

the Exchange

MEDIA RATES
EST. 1978

Efficient. Effective. Exceptional.

Why The Exchange Works...

The Exchange exists to be a trusted resource for our community. We are **Efficient, Effective and Exceptional** at connecting buyers and sellers. The Exchange is the largest weekly, local classifieds in print and online in the Inland Northwest!

The Exchange publications are the local source for local readers. Our 150,000+ dedicated weekly readers throughout the Inland Northwest are known for keeping copies of the Exchange papers for over four days to refer to them. The mean annual income of 48% of our readers lies between \$50,000 and \$99,000. 28% make over \$100,000 annually. Statistics from our CVC audit show that 72% of the readers have gone to college, meaning our readers are educated and have disposable income. Our audit has detailed information on demographics and purchasing patterns which we are happy to share. **Our Readers are Your Buyers!**

Call Today to Discuss the Best Plan for you!



Jan Martin
509-362-1579
Jan@PacificNW.Exchange



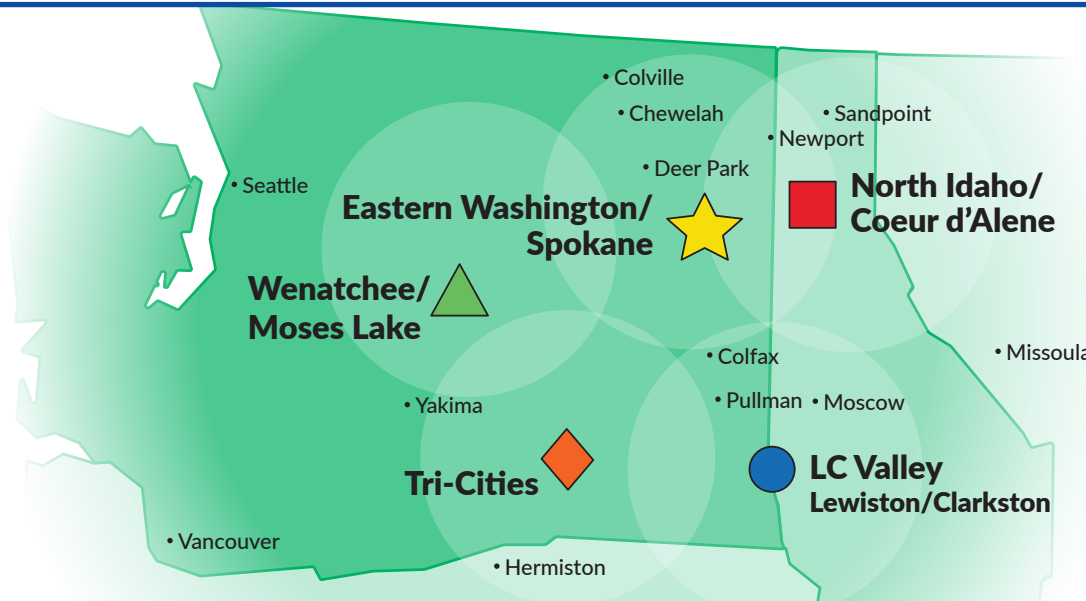
Helen Boyd-Schwartz
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How Much Coverage Do You Need?



MARKET 1
Eastern WA

MARKET 2
LC Valley Edition

MARKET 3
Wenatchee/
Moses Lake

MARKET 4
North Idaho

MARKET 5
Tri-Cities • Online
Giant Nickel

VISIT US
5111 E. Trent Avenue, Spokane, WA 99212
Mail: PO Box 11813, Spokane, WA 99211



ON THE WEB
www.PacificNW.Exchange

CONTACT US 509-922-3456
Text: 509-998-3231 • Fax 509-455-7940
Ads@PacificNW.Exchange

Typical Display Ad Sizes and Weekly Rates for the Exchange

SIZE	Eastern Washington Color	North Idaho, LC Valley, Wenatchee/ Moses Lake Color
2 col x 2"	\$84.00	\$63.00
2 col x 5"	\$181.50	\$136.13
3 col x 5"	\$280.25	\$210.19
1/4 Page	\$350.25	\$262.69
1/2 Page	\$625.00	\$468.75
Full Page	\$1065.00	\$798.75
DbL. Truck	\$1910.00	\$1432.50

* Contact a Sales Rep for B&W pricing!

FRONT PAGE	Eastern Washington Front Page	North Idaho, LC Valley, Wenatchee/ Moses Lake Front Page
2 col x 5.25"	\$367	\$275.25
4 col x 2"	\$268	\$200
2 col x 3"	\$202	\$151.50
2 col x 2"	\$148	\$115

Mechanical Requirements

6 columns, 15" vertical, 10.33" horizontal; 9.5 pica (1.58") column, 1 pica gutter. Adobe Acrobat PDF files are acceptable as camera ready artwork via e-mail. Actual printed size may vary.

Display Ad Discounts

We offer a 15% discount to recognized agencies for camera ready ads; ask your Sales Representative for more information.

The Exchange publications are audited newspapers by CVC and are eligible for Co-Op reimbursement. E-Tears & Electronic Billing available upon request.

Inserts

\$38 per 1,000. Full circulation inserts can be placed within each or all of **the Exchange** editions. There is a size restriction of 7"x10". Please call for specifications and pricing.

Legal Advertising

The Exchange Eastern WA edition is an approved Legal publication for Spokane County. We charge 97¢ per line for the first week, and 93¢ per line for weeks thereafter.

The Exchange publications reserve the right to refuse ads which are contrary to its policies. **The Exchange** will not be responsible for error in ad copy beyond adequate consideration for the error commensurate with the space utilized, is not liable for the condition of the advertised articles. Neither **the Exchange**, nor its advertisers, intends prejudice for any reason.

DEADLINES	Display	Classified
EWA Exchange Market 1	Tuesday, 5pm	Wednesday, 1pm
LC Valley Exchange Market 2	Tuesday, 5pm	Tuesday, 5pm
Wenatchee/ Moses Lake Exchange Market 3	Monday, 5pm	Tuesday, 12pm
North Idaho Market 4	Tuesday, 5pm	Wednesday, 1pm
Giant Nickel, Market 5	Tuesday, Noon	Tuesday, 5pm

Special Issues

Speed & Custom, Hunting & Fishing, Home & Garden Show, Home Idea Show, Spring Home Improvement, Ag Show, Big Horn Show, Fall Home Improvement.

Classified Line Advertising

30 words, 1 market, \$10; 2 markets, \$18; 3 markets, \$26. Pick 4 markets for \$30 or select all 5 markets for \$35. Additional words are 10 cents each per market. All ads are uploaded to our website, www.PacificNW.Exchange

Photo Ads

30 words with a picture in Market 1, 2, 3 or 4, \$15; or a photo ad in all 4 Markets, \$55. Photo ad in 1 market, with line ad in 3 other markets, \$39. Extra words are 10 cents each per word per market. Five extra pictures can be uploaded with your online ad at www.PacificNW.Exchange

Digital Advertising Program

Reach Our Digital Audience on www.PacificNW.Exchange. Leaderboard, \$200 month. Digital Tall, \$150 month. Digital Medium, \$125 month.

Digital Display Audience Extension

Site retargeting, audience extension targeting, competitive geo-fencing, geo-targeting zip codes, household level targeting, keyword targeting.

Impressions	Monthly Price
85,000 monthly impressions	\$765
55,000 monthly impressions	\$495
35,000 monthly impressions	\$315

Includes 5 ad sizes, 300x50; 320x50, 728x90, 300x250, 160x600. Prices are based on individual customizable campaigns.