

THE SKAGWAY NEWS

2016 RATE CARD & PUBLICATION SCHEDULE

DISPLAY ADVERTISING RATES

COL. INCHES	RATE PER INCH	AD SIZES	PRICES
1-5	\$12.50 OPEN RATE	1 col x 2"	\$25.00
		1 col x 3"	\$37.50
		1 col x 4" (2c x 2")	\$50.00
		1 col x 5"	\$62.50
6-9	\$12.00	2 col x 3" (1c x 6")	\$72.00
		2 col x 3.5" (1c x 7)	\$84.00
		2 col x 4"	\$96.00
		3 col x 3" (1/8 pg.)	\$108.00
10-15	\$11.50	2 col x 5"	\$115.00
		3 col x 4"	\$138.00
		2 col x 7"	\$161.00
		3 col x 5"	\$172.50
16-27	\$11.00	3 col x 6" (1/4 pg.)	\$198.00
		4 col x 5"	\$220.00
		3 col x 7"	\$231.00
		5 col x 5"	\$275.00
		2 col x 13.5"	\$297.00
28-42	\$10.50	3 col x 10"	\$315.00
		5 col x 7" (1/2 pg.)	\$367.50
		4 col x 10"	\$420.00
		3 col x 13.5"	\$425.25
43-67	\$10.00	4 col x 13.5"	\$540.00
		5 col x 13.5" (Full)	\$675.00

Pertinent Ad Information

- Prices are in U.S. dollars. For prices in Canadian dollars, call for current rate. Business accounts must be pre-approved. We accept Visa/MC/Discover/AMEX cards.
- Volume discounts are available for advertisers in 12 or more consecutive issues for the following sizes and percentages: 2-5" 5% 6-15" 10% 16-39" 15% 40-67.5" 25%
- Standard ad agency discount of 15% for approved camera-ready ads booked by agencies.
- Non-profit groups get a 20% discount off regular display rates. Volume discounts do not apply.
- Layout/Format specs: The Skagway News is published in a five-column, tabloid format. Full page image area is 13.5 inches tall by 10 3/8 inches wide. Ad layout widths by column inch are: 1col = 1 7/8" 2col = 4" 3col = 6 1/8" 4col = 8 1/4" 5col = 10 3/8"
- Color ads are welcome at an added cost of \$165 per spot color (after black), or \$450 for a four-color process ad.
- Pre-printed inserts (4-8 pages only) are accepted at a cost of 35¢ per insert for our prime retail circulation area of Skagway, Southeast Alaska, and the Yukon Territory. Reach averages 600 in winter or 1,100 in summer. To reach our total circulation, please call to confirm press run for dates in which insert needs to appear.

Classified & Legal Ads:

Classified ads cost 40¢ per word, 10-word minimum. Legal ads and government public notices cost \$2.85 per line, per issue.

All classified and legal ads must be **PAID IN ADVANCE** unless the client has a business account. Visa, MC, AMEX & Discover cards accepted. All classified and legal ads also appear in our online edition for a minimum of two weeks.

2016 Deadline and Publication dates on next side

THE SKAGWAY NEWS

- Published twice monthly February – December & once in January -
(Generally on the 2nd & 4th Friday - check actual publication dates below)

