

[Emmiller22](#) replied (Thu, 31 Aug, 2017 at 4:41 PM)

to : pdc@pdc.wa.gov

Micaiah,

Just came across something else. The advertising prices for the Auburn Reporter are higher for political ads. Largo Wales has an expenditure of \$270 for newspaper ads listed. From what I have discerned, this is roughly the cost of one ad. This week's ad in the Auburn Reporter is her 7th ad (as per her numbering.)

Sincerely,

Liz

[Emmiller22](#) replied (Wed, 6 Sep, 2017 at 9:53 AM)

to : pdc@pdc.wa.gov

Micaiah,

I received the pricing sheet from Sound Publishing for political advertising.

"Hi Liz

Political rates and policies are attached.

The Auburn Reporter is a tabloid paper with 24,000 circulation.

I know they say 2016 but the rates are good for 2017 as well.

Thanks,

Carol Greiling (Bower)

General Manager

Auburn Reporter"

Attached is the information and price sheets I was sent.

Liz

Please pardon spelling errors and typos. Sent via smartphone, that isn't always so smart.

POLITICAL ADVERTISING



Sound Publishing is Washington state's largest newspaper network, connecting you with **over 1 million readers** across Western Washington each week.

Our award-winning community newspapers and dailies (including their respective websites) provide clients with a comprehensive marketing strategy that makes **every target reachable**. On top of that, we can also bundle **programmatic impressions for \$12/m!**

BROADSHEET PRINT RATES

SEATTLE WEEKLY RATES*

	1 to 4x
1/8 page (4.83" x 2.69")	\$443.00
1/4 page (4.83" x 5.54")	\$814.00
1/2 page (9.83" x 5.54")	\$1,560.00
Full page (9.83" x 11.25")	\$2,838.00

* All rates here are 1- 4x. For more than 4x, call your sales representative.

DIGITAL IMPRESSIONS

Half page	300 x 600	\$16/m
1/8 page	300 x 250	\$14/m
Leaderboard	728 x 90	\$12/m

* Based on availability.
** All sizes in pixels.

***SEE PAGE 3 to find which of our papers are broadsheet sized**

PAPERS UNDER 15,000 BROADSHEET

	1 Time Total	2 Time Total	6 Time Total	10 Time Total
1/8 page (4.83" x 5")	\$714.75	\$1,286.53	\$3,430.80	\$5,360.62
1/4 page (4.83" x 10")	\$1,009.50	\$1,817.10	\$4,845.60	\$7,571.25
1/2 page (9.68" x 10")	\$1,599.00	\$2,878.20	\$7,675.20	\$11,992.50
Full page (9.68" x 20")	\$2,778.00	\$5,000.40	\$13,334.40	\$20,835.00

NOTE: Print rates include FULL COLOR. Flyer Board not included in prices.

PAPERS OVER 15,001 BROADSHEET

	1 Time Total	2 Time Total	6 Time Total	10 Time Total
1/8 page (4.83" x 5")	\$774.06	\$1,393.31	\$3,715.49	\$5,805.45
1/4 page (4.83" x 10")	\$1,090.23	\$1,962.41	\$5,233.10	\$8,176.73
1/2 page (9.68" x 10")	\$1,730.52	\$3,114.94	\$8,306.50	\$12,978.90
Full page (9.68" x 20")	\$3,036.00	\$5,464.80	\$14,572.80	\$22,770.00

NOTE: Print rates include FULL COLOR. Flyer Board not included in prices.

POLITICAL ADVERTISING

TABLOID PRINT RATES

PAPERS OVER 15,001 CIRCULATION*

	1 Time Total	2 Time Total	6 Time Total	10 Time Total
1/8 page (4.83" x 3")	\$368.60	\$645.65	\$1,703.85	\$2,700.00
1/4 page (4.83" x 6")	\$717.80	\$1,255.80	\$3,300.00	\$5,222.25
1/2 page (9.83" x 6")	\$1,417.85	\$2,476.00	\$6,493.75	\$10,266.65
Full page (9.83" x 12.75")	\$1,818.75	\$3,637.50	\$10,912.30	\$18,187.00

*See page 3 to find which of our papers are tabloid sized

PAPERS UNDER 15,000 CIRCULATION*

	1 Time Total	2 Time Total	6 Time Total	10 Time Total
1/8 page (4.83" x 3")	\$274.15	\$485.25	\$1,369.75	\$2,143.75
1/4 page (4.83" x 6")	\$530.50	\$935.00	\$2,632.75	\$4,109.75
1/2 page (9.83" x 6")	\$1,043.35	\$1,834.60	\$5,158.85	\$8,042.00
Full page (9.83" x 12.75")	\$1,336.70	\$2,673.35	\$8,020.00	\$13,366.75

