

North County Outlook is a bi-weekly publication focusing on the people who live and work in North Snohomish County. Each issue is packed with information about your neighbors, local businesses and community events, plus helpful articles that will show you how to make the most of your home, your family, your financial resources and your life.

Real people. Real life.

2010 Rate Card

North County Outlook is distributed by mail to more than 26,000 households in Marysville, Arlington, Smokey Point, Quil Ceda Village and Tulalip every other Thursday. Advertising deadline is 5 p.m. Thursday prior to publication.

Add Impact with Internet Ads

Bundle your display advertising with an effective ad on our Web site and take advantage of traffic to the online version of North County Outlook. Ask your sales rep for more information and detailed rates.

Mechanical Requirements

Tabloid Page - 10.25" x 16" (6 columns)

Width	Inches	Picas
1 Column	1.58"	9p6
2 Column	3.3"	19p10
3 Column	5.05"	30p3
4 Column	6.75"	40p9
5 Column	8.5"	51p
6 Column	10.25"	61p6

Acceptable File Formats & Specs

- Hi-resolution PDF files with fonts embedded
- EPS files (Illustrator 9 or higher)
- Native InDesign CS documents, complete with all fonts and graphics
- Native Quark XPress documents, version 4.0 or lower, complete with all fonts and graphics
- All photos and TIF artwork at 200 dpi or better.
- All colors converted to CMYK.
- **E-mail: design@northcountyoutlook.com**

Classified Ads

Private Party \$10 for 20 words; 25¢ ea. addl. word
 Commercial \$15 for 20 words; 50¢ ea. addl. word

Display Advertising Rates

Rates per Column Inch

OPEN RATE\$26.40

ANNUAL CONTRACT DISCOUNTS

100"	21.15
300"	20.10
500"	19.55
1000"	18.45

FREQUENCY DISCOUNT

No minimum ad size. Consecutive placement within one calendar month. Ad size and copy may be changed without penalty.
 2x22.45

FULL PROCESS COLOR

Full Page Additional \$300
 1/2 Page Additional \$185
 Less than 1/2 Page ... 30% of ad cost
Minimum \$75. Contract color rates available w/1000" contract.

PREMIUM PLACEMENT

Page One Banner 1.5x Rate
 4 col. x 2" - Full Color
 Page One Display 1.5x Rate
 2 col. x 5" - Full Color

DIRECTORY ADVERTISING

Directory advertising rate is \$30 per issue, with a minimum 2-month insertion (4x). Double size ads are available at \$60 per issue.

PRE-PRINTED INSERTS

Choose your routes to reach your target audience. Rates vary depending on insert size; ask your sales rep for a competitive quote. **Basic price for single sheet insert is \$45/K.**