Advertising Deadlines	Skagway News Publishing Dates Upcoming Events & Promotion Ideas
Jan. Fri. 22 Sun. 24	January 29 (State Robotics/Super Sunday/Yukon Quest)
Feb. Fri. 5 Sun. 7	February 12 (Valentine's & Presidents' Days/Winter Film fest)
Feb. Fri. 19 Sun. 21	February 26 (SE Hoops/Backcountry Bash & Ball)
Mar. Fri. 4 Sun. 6	March 11 (Cruise News/St. Patrick's Day/State Hoops/Backcountry Bash & Ball)
Mar. Fri. 18 Sun. 20	March 25* (Buckwheat Ski Classic/Seward's Day/Easter/April Fools/Folk Fest/Art show)
Apr. Fri. 4 Sun. 6	April 15 (Clean Sweep/Folk fest-Spring Art Show/First Cruise Ship 29)
Apr. Fri. 22 Sun. 24	April 29 (Summer Arrivals/First Cruise Ships/ Mother's Day/SHS Graduation)
May Fri. 6 Sun. 8	May 13 (Victoria Day/Memorial Day/North Words Writers Symposium/Garden City Markets)
May Fri. 20 Sun. 22	May 27 (Fran Delisle Cancer Awareness Walk)
June Fri. 3 Sun. 5	June 10 (Skagway Marathon/ Flag Day/Father's Day/KCIBR Bike Race/Solstice)
EARLY DEADLINE June Wed.15 Fri. 17	June 22 ** * (Yukon River Quest/Softball Tourney/4th of July Parade & Events/ Ducky Derby)
July Fri. 8 Sun. 10	July 15 (Summer Midpoint/ NPS Junior Ranger Day/Pat Moore Game Fish Derby)
July Fri. 22 Sun. 24	July 29 (Softball Playoffs/SE State Fair)
Aug. Fri. 5 Sun. 7	August 12 (Discovery Days/ Back to School)
Aug. Fri. 19 Sun. 21	August 26 (Labor Day/Sept. Sales)
Sept. Fri. 2 Sun. 4	Sept. 9 (Box of Rocks/End of Season Sales/ End of the season parties/Klondike Road Relay)
Sept. Fri. 16 Sun. 18	Sept. 23* (Community Garage Sale/Municipal Election/Fall-Winter Transition/PFD)
Oct. Fri. 7 Sun. 9	October 14 (Fall Festival/Columbus Day/Alaska Day)
Oct. Fri. 21 Sun. 23	October 28 (Halloween/ Veterans' Day/ Boyd Worley J-Hi Tourney)
Nov. Fri. 4 Sun. 6	November 11 (Veteran's Day/Bazaar Days)
EARLY DEADLINE Nov. Wed.16 Fri.18	November 23** (Thanksgiving/Shop in Skagway/Yuletide Tree Lighting & Open Houses / SE Robotics/Turkey Trot)
Dec. Fri. 2 Sun. 4	December 9 (Santa Train, Yuletide Ball & Events)
Dec. Fri. 16 Sun. 18	December 23* (Christmas/New Years/Don Hather H.S. Bball Tourney/ML King Day)

*Extra week follows this issue **Published early due to holiday/events

PREFERRED DEADLINE For All Advertising Materials: Friday, 7 days before publication. However, materials and space reservations will be accepted until Monday morning, week of publication. When space has been reserved and paid for in advance, camera-ready materials will be accepted until noon Monday, week of publication. For advertisers wishing to approve a proof, the deadline is Friday, seven days before publication.

Circulation Information: Average press run: 900 in winter & 1,200 in summer. THE SKAGWAY NEWS serves Skagway, Alaska, which has a year-round population of more than 900 residents. In the summer months (May-September) Skagway's population is approximately 2,000, hosting nearly 900,000 tourists. The newspaper is sold at news dealers in Skagway, Haines and Juneau, Alaska and in Whitehorse, Yukon Territory, where the Whitehorse Star prints it. It is mailed to about 550 subscribers from Skagway to Sweden.

Advertise With Our Visitor Guide THE SKAGWAY ALASKAN: The Skagway News publishes a free circulation of our visitors Guide each summer. Deadline to place ads is April 10, 2015. Contact us to get on our January mailing list, or check the Alaskan link on our Website for rates and information.

CONTACT: Katie Kollasch: ad sales, classifieds & layout at sales@skagwaynews.com
Elise Giordano : news copy, letters & calendar events at editor@skagwaynews.com
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Visit our Website @ www.skagwaynews.com