

SHELTON-MASON COUNTY

# Journal

P.O. Box 430 • Shelton, WA 98584

**2023 MEDIA KIT**  
EFFECTIVE JANUARY 1, 2023

# RETAIL DISPLAY ADS

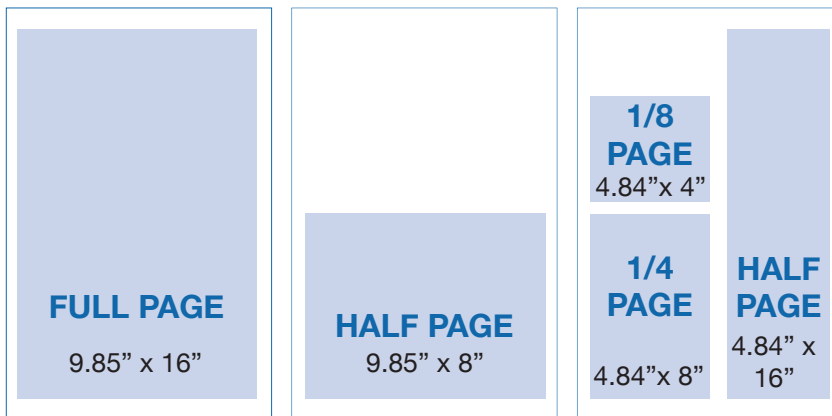
## RATES EFFECTIVE

JANUARY 1, 2023 - JUNE 30, 2023

### GENERAL ADVERTISING | PER COLUMN INCH

|                               |              |
|-------------------------------|--------------|
| National/Commissionable Rate: | \$21.80/inch |
| Local Open Retail Rate:       | \$18.50/inch |
| Legal Notice:                 | \$18.50/inch |

### ADVERTISING CHOICES MADE EASY!



### MEASUREMENTS BY THE COLUMN (WIDTH)

|           |                 |           |                 |
|-----------|-----------------|-----------|-----------------|
| 1 column  | 1.50\" / 9p0.2  | 4 columns | 6.52\" / 39p0.8 |
| 2 columns | 3.17\" / 19p0.4 | 5 columns | 8.18\" / 49p1   |
| 3 columns | 4.84\" / 29p0.6 | 6 columns | 9.85\" / 59p1.2 |

### MODULAR JOURNAL ADS

|           |         |
|-----------|---------|
| Full Page | \$1,776 |
| 1/2 Page  | \$888   |
| 1/4 Page  | \$444   |
| 1/8 Page  | \$222   |

### INSERT RATES

Full insert \$118.40 per 1,000 inserts.

Inserts must be no larger than 8.5\" by 11\" unless folded to fit the required dimensions. A fee of \$206 per 1,000 will be charged if inserts do not meet required size.

Inserts must be delivered 10 days prior to insert date.

### SHIP ALL INSERTS TO:

RE: Shelton-Mason County Journal  
c/o Wenatchee World  
3 Ninth Street  
Wenatchee, WA 98801

# RATES

## RETAIL & CLASSIFIED

# 86%

of adults read  
a community  
newspaper  
each week.\*

### DISPLAY ADVERTISING DEADLINES

5 p.m. Monday

Holiday deadlines one business day earlier.

### CLASSIFIED DEADLINES

5 p.m. Monday

Holiday deadlines one business day earlier.

### GUARANTEED POSITION PREMIUM:

Add 25 percent to total cost of ad.

### BILLING

All accounts are billed monthly. A 1.5 percent late fee will be charged on all accounts 30 days past due.

