

WASHINGTON STATEWIDE CLASSIFIED AD NETWORK

The Largest Newspaper Circulation Buy in Washington



Readership: 2.7 million!

All WNPA regular member publications participate, including 106 newspapers and 27 shoppers in cities and towns across Washington state. A list of participating publications is online at http://www.wnpa.com/statewide_classifieds/

The total circulation of participating newspapers and shoppers in WNPA's Statewide Classified Advertising Network is 1,180,746 (2009).

Based on the industry standard for calculating readers per copy of 2.3 readers, your ad will have a readership of 2.7 million. $1,180,746 \text{ circulation} \times 2.3 \text{ readers} = 2.7 \text{ million readers}$.

Rates/Payment

The cost is \$255 per week for up to 25 words. Additional words are \$10 each. Prepayment is required, and can be made by valid credit card, certified check or money order payable to WNPA.

Deadline/Publication

Ad copy and payment must be received by WNPA by 4 p.m. on Tuesday prior to the week you wish your ad to be published. WNPA accepts ads by mail, e-mail or fax, but not over the telephone. Ads must be typed or in legible handwriting. E-mail your ad to ads@wnpa.com or fax it to (206) 634-3842.

Word Count

A telephone number is one word. SASE is one word. Street addresses (house number, street name; or PO and box number; or rural route and box number) count as two words. City, state and ZIP Code each count as one word. Web site addresses count as two words. All other words each count as one word.

The first two words of your ad appear in all capital letters, bold face.

Guarantee

Publication of statewide classified ads in participating newspapers is subject to each newspaper's policies. WNPA, therefore, does not guarantee that every ad will run in every participating newspaper. However, participating newspapers have agreed to publish the majority of the ads.

Should substantive typographical errors occur (wrong address, telephone number, name or price), a make-good ad will run the following week at no cost to the advertiser. WNPA incurs no other liability for errors in publication.

Audit

WNPA will provide one tearsheet and a letter of verification of ad distribution, if requested by the advertiser within 30 days of the ad's last run date.

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Nationwide placement

With one call to WNPA, you can place your classified advertising in newspapers throughout the country. Place your ad in any combination of state press networks at the applicable rates. Call WNPA, (206) 634-3838 ext. 1 or 2, for details.



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Participating Newspapers

Anacortes American
Argus, Burlington
Arlington Times
Auburn Reporter
Bainbridge Island Review
Bainbridge Islander
Bellevue Reporter
Bonney Lake/Sumner Courier-Herald
Bothell/Kenmore Reporter
Bremerton Patriot
Camas-Washougal Post-Record
Capitol Hill Times, Seattle
Cashmere Valley Record
Central Kitsap Reporter, Silverdale
Cheney Free Press
Chinook Observer, Long Beach
Courier-Times, Sedro-Woolley
Covington/Maple Valley Reporter
Daily Journal of Commerce, Seattle
Daily Record, Ellensburg
Daily Sun News, Sunnyside
Davenport Times
Dispatch, Eatonville
Douglas County Empire Press,
 East Wenatchee
East County Journal, Morton
East Washingtonian, Pomeroy
Edmonds Beacon
Enterprise, White Salmon
Enumclaw Courier-Herald
Federal Way Mirror
Forks Forum
Goldendale Sentinel
Grandview Herald
Grant County Journal, Ephrata
Herald, Puyallup
Independent Review, Othello
Independent, Chewelah
Islands' Sounder, East Sound
Issaquah Press
Issaquah/Sammamish Reporter
Journal of the San Juan Islands,
 Friday Harbor
Kent Reporter
Kirkland Reporter
La Conner Weekly News
Lake Chelan Mirror, Chelan
Lake Stevens Journal
Leavenworth Echo
Liberty Lake Splash
Lynden Tribune
Marysville Globe
Mattawa Area News
Mercer Island Reporter
Methow Valley News, Twisp
Monroe Monitor and Valley News
Mukilteo Beacon
Newport Miner
Nisqually Valley News, Yelm
North Coast News, Ocean Shores
North County Outlook, Marysville
North Kitsap Herald, Poulsbo
North Seattle Herald - Outlook,
 Seattle
Northern Kittitas County Tribune,
 Cle Elum
Northern Light, Blaine
Northwest Asian Weekly, Seattle
Odessa Record
Okanogan Valley Gazette-Tribune,
 Oroville
Omak-Okanogan County Chronicle
Outlook, Othello
Peninsula Gateway, Gig Harbor
Port Orchard Independent
Port Townsend Leader
Prosser Record-Bulletin
Quad City Herald, Brewster
Queen Anne/Magnolia News,
 Seattle
Quincy Valley Post-Register
Record-Journal, Ferndale
Redmond Reporter
Renton Reporter
Republic News-Miner
Review Independent, Toppenish
Ritzville Adams County Journal
River Current News, Duvall
Sammamish Review
Selah Independent
Sequim Gazette
Shelton-Mason County Journal
Skamania County Pioneer,
 Stevenson
Snohomish County Tribune
Snoqualmie Valley Record
South Beach Bulletin, Westport
South Seattle Beacon, Seattle
South Whidbey Record, Langley
Spokane Valley News Herald
Stanwood/Camano News
Star, Grand Coulee
Statesman-Examiner, Colville
Tenino Independent
Vashon-Maury Island Beachcomber
Vidette, Montesano
Voice of the Valley, Maple Valley
Wahkiakum County Eagle,
 Cathlamet
Whidbey Examiner, Coupeville
Whidbey News-Times, Oak Harbor
Whitman County Gazette, Colfax
Wilbur Register
Woodinville Weekly

