

# THE SKAGWAY NEWS.

## 2017 RATE CARD & PUBLICATION SCHEDULE

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

# THE SKAGWAY NEWS.

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

Advertising Deadlines			Skagway News Publishing Dates	
PREFERRED/NEW AD	FINAL		Upcoming Events & Promotion Ideas	
Jan. Fri. 20	Sun. 22	Jan. 27	(State Robotics/Super Bowl Sunday/Yukon Quest/Ground Hog Day)	
Feb. Fri. 3	Sun. 5	Feb. 10	(Valentine's & Presidents' Days/Winter Film fest/ State DDF)	
Feb. Fri. 17	Sun. 19	Feb. 24	(SE Hoops)	
Mar. Fri. 3	Sun. 5	Mar. 10	(St. Patrick's Day/State Hoops/Day Light Savings Begins)	
Mar. Fri. 17	Sun. 19	Mar. 24*	(Buckwheat Ski Classic/Seward's Day/April Fools)	
Apr. Fri. 7	Sun. 9	Apr. 14	(Easter/Clean Sweep/Folk fest/Art Show/Earth Day)	
Apr. Fri. 21	Sun. 23	Apr. 28	(Summer Arrivals/First Cruise Ships)	
May Fri. 5	Sun. 7	May 12	(Victoria Day/SHS Graduation/ Mother's Day/Garden City Markets Begin)	
May Fri. 19	Sun. 21	May 26	(Memorial Day/ North Words Writers Symposium/Fran Delisle Cancer Awareness Walk)	
Jun. Fri. 2	Sun. 4	Jun. 9	(Duff's Marathon/Little Dippers Wine Tasting/Flag Day/Father's Day/KCIBR Bike Race/Solstice)	
Jun. Fri. 16	Sun. 18	Jun. 23*	(Yukon River Quest/Softball Tourney/4th of July Parade & Events/Ducky Derby)	
Jul. Fri. 7	Sun. 9	Jul. 14	(Summer Midpoint/ NPS Junior Ranger Day)	
Jul. Fri. 21	Sun. 23	Jul. 28	(Softball Playoffs/SE State Fair)	
Aug. Fri. 4	Sun. 6	Aug. 11	(Discovery Days/ Back to School)	
Aug. Fri. 18	Sun. 20	Aug. 25*	(Labor Day/Sept. Sales/Klondike Road Relay)	
Sept. Fri. 8	Sun. 10	Sept. 15	(Box of Rocks/End of Season Sales & Parties)	
Sept. Fri. 22	Sun. 24	Sept. 29	(Community Garage Sale/Municipal Election/Fall-Winter Transition/PFD Sales)	
Oct. Fri. 6	Sun. 8	Oct. 13	(Fall Festival/Columbus Day/Alaska Day)	
Oct. Fri. 20	Sun. 22	Oct. 27	(Halloween/ Boyd Worley J-High Tourney/Daylight Savings Ends)	
Nov. Wed. 1	Thurs. 2	Nov. 9	(Veteran's Day/Bazaar Days)	
<b>EARLY DEADLINE</b>			Nov. 22** (Thanksgiving/Turkey Trot/Shop in Skagway Begins/Yuletide Begins/Santa Train & Yuletide Events/SE Robotics)	
Nov. Wed. 15	Thurs. 16	Dec. 8	(Yuletide Ball & More Yuletide Events)	
Dec. Fri. 1	Sun. 3	Dec. 22*	(Christmas/New Years/Don Hather H.S. Bball Tourney/ML King Day)	
Dec. Fri. 15	Sun. 17			

\*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 2,500, hosting more than 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 Visitors Guide each summer. Deadline to place ads is April 10, 2017. Contact us to get on our January mailing list, or check the Alaskan link on our Website for rates and information.

**Contact: Katie Kollasch for ad sales, classifieds & layout at [sales@skagwaynews.com](mailto:sales@skagwaynews.com)**

Send News copy, letters & calendar events to [editor@skagwaynews.com](mailto:editor@skagwaynews.com)  
 PH:(907) 983-2354 | The Skagway News, P.O. Box 498, Skagway, AK 99840-0498

Visit our Website @ [www.skagwaynews.com](http://www.skagwaynews.com)