

SHELTON-MASON COUNTY
Journal

2020 MEDIA KIT
EFFECTIVE JANUARY 1, 2020

RETAIL DISPLAY ADS

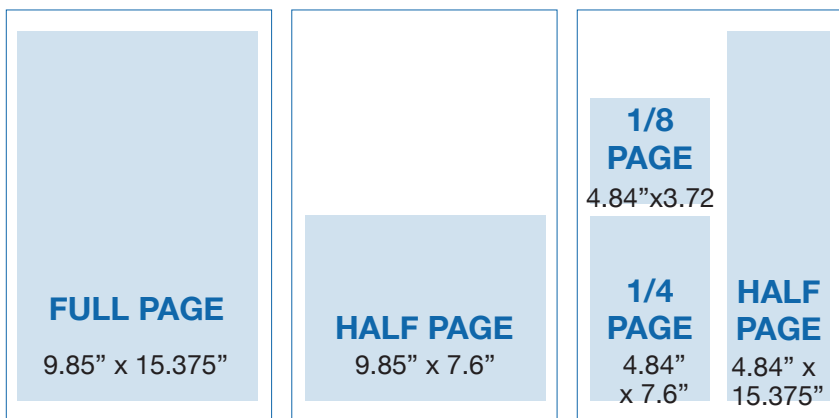
RATES EFFECTIVE

JANUARY 1, 2020 - DECEMBER 31, 2020

GENERAL ADVERTISING | PER COLUMN INCH

National/Commissionable Rate:	\$20.40/inch
Local Open Retail Rate:	\$17.00/inch
Legal Notice:	\$17.00/inch
Non-Profit Rate:	Available upon publisher approval

ADVERTISING CHOICES MADE EASY!



MEASUREMENTS BY THE COLUMN (WIDTH)

1 column	1.5" / 9p0.2	4 columns	6.52" / 39p0.8
2 columns	3.172" / 19p0.4	5 columns	8.18" / 49p1
3 columns	4.84" / 29p0.6	6 columns	9.85" / 59p1.2p

MODULAR JOURNAL ADS ... WITH COLOR!

Full Page	\$1,632
1/2 Page	\$816
1/4 Page	\$408
1/8 Page	\$204

INSERT RATES

Full insert \$95 per 1,000 inserts.

Inserts must be no larger than 8.5" by 11" unless folded to fit the required dimensions. A fee of \$95 per 1,000 will be charged if inserts do not meet required size.

Inserts must be delivered no later than the Monday of the requested insert week.

SHIP ALL INSERTS TO:

RE: Shelton-Mason County Journal
c/o Wenatchee World
3 9th Street
Wenatchee, WA 98801

RATES

RETAIL & CLASSIFIED

86% of adults read a community newspaper each week.*

ADS YOUR WAY

You can order ads of any size or shape, as always, on a per-column-inch basis.

DISPLAY ADVERTISING DEADLINES

5 p.m. Monday*

CLASSIFIED DEADLINES

5 p.m. Monday*

GUARANTEED POSITION PREMIUM:

Add 25% to total cost of ad.

BILLING

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

*Holiday deadlines are normally one business day earlier.

PUBLISH DATE

Thursday

PHONE: 360-426-4412

FAX: 360-426-9399

PO Box 430
227 West Cota
Shelton, WA 98584

ON THE WEB:
masoncounty.com

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

SHELTON-MASON COUNTY Journal

The Voice of Mason County Since 1886

GENERAL PERSONNEL & POLICIES

PUBLISHER

Tom Mullen

publisher@masoncounty.com

ADVERTISING / GENERAL MANAGER

John Lester

john@masoncounty.com

DISPLAY ADVERTISING SALES REPRESENTATIVES

Theresa Murray

theresa@masoncounty.com

CLASSIFIED ADVERTISING SALES REPRESENTATIVE

Dave Pierik

dave@masoncounty.com

PHONE: 360-426-4412

FAX: 360-426-9399

PO Box 430

227 West Cota

Shelton, WA 98584

ON THE WEB:

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 Drive 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, Adam Rudnick:
news@masoncounty.com



