

# North County Outlook

P.O. Box 39 • 1331 State Ave., #B • Marysville, WA 98270  
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 e-mail: sales@northcountyoutlook.com

Serving the communities of Marysville, Arlington,  
 Smokey Point, Quil Ceda Village and Tulalip

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.

*Real people. Real life.*

## 2011 Rate Card

North County Outlook is distributed by mail to more than 24,500 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** .....\$27.20

#### ANNUAL CONTRACT DISCOUNTS

100"	21.70
300"	20.70
500"	20.15
1000"	19.00

#### FREQUENCY DISCOUNT

No minimum ad size. Consecutive placement within one calendar month. Ad size and copy may be changed without penalty. 2x .....22.80

#### 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 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). Ads are 2.25"x1.5". Double size ads available at \$60 per issue. Standing Directories include:

- Business & Professional Directory
- Service Directory
- Daycare and Preschools
- Church and Worship
- Seasonal: Summer Activities, Bazaars, Tree Farms, etc.

#### 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 \$38/K. Basic price for 4-page insert is \$45/K.**

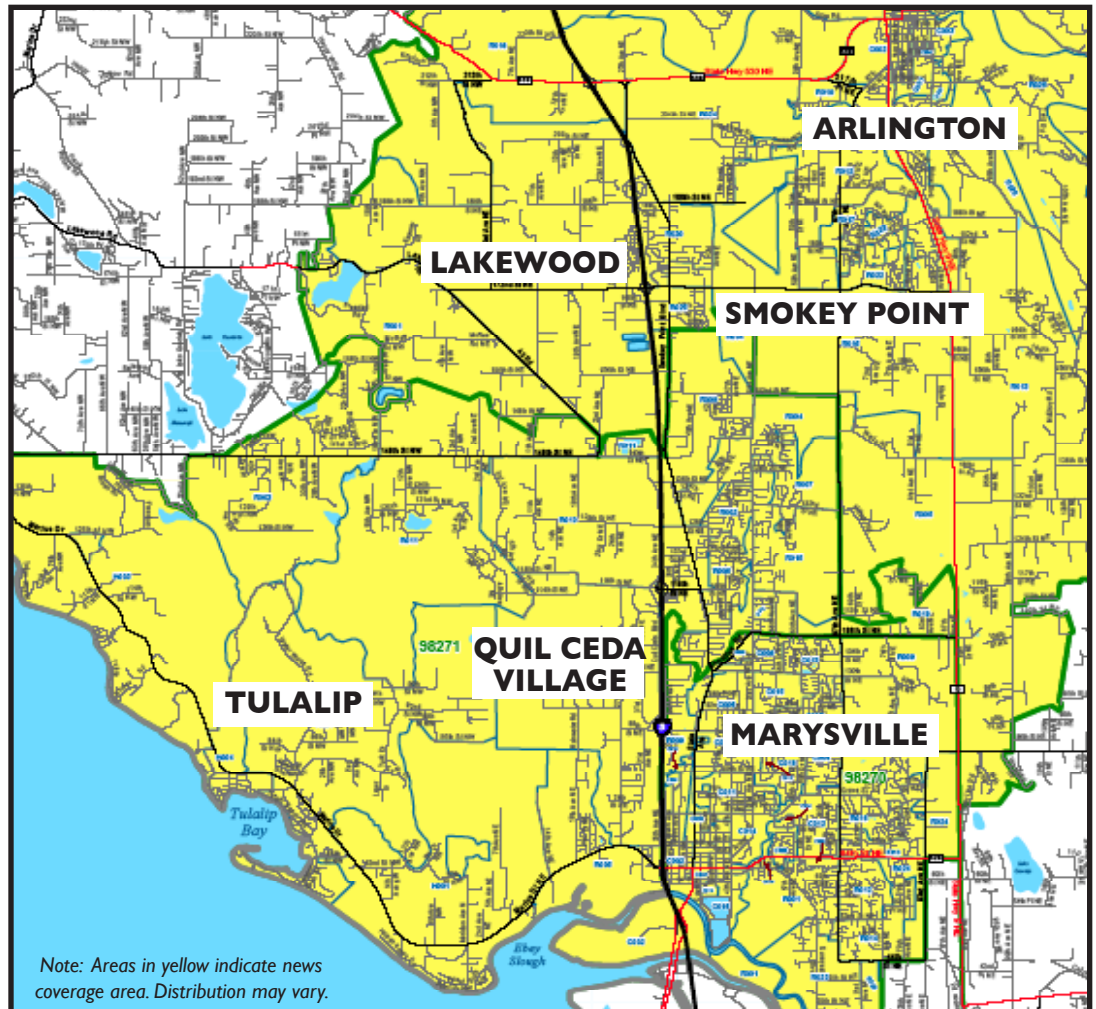
## Coverage Area

North County Outlook is mailed directly to more than 24,500 homes and businesses in the following Zip codes:

- 98270
- 98271
- 98223

Additional copies are available for pick up at select locations within the coverage area.

Subscriptions are also available for \$19/year.



## Publication and Advertising Policies

The mission of *North County Outlook* is to be the easiest newspaper in Snohomish County with which to do business. In support of that mission, we rely on the following advertising policies:

- Deadline for submission of advertising is Thursday, 5 p.m., one week prior to publication. Late ads accepted at Publisher's discretion.
- Display ads are sold by the column inch and measured to the half-inch.
- Customer proofs are provided at no charge for ads submitted before deadline, and may be delivered by the sales representative, faxed, or e-mailed according to Advertiser request.
- Graphic services for display advertising are provided at no charge to the Advertiser. Layouts, illustrations and graphic elements created by the design staff of *North County Outlook* are the property of the Publisher and may not be reproduced without consent.
- Advertising is invoiced upon publication. Statements of account are mailed at the end of each month, with payment due by the 10th. Any balances carried over to the next billing cycle will incur a 1.5% fee, with a minimum charge of \$3.00.
- Payment in advance of publication is required for new Advertisers until credit is approved. Ads promoting Going Out of Business sales must be paid in advance.
- Political and advocacy advertising requires payment in advance of publication. The name and address of the group or individual paying for the ad must be included in the advertising layout.
- The Advertiser is responsible for payment in full for advertising ordered and published. In the event of a published error or omission, the Publisher's liability is limited to the amount paid for advertising space in the newspaper. Please inform the Publisher of any errors within five (5) days of publication so appropriate corrective action may be taken.
- Advertiser assumes all liability for true, factual and legal copy provided for any advertisement.
- Tearsheets (proof of advertising) are available at no charge at Advertiser's request.
- Requests for special placement within the newspaper will be honored if possible at no additional cost to the Advertiser, but such placement is not guaranteed.

[www.northcountyoutlook.com](http://www.northcountyoutlook.com)