



DAILY JOURNAL OF COMMERCE

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Publishers Statement

The Seattle Daily Journal of Commerce has been serving the business community for over 100 years.

Advertisers trying to reach decision-makers in the areas of construction, architecture, engineering, consulting, commercial real estate, government and law will find the DJC to be a key ingredient to their print & online media strategy.

Readers rely on the DJC as a source of articles and data on which to base daily planning, marketing and sales decisions.

Frequency Policies

A frequency agreement is required for ads running 5 or more times. Agreements not fulfilled will be rebilled and charged at the rate earned by the number of ads run. Frequency discounts are based on running ads within a 12 month period. The publisher reserves the right to refuse to run or cancel any advertisement at any time.

Special Charges

The DJC provides ad creation services to direct advertisers at no charge. However, ads created by the DJC but never run by the advertiser will be billed at 50% of a one-time run.

Production Requirements

B&W artwork containing halftones should have no more than an 85 line screen. Negatives should be right reading, emulsion side down. Line art may be PMT, Velox, stat or repro slick.

Electronic Ad Submission

Ads can be received, via e-mail, CDs or Zip disks. We accept Macintosh and PC files created using the following applications: QuarkXpress, FreeHand, Illustrator, PageMaker, InDesign, Photoshop or in PDF and EPS formats. Please **do not** submit ads created in Microsoft Word, Publisher or Power Point.

Frequency Advertising Rates

Prices shown are per insertion

Other sizes available

(All rates are net)	1x	5x	9x	13x	26x	39x	52x
Full Page 12 5/8" wide x 21" deep	\$2350.00	\$2230.00	\$2110.00	\$1985.00	\$1865.00	\$1740.00	\$1617.00
Half Page 12 5/8" x 10 1/2"	\$1285.00	\$1220.00	\$1145.00	\$1075.00	\$1005.00	\$935.00	\$865.00
Quarter Page 8 3/8" x 9"	\$685.00	\$665.00	\$645.00	\$625.00	\$605.00	\$585.00	\$565.00
1/8 Page 6 1/4" x 6"	\$390.00	\$370.00	\$350.00	\$330.00	\$310.00	\$290.00	\$270.00
1/16 Page 4 1/8" x 5"	\$220.00	\$210.00	\$200.00	\$190.00	\$180.00	\$170.00	\$160.00
1/32 page 4 1/8" x 2 1/2"	\$130.00	\$120.00	\$115.00	\$110.00	\$105.00	\$95.00	\$85.00
Minimum 2" x 1 1/2"	\$80.00	\$70.00	\$65.00	\$60.00	\$55.00	\$50.00	\$45.00

Deadlines & Cancellations

B&W ad copy for the daily paper must be received one full day before the ad is to run. Ads with spot color must be received 2 full days before running. 4-color ads must be received 3 full days before.

Ads running in special sections must be received no later than Monday at noon in the week the issue will run. Ads cancelled after this date and time will be billed at 75% the cost of the quoted price.

Ads cancelled after the deadline for space reservation will be billed at 50% of the quoted price.

Column widths for daily paper and special sections.

1 column - 2 in. 4 columns - 8 3/8 in.
2 column - 4 1/8 in. 5 columns - 10 1/2 in.
3 column - 6 1/4 in. 6 column - 12 5/8 in.

Tabloid rates and dimensions

Rates listed are net.

Full Page - 10" wide x 12" deep \$1280.00
1/2 Page - 10" x 6" \$685.00
1/4 Page - 6" x 6" \$450.00
1/8 Page - 4" x 5" \$240.00

Front Page Ads

Only two ads allowed each day. 4 1/8 wide by 5 inches deep.

1x - \$350.00 9x - \$265.00
5x - \$305.00 13x - \$240.00

Color Ads

Black and one spot color, flat charge \$225.00
(per color, per ad, added to regular rate)

4-color process \$525.00
(added to the regular rate) Client must provide separation negatives and color key or Iris print, otherwise additional color separation charges will apply.

Mechanical Requirements

- Column width is 2 inches for the daily paper
- Space between columns — 1/8 inch
- Special Section column widths differ.
- 6 Column page • Column length is 21 inches

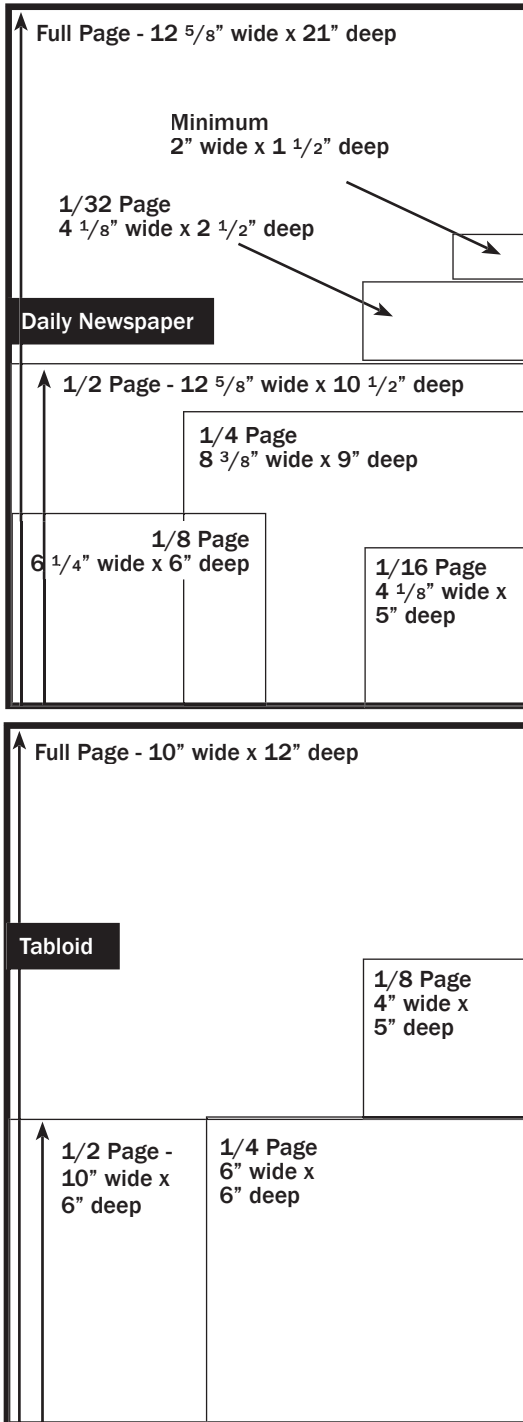
- Printing process — web offset on 28 pound newsprint.
- Allow for up to 30% dot gain on halftones, screens and 4-color separations.
- No bleeds.

Preprinted Inserts \$790.00

Postal rules, weight and page limitations apply. Call for size requirements, price quotes and other information. A sample must be provided for pre-approval.

Online Rates

- Tile ad - \$500.00 for 4 weeks.
- Banner ad - \$1000.00 for 4 weeks.



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DISPLAY AD RATES