Source: Audit reports and publisher
statements, 2009

106 weekly newspapers • 27 shoppers • 133 publications • 1,180,746 circulation • 2,715,700 readers

Reach 2.7 million readers for \$255

Washington Newspaper Publishers Association • 12354 30th Ave NE • Seattle WA 98125-5406
ads@wnpa.com • Tel. (206) 634-3838 • Fax (206) 634-3842 • www.wnpa.com

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Standards of Acceptance

1. WNPA reserves the right to edit all ad copy and to reject any ad, including those not in compliance with state or federal regulations, or in poor taste, false or deceptive.
2. WNPA accepts business opportunity ads. Ads that require investments must state what the customer will receive and the amount of investment required.
3. WNPA accepts adoption ads. We must have a letter from the social worker or attorney verifying that a home study has been done for the adopting couple. We do not want the home study itself.
4. WNPA accepts ads for 900 numbers, but they must be in good taste and include the cost of the phone call and an age limit. Not all our members publish 900-number ads, particularly for date or chat lines.
5. WNPA will accept the phrase "the price is \$1.95" or "the cost is \$1.95," but we do not accept ads that say "send \$1.95."
6. WNPA does not accept diet ads, medical ads, some work-at-home ads, mail-order ads, or ads offering cruises; ads that say "US Government jobs, now hiring"; or ads for any auction of cars, trucks or other vehicles.

As a person placing an ad in the WNPA Statewide Classified Ad Program, I acknowledge receipt of the Ad Network Rules and Standards of Acceptance, and fully understand all rules, terms and conditions regarding the purchase of classified advertising space in one or more Statewide Classified Advertising Network (SCAN) programs.

Signed _____ Date _____

Printed name _____

Classified Ad Order Form

Please fax to WNPA at (206) 634-3842 or mail to address below. Or e-mail the ad to ads@wnpa.com and call us with your credit card information. Deadline is 4 p.m. Tuesday; ads run the following week.

I authorize WNPA to use my credit card for the purpose of placing classified advertising.

Signed _____ Date _____

Credit card type (circle one) Visa Mastercard

Credit card no. _____ Expiration date (mo/yr) _____

Name _____ Amount paid _____

Address _____ City State ZIP _____

Phone _____ Fax _____ E-mail _____

Classification _____ Start date _____ Number of weeks _____

Other states in which to run your ad: _____

Ad copy (per week: 25 words cost \$255; additional words cost \$10 each)



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EST. 1987
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