*See page 3 to find which of our papers are tabloid sized



Sound Publishing Publication	Congressional District #	Frequency	Issue	Format	Circulation	Pay Type
KITSAP COUNTY					75,847	
Bainbridge Island Review	6	once/week	Fri	tabloid 1	2,420	paid
Bremerton Patriot/Central Kitsap Reporter	6	once/week	Fri	tabloid 1	25,863	vol. paid
Kingston Community News	6	monthly	Last Fri	tabloid 1	9,115	free
Kitsap Weekly †	6	once/week	Fri	tabloid 1	58,004	Vol. paid
North Kitsap Herald	6	once/week	Fri	tabloid 1	11,987	vol. paid
Port Orchard Independent	6	once/week	Fri	tabloid 1	17,734	vol. paid
Kitsap Military Times	6	monthly	First Fri	tabloid 1	8,728	free
KING & PIERCE COUNTIES					353,882	
Auburn Reporter	8	once/week	Fri	tabloid 1	24,163	free
Bellevue Reporter	9	once/week	Fri	tabloid 1	35,162	free
Bothell/Kenmore Reporter	1	biweekly	1st & 3rd Fri	tabloid 1	20,738	free
Courier-Herald	8	once/week	Wed	tabloid 1	25,415	free
Covington/Maple Valley/Black Diamond Reporter	8	once/week	Fri	tabloid 1	24,201	free
Federal Way Mirror	9	once/week	Fri	tabloid 1	29,251	vol. paid
Issaquah/Sammamish Reporter	8	once/week	Fri	tabloid 1	24,322	free
Kent Reporter	8, 9	once/week	Fri	tabloid 1	24,801	free
Kirkland Reporter	1	once/week	Fri	tabloid 1	25,312	free
Mercer Island Reporter	9	once/week	Wed	tabloid 1	2,836	paid
Redmond Reporter	1	once/week	Fri	tabloid 1	22,677	free
Renton Reporter	9	once/week	Fri	tabloid 1	24,602	free
Seattle Weekly	7, 9	once/week	Wed	tabloid 4	44,971	free
Snoqualmie Valley Record	8	once/week	Wed	tabloid 1	11,772	vol. paid
Tukwila Reporter	9	monthly	3rd Wed	tabloid 1	10,475	free
Vashon-Maury Island Beachcomber	7	once/week	Wed	tabloid 1	3,184	paid
ISLAND & SAN JUAN COUNTY					27,928	
Islands' Sounder	2	once/week	Wed	tabloid 1	1,791	paid
Islands' Weekly	2	once/week	Tue	tabloid 1	1,933	free
Journal of the San Juan Islands	2	once/week	Wed	tabloid 1	1,854	paid
South Whidbey Record **	2	twice/week	Wed/Sat	tabloid 1	3,191	paid
Whidbey Crosswind	2	monthly	Last Fri	tabloid 1	6,234	free
Whidbey Examiner	2	once/week	Thurs	tabloid 1	1,620	paid
Whidbey News-Times ***	2	twice/week	Wed/Sat	tabloid 1	4,528	paid
Whidbey Xtra (TMC)	2	once/week	Wed	tabloid 1	6,752	free
JEFFERSON & CLALLAM COUNTIES					31,710	
Forks Forum	6	once/week	Thurs	tabloid 3	4,540	vol. paid
Peninsula Daily News	6	daily	Mon-Thurs	broadsheet 2	11,387	paid
(Preprints inserted on Wed, Fri & Sun)		daily	Fri	broadsheet 2	12,810	paid
		daily	Sun	broadsheet 2	12,965	paid
Sequim Gazette	6	once/week	Wed	broadsheet 3	4,105	paid
SNOHOMISH COUNTY					93,176	
Arlington Times/ Marysville Globe	2	once/week	Sat	tabloid 1	20,708	vol. paid
The Daily Herald	1, 2	daily	Mon-Wed, Sat	broadsheet 2	35,835	paid
(Preprints inserted on Wed, Thu, Fri & Sun)		daily	Thurs	broadsheet 2	33,808	paid
		daily	Fri	broadsheet 2	36,099	paid
		daily	Sun	broadsheet 2	40,996	paid
The Herald Business Journal	1, 2	monthly	Last Wed	tabloid 5	11,284	paid
La Raza	2, 7	once/week	Fri	tabloid 6	20,188	free
WHATCOM COUNTY					2,927	
Bellingham Business Journal	2	monthly	First Mon	tabloid 1	2,927	vol. paid
OKANOGAN COUNTY					1,946	
Okanogan Valley Gazette-Tribune	4	once/week	Thu	broadsheet 1	1,946	paid
GRAYS HARBOR COUNTY					40,627	
The Daily World	6	daily	Tues & Wed	broadsheet	6,810	paid
(Preprints inserted on Tues, Thurs & Sat)		daily	Thurs	broadsheet	6,791	paid
		daily	Sat	broadsheet	7,040	paid
The Vidette	6	once/week	Thurs	broadsheet	3,127	paid
North Coast News	6	once/week	Thurs	broadsheet	2,013	paid
South Beach Bulletin	6	once/week	Thurs	broadsheet	5,520	vol. paid

