male 42%
 Bellingham 2000 Census – 52% female

Married / partnered 56%
 Bellingham 2000 Census – 37%



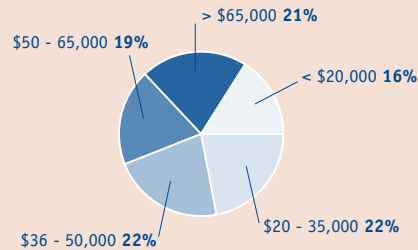
EDUCATION

High School 10%
 Some Colletge 15%
 Four-year degree 43%
 Graduate / Professional Degree 32%



AFFLUENT

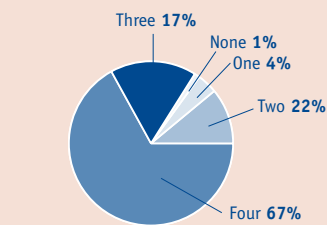
< 20,000 16%
 \$20 - 35,000 22%
 \$36 - 50,000 22%
 \$51 - 65,000 19%
 > \$65,000 21%



LOYAL READERSHIP

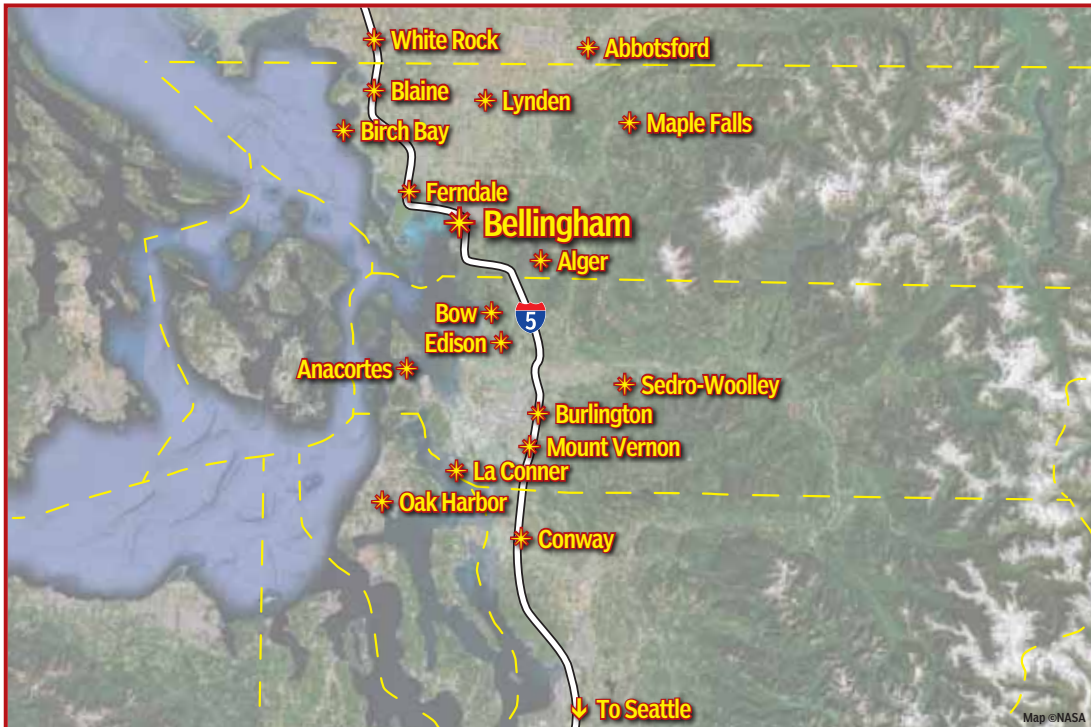
“In a typical month, how many issues do you read or look through?”

None 1%
 One 4%
 Two 11%
 Three 17%
 Four 67%



Applied Research NW Reader Poll

Readership Stats & Circulation



Readership of 50,000 based upon circulation of 20,000 times an estimate of 2.5 readers per copy.
 – Passalong estimate courtesy of The Newspaper Association of America