### PUBLISH DATE

Thursday

### DIGITAL/WEB ADS (includes link)

IAB Compliant 300x250 pixels

\$103 per week on [www.masoncounty.com](http://www.masoncounty.com)

For more info email [dave@masoncounty.com](mailto:dave@masoncounty.com)

# SHELTON-MASON COUNTY Journal

P.O. Box 430 • Shelton, WA 98584

PHONE: 360-426-4412

FAX: 360-426-9399

P.O. Box 430

227 West Cota St.

Shelton, WA 98584

ON THE WEB:

[www.masoncounty.com](http://www.masoncounty.com)

\*<http://www.mediapost.com/publications/article/126278/newspapers-generating-more-readers-per-copy.html>

# GENERAL PERSONNEL & POLICIES

## PUBLISHER

**John Lester**

[john@masoncounty.com](mailto:john@masoncounty.com)

## DISPLAY ADVERTISING SALES REPRESENTATIVE

**Theresa Murray**

[theresa@masoncounty.com](mailto:theresa@masoncounty.com)

## CLASSIFIED ADVERTISING SALES REPRESENTATIVE

**Dave Pierik**

[dave@masoncounty.com](mailto:dave@masoncounty.com)

**PHONE: 360-426-4412**

**FAX: 360-426-9399**

**P.O. Box 430**

**227 West Cota St.**

**Shelton, WA 98584**

**ON THE WEB:**

**[www.masoncounty.com](http://www.masoncounty.com)**

# CUSTOMER SERVICES

## DESIGN SERVICES

The Journal offers ad creation at no additional charge. Our award-winning graphic artists can design specs or finished layouts for one advertisement or an entire campaign.

## CAMPAIGNS

By advertising with the Journal, you have many options to get your business seen. From our award-winning weekly edition and special pages to annual magazines such as Profile and our Visitor Guide.

## MARKET INFO

We're experts on the Mason County market. Whether you are starting a new business or looking to enlarge one, if you need information about your customer base, we can help. Whether it's population, demographic trends, retail sales, or new business openings, if you can't find the answer to your questions, just ask.

## ELECTRONIC AD DELIVERY

You may e-mail camera ready ads to any one of our sales representatives. Large files (over 20 mb) can be uploaded to our Drop Box account. Contact your ad representative for the link to this site when you are ready to upload your files.

## PRESS RELEASES

Please send press releases to our editor, Justin Johnson:  
[news@masoncounty.com](mailto:news@masoncounty.com)



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# READERS

Our Market

## THE JOURNAL'S THEMED SECTIONS

**JANUARY:** Best of Mason County

**FEBRUARY:** Anniversary Salute

Presidents Day

**MARCH:** National Week Promotions

**APRIL:** Profile (Mason County's Almanac)

**MAY:** Forest Festival, Visitor's Guide -

(Tourism and Recreation)

Memorial Day

**JUNE:** Commencement

**JULY 4TH:** Flag

**JULY:** Allyn Days

Grapeview Water & Art Festival

**AUGUST:** Hood Canal Summerfest & Car Show

**SEPTEMBER:** Sports Schedule

**OCTOBER:** OysterFest

Halloween Safety

**NOVEMBER:** Veterans Salute

Countdown / Build-up Sale

**DECEMBER:** Children's Greeting Cards

**WEEKLY THEMED:**

Call the Experts

High School Varsity Page

**BIMONTHLY:**

Living Healthy, Wheels & More

**QUARTERLY :**

Real Estate Guide

more than **20,000**  
total weekly readers\*  
print and digital

## READERSHIP BREAKDOWN

### 98584

SHELTON 5,637

### 98528

BELFAIR 540

### 98548

HOODSPORT 349

### 98546

GRAPEVIEW 420

### 98592

UNION 393

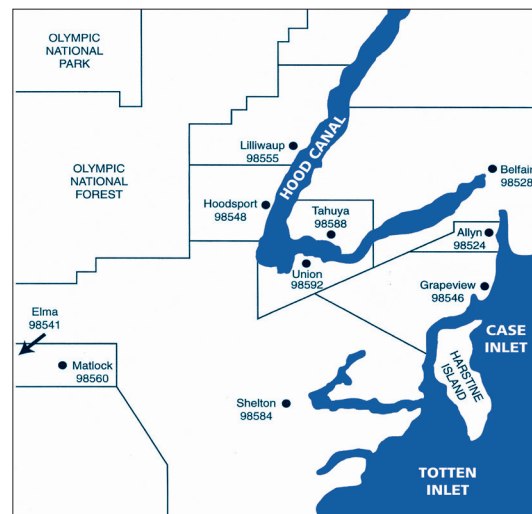
### 98524

ALLYN 294

### 98555, 98588, 98560

LILLIWAUP, TAHUYA, MATLOCK, McCLEARY, ELMA 302

**Olympia & out-of-county** 413



## PAID READERSHIP

- 20,000+ readers weekly
- Male/ Female 48.4%/ 51.6%
- Mean Household Income \$56,809
- Married Couples 52.5% • Median Age - 44.4
- Average household size - 2.83 • County Population- 65,726