Broadsheet over 15,000 circ.
 Tabloid over 15,000 circ.
 Tabloid under 15,000 circ.
 Broadsheet under 15,000 circ.

WASHINGTON STATE CONGRESSIONAL DISTRICTS & SOUND PUBLISHING PAPERS

#1.

Bothell/Kenmore Reporter
Kirkland Reporter
Redmond Reporter
The Daily Herald
The Herald Business Journal

#7.

Seattle Weekly
Vashon-Maury Island
Beachcomber
La Raza

#2.

Islands' Sounder
Islands Weekly
Journal of the San Juan
Islands
South Whidbey Record
Whidbey Crosswind
Whidbey Examiner
Whidbey News-Times
Whidbey Xtra

#8.

Auburn Reporter
Courier-Herald
Covington/Maple Valley
Reporter
Issaquah/Sammamish
Reporter
Kent Reporter
Snoqualmie Valley Record

#9.

Bellevue Reporter
Federal Way Mirror
Kent Reporter
Mercer Island Reporter
Renton Reporter
Seattle Weekly
Tukwila Reporter

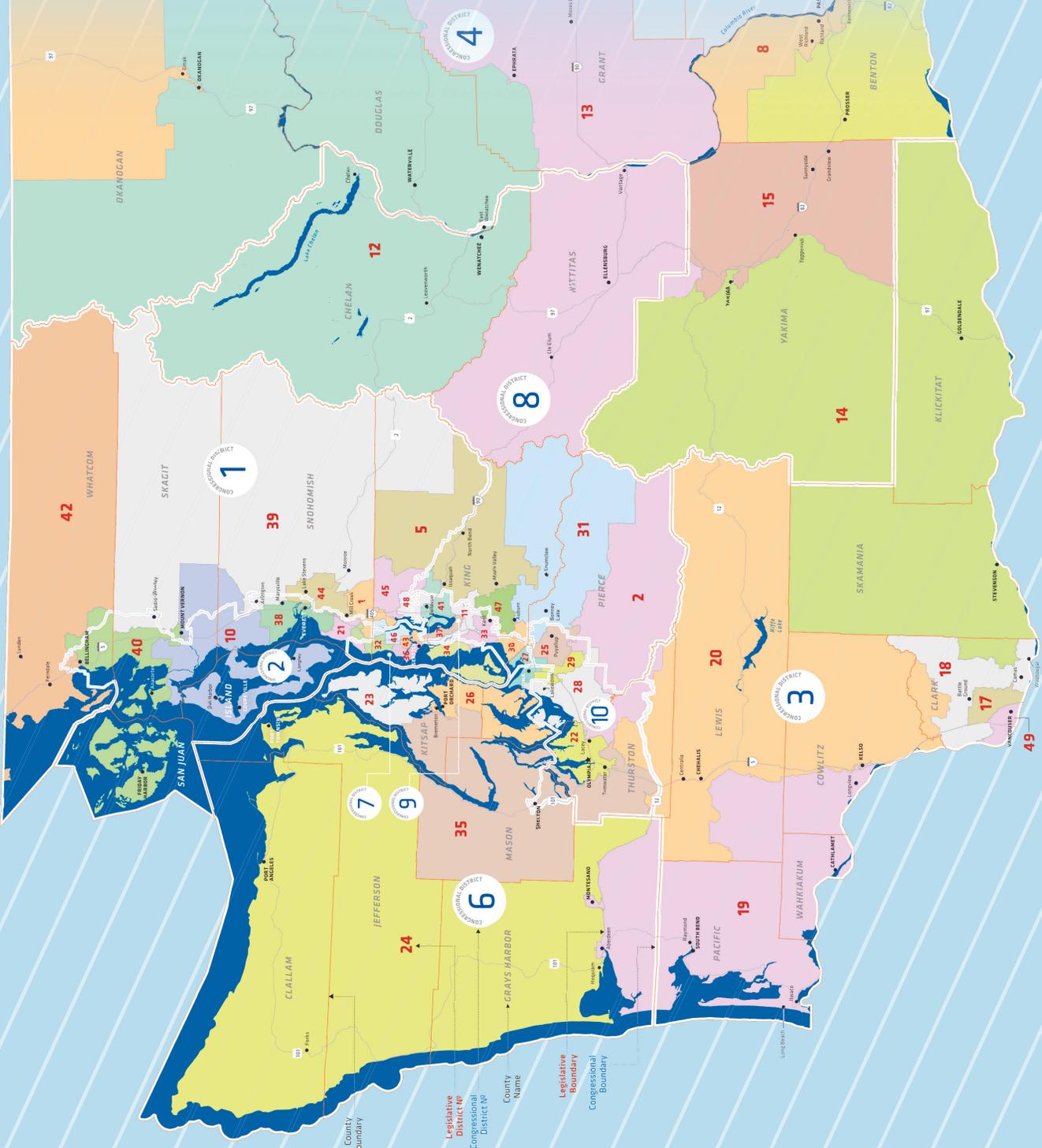
#4.