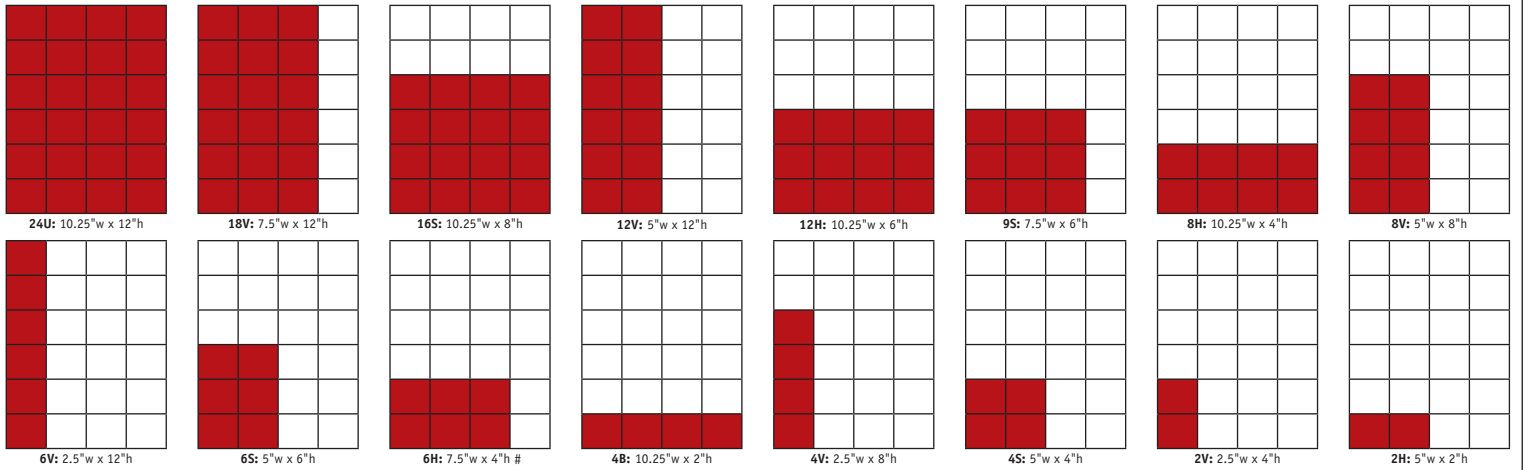
DISTRIBUTED AT OVER 600 LOCATIONS IN WHATCOM, SKAGIT & ISLAND COUNTIES, AND LOWER B.C.

Major distributions points are:

the Bellingham Food Co-op; the Skagit Food Co-op, Haggen Stores, Fred Meyer, Safeway, Albertsons, The Market Stores, the Whatcom, Skagit and Island Library Systems, all major hotels and motels in the Tri-County area, the Casinos, Starbucks, Western Washington University, Whatcom Community College, Skagit Valley College, major area bookstores, and a host of nightclubs, restaurants, clubs, theaters and public access venues.

RATES & SIZES: 2011

ALL RATES ARE PER AD	Open Rate	Consecutive Ad Placement					Flexible Ad Placement		Add Full Color
		One Month	3 Months	6 Months	1 Year	Once a Month	Alternate Week		
48 Units Dbl. Truck* <small>*No gutter and placement position fee</small>	\$3023	4x \$2570	13x \$2117	26x \$1813	52x \$1511	12x \$2266	26x \$1967	\$703	
24 Units Full Page	\$1512	\$1285	\$1058	\$906	\$755	\$1133	\$983	\$351	
18 Units Jr. Page	\$1133	\$964	\$794	\$680	\$566	\$851	\$736	\$298	
16 Units Jr. Square	\$1007	\$857	\$705	\$605	\$504	\$756	\$655	\$263	
12 Units 1/2 Page	\$755	\$643	\$529	\$453	\$378	\$566	\$492	\$214	
9 Units Square	\$568	\$482	\$398	\$340	\$284	\$425	\$369	\$175	
8 Units 1/3 Page	\$504	\$428	\$354	\$302	\$252	\$378	\$326	\$116	
6 Units 1/4 Page# <small>#Horizontal ad in color additional \$175</small>	\$378	\$321	\$264	\$227	\$189	\$284	\$245	\$102	
4 Units 1/6 Page	\$252	\$214	\$176	\$151	\$126	\$189	\$164	\$91	
4 Units Banner	\$305	\$268	\$231	\$205	\$180	\$242	\$217	\$91	
2 Units	\$125	\$107	\$88	\$75	\$63	\$94	\$82	N/A	



INSERTS* PER 1,000	Open Rate	12x Rate	26x Rate	52x Rate	CLASSIFIEDS	Rate	ADULT CLASSIFIEDS	Rate
<small>*Please add \$10 for every 4 pages above 16 pages</small> Single Sheet	\$36	\$31	\$30	\$28	1 col. x 1"	\$10	1 col. x 1"	\$25
4-8 Pages	\$50	\$47	\$44	\$42	2 col. x 1"	\$20	2 col. x 1"	\$50
12-16 Pages	\$62	\$57	\$53	\$50	2 col. x 2"	\$30	2 col. x 2"	\$100
					2 col. x 3"	\$30	No nudity or explicit language	

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. (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 with a letter of representation from the client.

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.

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 accepted. Any NSF check will be subject to a \$30 service charge.

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 invalidated 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.