## DISTRIBUTION

- Mason County, WA • Belfair to Kamilche
- Harstine Island to Matlock • Mail-delivered by USPS
- More than 50 single-copy outlets

## COMMUNITY NEWSPAPER READERS\*

- Spend an average of 40 minutes reading their newspaper
- Read most or all of their newspaper
- Prefer to look at newspaper ads than watch ads on television
- Keep their newspaper more than a week (shelf life)
- Say there are days they read the newspaper as much for the ads as the news
- Agree that advertising inserts help them make purchasing decisions

\*<http://www.mediapost.com/publications/article/126278/newspapers-generating-more-readers-per-copy.html>  
\*<http://www.naa.org/Trends-and-Numbers/Readership.aspx>

SHELTON-MASON COUNTY  
**Journal**

# Tips for designing an advertisement for newsprint

Thank you advertising with The Shelton-Mason County Journal! Designing for newsprint is a little different than for web or even magazine print. Ad design is included with the cost of your ad, but should you choose to design your ad, here are some helpful tips.

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For optimum results, **please submit ads in PDF format with embedded fonts.**

Other formats accepted include:

- JPG
- TIF
- EPS
- PSD

\* Note: when sending flattened JPG or TIF files where type has been rasterized, the printed ad will result in dotted or jagged type.

## Ad creation

For best results, use a design program such as Adobe InDesign, Adobe Illustrator or Quark Xpress. The Journal cannot open Microsoft Publisher files. We can open files created in Apple Pages.

Programs such as Microsoft Word and PowerPoint where output quality cannot be controlled are unacceptable.

Minimum resolutions acceptable: 150 dpi. (300 dpi preferred).

72 dpi (screen resolution) is unacceptable.

Create ads to fit the exact ad space. Include a border if desired.

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## For color ads:

Use CMYK color mode, using 100% black text.

Text created with more than one color may result in registration issues causing multicolored text to appear blurry.

## Text size

With any font, keep your font above 7pt. When using script or serif fonts where character widths vary, stay above 9pt.

## Sharpen and tone photos

Contrast works well with newsprint. When toning photos in Photoshop, use the Unsharp Mask and the Levels tool to bring out detail in your photos. Do not oversharpen.

## Rich color

When mixing CMYK colors to create hues, use less of each color for a richer result.

For example: A green mix using only 60% cyan and 100% yellow will look brighter than one similar that includes percentages of magenta and black, which will muddy the mix.

# PRODUCTION GUIDELINES & SPECIFICATIONS

## SUBMISSION GUIDELINES

- Camera-ready ads are used “as is.” We cannot make corrections to size, content, or body copy. All changes should be made before submitting the file to us.
- Please include all fonts as a backup and a printed sample in case we have to substitute.
- Please do not flatten files when saving. This causes a dot screen pattern to appear in text.
- Separate image files used in an ad should be included with the .eps or .pdf in the file submitted to The Journal as backup.
- When artwork is submitted (including logos), it should be a “clean” original. Copied or preprinted art with an existing dot-screen does not reproduce well. Likewise, faxes, yellow page cutouts, business cards, and letterheads don’t always reproduce sharply.

*The Journal adheres to all copyright and trademark infringement laws that apply to printed images.*

If you have any questions about creating and submitting your ad please contact Kim Fowler at 360-426-4412.

The Journal employs experienced and award-winning graphic designers and sales professionals who can create high-quality, attractive and effective solutions for your business. For more information about our design services, please contact your ad representative!