Okanogan Valley
Gazette-Tribune

#6.

Bainbridge Island Review
Bremerton Patriot
Central Kitsap Reporter
Kingston Community News
Kitsap Weekly
North Kitsap Herald
Port Orchard Independent
Kitsap Military Times
Forks Forum
Peninsula Daily News
Sequim Gazette
The Daily World
The Vidette
North Coast News
South Beach Bulletin

10 CONGRESSIONAL DISTRICTS INDICATED BY BLUE NO.S



POLITICAL ADVERTISING

PREPRINT FLYER RATES

Print

- Choose from 4 sizes of inserts
- Full color provides a greater impact with 70# gloss stock
- 5,000 piece minimum
- Call for a quote on custom sizes

Insert

- Inserted into as many as 43 papers throughout 9 Counties
- Phenomenal readership - **1.9 readers per copy!**
- Compare and save!

Deliver

- Take advantage of a print and hold option for multiple insertions
- Reach more than 637,000 households around the greater Puget Sound area
- Target your customers to the zip code

Description

Full Process Color, printed both sides
70# Coated Stock
133 Line Screen
4 sizes to choose from
Multiple drop options

Trimmed Image Area

5.5" x 8.5" = **5" x 8"**
8.5" x 11" = **8" x 10.5"**
11" x 17" = **10.5" x 16.5"**
10" x 10.5" = **9.5" x 10"**
Add .25" bleed to trim sizes

Ad Copy Deadline

12 days prior (Mon - Fri) - 10 a.m.

We'll design it for you!

Have your copy to us 17 days prior if we're designing it for you.

8.5"x11"

Quantity	5,000+	10,000+	20,000+	30,000+	40,000+	50,000+	100,000+
Rate/m	\$116	\$94	\$66	\$64	\$62	\$54	\$48

8.5"x5.5"

Quantity	5,000+	10,000+	20,000+	40,000+	80,000+	100,000+
Rate/m	\$82	\$76	\$52	\$50	\$48	\$38

11"x17"

folded to 8-1/2"x11"

Quantity	5,000+	10,000+	20,000+	30,000+	40,000+	100,000+
Rate/m	\$252	\$152	\$132	\$112	\$102	\$92

10"x10.5"

Quantity	5,000+	10,000+	20,000+	30,000+	50,000+	100,000+
Rate/m	\$192	\$118	\$82	\$76	\$72	\$58

Rates are per thousand. Bleeds available for all sizes at \$4.00/cpm. Perforations available at \$4.00/cpm (\$125.00 minimum).

The background of the entire page is a stylized, slightly blurred image of the United States flag, showing the stars and stripes in shades of blue, red, and white.

2016 Candidate's Press Kit

***Utilize your local
community newspaper to
help you win the race.***

**SOUND
PUBLISHING INC.**

Contents

Political News Information

News Deadlines & General Information

Endorsements & Editorial

Editor Contacts

Campaign Press Release Form

Political Advertising Information

Advertising Services

Advertising Policy

Advertising Rate Card

Political News Information

News Deadlines & General Information

With a few exceptions, our publications, are distributed on Wednesdays and Fridays. To coincide with our staffing and deadline constraints, it is generally necessary for campaigns seeking news related coverage to notify our news staff by Friday before a desired Wednesday publication and Monday for a Friday publication.

