



# The Washington Newspaper

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2011

Journal of the Washington Newspaper Publishers Association and Allied Daily Newspapers of Washington

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## The Newspaper

The Washington Newspaper is the **primary voice for industry developments**, news and legislative activity whose outcome directly impacts local newspaper publishers and their products. Our readers benefit from timely, in-depth coverage of proposed legislation and changes in federal and state laws that affect the newspaper industry. Our legal reporting informs publishers of tax-issue developments and court cases involving open records and meeting laws. Announcements of new publications, staff training opportunities and career changes draw consistent readership.

The Washington Newspaper is also a **training tool**. A page on industry technology notifies readers of new developments in software, the Internet and other technological issues affecting the industry. The reporters' page features local access coverage and writing coaching. The Washington Newspaper also spotlights community photographers, member newspapers' new programs and their community service activity, including Newspapers in Education. Columns by the executive directors of WNPA and Allied Daily Newspapers of Washington address pertinent industry topics.

## The Market

The Washington Newspaper is a **unique trade publication** that provides an array of industry, legal, legislative and advertising and marketing information monthly to the state's 140 weekly and daily newspapers. In addition, it is mailed to every state elected official, including senators and representatives, as well as heads of all state departments and agencies and journalism leaders at state colleges and universities.

Circulation	Contracts	Ad Rates / Special Promotions
<ul style="list-style-type: none"> <li>• Community newspaper publishers</li> <li>• Daily newspaper publishers</li> <li>• Newspaper managers and executives</li> <li>• Press association directors in other states</li> <li>• Advertising agencies</li> <li>• Paper manufacturers</li> <li>• Colleges and universities</li> <li>• Legislators and leaders of government agencies</li> </ul>	<p><b>Contract Discounts:</b>  6 months 15%  12 months 25%</p> <p><b>Business Directory:</b>  12 months 25%</p> <p><b>Color (one):</b> \$80</p>	<p><b>NEWSPAPER</b></p> <p><b>Full Page:</b> 5 col. x 15.75 in. = 78.75 col. b/w \$800  four color, digital file \$1120</p> <p><b>Half Page:</b> 5 col. x 8 in. = 40 col. in. \$480</p> <p><b>Third Page:</b> 3 col. x 8.5 in. = 25.5 col. in. \$382</p> <p><b>Quarter Page:</b> 4 col. x 5 in. = 20 col. in. \$300</p> <p><b>Eighth Page:</b> 2 col. x 5 in. = 10 col. in. \$150</p> <p><b>Business Directory:</b> 2 col. x 2 in. = 4 col. in. \$60</p>
	<p><b>Mechanics</b></p> <p><b>Page size:</b>  10 in. x 15.75 in.  59 picas x 100 picas</p> <p><b>Column width:</b>  1 13/16 in. / 11 picas</p>	