SHELTON-MASON COUNTY
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The Voice of Mason County Since 1886

READERS

Our Market

more than **21,707**
weekly readers*
print and digital

CIRCULATION BREAKDOWN

THE JOURNAL'S THEMED SECTIONS

JANUARY: Election Special

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

AUGUST: Taste of Hood Canal,
Grapeview Water and Arts Festival

SEPTEMBER: OysterFest

OCTOBER: Halloween Safety

NOVEMBER: Veterans Salute,
Countdown / Build up Sale

DECEMBER: Children's Greeting Cards,
Best of Mason County

WEEKLY THEMED:

Call the Experts,
High School Varsity Page

BIMONTHLY:

Living Healthy, Wheels and More

QUARTERLY :

Real Estate Guide

98584

SHELTON 5,070

98528

BELFAIR 524

98548

HOODSPORT 290

98546

GRAPEVIEW 417

98592

UNION 382

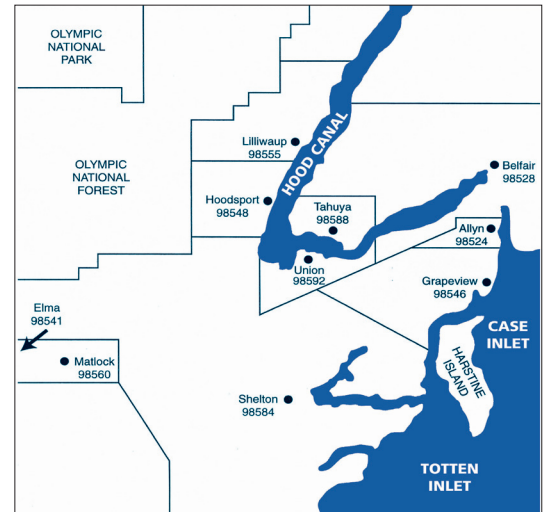
98524

ALLYN 212

98555, 98588, 98560

LILLIWAUP, TAHUYA, MATLOCK 213

Misc. WA, out-of-state/in-state ZIPS 363



TOTAL CIRCULATION

≈7,471

PAID READERSHIP

- 21,707+ readers weekly
- Male/ Female 48.4%/ 51.6%
- Mean Household Income \$53,087
- Married Couples 52.5% • Median Age - 45.9
- Average household size - 2.83 • County Population- 63,710

DISTRIBUTION

- Mason County, WA • Belfair to Kamilche
- Harstine Island to Matlock • Mail delivered by USPS
- More than 65 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

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

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.

For optimum results, please submit ads in PDF format with embedded fonts that have been outlined.

Other formats accepted include:

- JPG
- TIF
- EPS

* 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 Publisher files. Using programs such as Microsoft Word or PowerPoint where output quality cannot be controlled may result in a low quality ad that will not translate to newsprint. Ads submitted in .doc or .ppt files will be reset by Journal designers.

Minimum resolutions acceptable: 200 dpi. (300 preferred).

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

For color ads:

Use CMYK color modes, using 100% black text.

Text created with more than one color may result in separation. Note: Color text may separate with registration.

For black and white ads:

Use grayscale color modes. Convert all photos and logos to grayscale mode.

The Journal designers will convert ads to black and white when necessary, but the quality of the original artwork may be compromised.

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.

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 uses percentages of magenta and black, which will muddy the mixture.

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 any copyright or trademark infringement laws that apply to printed images.

If you have any questions about creating and submitting your ad please contact Will Adams 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!

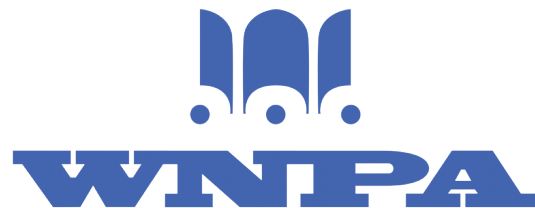
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WINNERS OF
26 AWARDS

SHELTON-MASON
COUNTY JOURNAL

BETTER
NEWSPAPER CONTEST
2019



Washington Newspaper Publishers Association

EST. 1887