Press releases should be sent to the appropriate editor. A list of these editors is attached for your reference. Candidate photographs should be sent to each individual editor when more than one newspaper will be reporting on the race.

If you are part of a local race in which voters are served by more than one of our newspapers, we will generally assign one office to take the lead in reporting on that race. This is done not only to save staff time, but to allow campaigns to streamline their efforts.

Endorsements & Editorial

Our newspapers do endorse candidates on our Opinion pages. Of course, these endorsements have no bearing on our efforts to impartially cover campaigns.

We strive to issue endorsements at least one issue prior to election day. This is done in an effort to give those who either agree or disagree with our endorsements an opportunity to voice their issues through a letter to the editor or a paid ad through our ad department.

Editor Contacts

Arlington Times

Editor: Steve Powell
1085 Cedar Ave.
Marysville, WA 98270
Phone: 360.659.1300
Fax: 360.658.0350
Email: editor@arlingtontimes.com
Web: arlingtontimes.com

Auburn Reporter

Editor: Mark Klaas
19426 68th Ave S
Kent, WA 98032
Phone: 253.833.0218
Fax: 253.833.0254
Email: editor@auburn-reporter.com
Web: auburn-reporter.com

Bellevue Reporter

Editor: Carrie Rodriguez
2700 Richards Road
Suite 201
Bellevue, WA 98005
Phone: 425.453.4233
Fax: 425.453.4193
Email: editor@bellevuereporter.com
Web: bellevuereporter.com

Bothell | Kenmore Reporter

Editor: Matt Phelps
11630 Slater Ave NE
Suite 8 & 9
Kirkland, WA 98034
Phone: 425.483.3732
Fax: 425.483.9702
Email: editor@bothell-reporter.com
Web: bothell-reporter.com

Black Diamond | Covington | Maple Valley Reporter

Editor: Dennis Box
27116 167th PL SE
Suite 114
Covington, WA 98042
Phone: 425.432.1209
Fax: 425.432.1888
Email: editor@covingtonreporter.com
Web: maplevalleyreporter.com

Courier-Herald

Editor: Dennis Box
PO Box 157
1627 Cole St.
Enumclaw, WA 98022
Phone: 360.825.2555
Fax: 360.825.1092
Email: editor@courierherald.com
Web: courierherald.com



Editor Contacts

Federal Way Mirror

Editor: Jason Ludwig
31919 1st Ave S
Suite 101
Federal Way, WA 98003
Phone: 253.925.5565
Fax: 253.925.5750
Email: editor@federalwaymirror.com
Web: federalwaymirror.com

Issaquah / Sammamish Reporter

Editor: Carrie Rodriguez
2700 Richards Road
Suite 201
Bellevue, WA 98005
Phone: 425.453.4233
Fax: 425.453.4193
Email: editor@issaquahreporter.com

Kent Reporter

Editor: Mark Klaas
19426 68th Ave S
Suite A
Kent, WA 98032
Phone: 253.656.5654
Fax: 253.437.6016
Email: editor@kentreporter.com
Web: kentreporter.com

Kirkland Reporter

Editor: Matt Phelps
11630 Slater Ave NE
Suite 8 & 9
Kirkland, WA 98034
Phone: 425.822.9166
Fax: 425.822.0141
Email: editor@kirklandreporter.com
Web: kirklandreporter.com

Marysville Globe

Editor: Steve Powell
1085 Cedar Ave.
Marysville, WA 98270
Phone: 360.659.1300
Fax: 360.658.0350
Email: editor@marysvilleglobe.com
Web: marysvilleglobe.com

Mercer Island Reporter

Editor: Carrie Rodriguez
3047 78th Ave SE
Suite 207
Mercer Island, WA 98040
Phone: 425.453.4233
Fax: 425.453.4193
Email: editor@mi-reporter.com
Web: mi-reporter.com



Editor Contacts

Redmond Reporter

Editor: Andy Nystrom
11630 Slater Ave NE
Suite 8 & 9
Kirkland, WA 98034
Phone: 425.296.3276
Fax: 425.867.0784
Email: editor@redmond-reporter.com
Web: redmond-reporter.com

Renton Reporter

Editor: Brian Beckley
19426 68th Ave S
Kent, WA 98032
Phone: 425.336.4959
Fax: 425.255.3499
Email: editor@rentonreporter.com
Web: rentonreporter.com

