

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 classified network in print and online in the Pacific Northwest!

The Exchange publications are the local resource for local readers. Our **170,000+/-** dedicated weekly readers throughout the Pacific Northwest are known for keeping copies of the Exchange papers for over four days to refer to them. The mean annual income of **41%** of our readers lies between **\$50,000 and \$99,000**, and **41%** make over **\$100,000** annually. Statistics from our CVC audit show that **75%** 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 Create the Best Plan for You!



Jan Martin
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Jan@PacificNW.Exchange



Helen Boyd-Schwartz
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Helen@PacificNW.Exchange

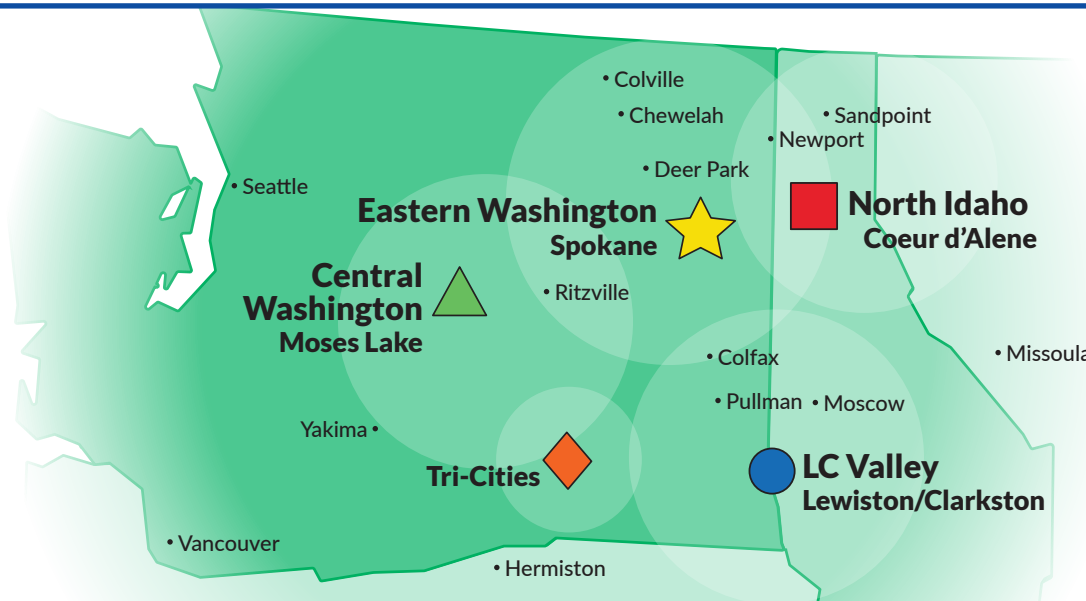


Tami Meador
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How Much Coverage Do You Need?



MARKET **1**
Eastern Washington

MARKET **2**
LC Valley

MARKET **3**
Central Washington
Includes Tri-Cities

MARKET **4**
North Idaho

MARKET **5**
Tri-Cities • Online Only
Giant Nickel
www.GiantNickel.com

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



ON THE WEB
www.PacificNW.Exchange

CONTACT US
Call or Text 509-922-3456 • 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 & Central Washington Color
2 col x 2"	\$114.00	\$85.50
2 col x 3"	\$157.00	\$117.75
2 col x 5"	\$241.00	\$180.75
3 col x 5"	\$346.00	\$259.50
1/4 Page	\$442.00	\$331.50
1/2 Page	\$787.00	\$590.25
Full Page	\$1345.00	\$1008.75
Dbl. Truck	\$2340.00	\$1755.00

* Contact a Sales Rep for B&W pricing!

FRONT PAGE	Eastern Washington Front Page	North Idaho, LC Valley & Central Washington Front Page
2 col x 5"	\$405	\$304
4 col x 2"	\$295	\$222
2 col x 3"	\$222	\$167
2 col x 2"	\$163	\$122

Mechanical Requirements

Tabloid 6 columns, 15" vertical. 1 col: 1.58", 9.5 picas; 2 col: 3.33", 20 picas; 3 col: 5.08", 30.5 picas; 4 col: 6.83", 41 picas; 5 col: 8.58", 51.5 picas; 6 col: 10.33", 62 picas. Camera ready ads accepted as .pdf files. 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

\$39 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 121¢ per line for the first week, and 113¢ 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 and is not liable for the condition of the advertised articles. Neither **the Exchange**, nor its advertisers, intends prejudice for any reason.



DEADLINES	Display	Classified
Eastern Washington Exchange Market 1	Tuesday, 5pm	Wednesday, 1pm
LC Valley Exchange Market 2	Tuesday, 5pm	Tuesday, 5pm
Central Washington Exchange Market 3	Tuesday, 5pm	Wednesday, 1pm
North Idaho Exchange 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, Outdoor Issue, 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.

Customizable Websites

We offer a future-proof website with a user-friendly dashboard that lets you manage your site and track visitors! Get started for \$309, and continuing at just \$59 per month. Our beautifully designed, mobile-responsive websites are pre-populated with digital marketing content and premium photos to get you started. A user-friendly dashboard makes editing and managing your site a breeze.

Print Marketing

Special Issues, Catalogs, Flyers, Company Promotion and more! Custom Graphic Design services start at \$75/hour.