Snoqualmie Valley Record

Editor: Carol Ladwig
8124 Falls Ave. SE.
Snoqualmie, WA 98065
Phone: 425.654.4201
Fax: 425.888.2427
Email: editor@valleyrecord.com
Web: valleyrecord.com

Tukwila Reporter

Assistant Editor: Heidi Sanders
19426 68th Ave S
Suite A
Kent, WA 98032
Phone: 253.656.5652
Fax: 425.255.3499
Email: editor@tukwilareporter.com
Web: tukwilareporter.com



Campaign Press Release

Date Submitted: _____

Please complete the following and return it to the news department.

Name of Candidate

Race / Office

Name of Campaign Chairperson

Address

Email / Web Address

Phone

Fax

Upcoming Event

Date of Event

Subject (who, what, when, why & how)

Additional Items of Interest

Submitted by

Daytime Phone

Political Advertising Information

Advertising Services

Sound Publishing offers a full range of advertising services. We can help produce award-winning print campaigns or direct mail advertisements from initial concept to final printing. All design and consultation services are provided at no additional cost to advertisers.

Newspaper Advertising

Launch your print advertising campaign in a single zip code, town, or most of the Seattle market demographic area. With 16 newspapers from Arlington to Federal Way and circulation of over 358,000, we have you covered. You can tailor your media buy to reach voters in specific regions without paying for wasted circulation. We will design, typeset and produce your advertisements at no charge.

Advertising rates are based on the size and frequency of advertising space placed. Contracts are available for as short as six weeks and for size commitments as small as 50 column inches. Discounts from open (full rate) and contract rates are available for media placement involving multiple newspapers and/or editions.

Color adds impact to your advertising. Add spot color for \$225 or full color for as little as \$395 per ad.

Print & Direct Mail

We offer highly competitive printing rates for campaign brochures and direct mail pieces. We will design, typeset and produce your campaign literature and printed advertisements to meet your needs. Our targeted distribution to Seattle area households will stretch your campaign dollars since we charge only a fraction of postal delivery rates. Target your constituents in the entire county, a single town or just selected zip codes. The choice is yours. Ask your marketing representative for a quote on this special service.

Online Advertising

Advertising sizes consisting of medium rectangle, half-page, leaderboard, 3:1 rectangles, wallpaper, pull downs, and floating ads are all available on our newly re-designed and high traffic websites. Combine both your print and online campaigns to reach as many voters as possible while driving traffic directly to your website. We can produce most of these ads at no additional cost to you. Rich text and flash ads can be produced for a nominal fee. Ask your marketing representative for details.

And Everything Else

Need additional print and deliver pieces, high speed black & white or full color copies, design and layout? Not a problem, we can produce all of those. With a press plant that ranks as the 7th largest in WA state, there aren't many jobs we can't do. See your marketing representative with some ideas and we will get you prices that will be the lowest you will find.



Advertising Policy

Policy and procedures for all political advertising:

1. All ads must be paid for in advance on a cash-with-copy basis. Preferred placement is available for a surcharge on a first come, first served basis. Placement will be reserved in advance only if accompanied with prepayment. Payment for political advertisements on behalf of a committee must be collected in one payment for the full amount.
2. Regular or advance deadlines will be enforced. Late ads will not be accepted. Front page advertising and stick-on-notes are not available for political use.
3. A receipt must be issued at the time payment is received for our records and yours and for regulatory compliance.
4. All political ads will be billed at open rate unless an earned rate has been approved in advance. Earned rates will only apply if the advertiser places a single ad which puts them into an earned rate category, or if the candidate reserves and pays for space in advance which qualifies them for an earned rate. In the event that the space is not actually utilized, we will rebate from the open rate or rate actually earned, whichever is less. Regular advertisers do not qualify for their contract rate if they run political advertising.
5. The Public Disclosure Commission (PDC) requires that all newspaper ads relating to candidates and ballot issues identify the sponsor's name and mailing address. Sound Publishing also requires the name of the campaign treasurer or chairperson be included with a phone number or email address.
6. Please visit the Public Disclosure Commission website for rules on political advertising and campaign guidelines: www.pdc.wa.gov.
7. Ad cancellations must be made in person by the individual placing the ad. Phone cancellations will not be accepted.
8. Copy changes or additions can only be accepted within our deadlines and may be accepted only from the individual who originally placed the ad. Changes must be signed for.
9. The phrase "paid political advertising" should be included in all advertisements.

