

THE SKAGWAY NEWS

~2010~

RATE CARD & PUBLICATION SCHEDULE

DISPLAY ADVERTISING RATES

COL. INCHES	RATE PER INCH	AD SIZES	PRICE
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:
1 col. = 1 7/8 " 2 cols. = 4" 3 cols. = 6 1/8 " 4 cols. = 8 1/4 " 5 cols. = 10 3/8"
PDF/JPG ad files are welcome and should be e-mailed to: skagnews@aptalaska.net
- **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 at a cost of \$210, or 1,100 in summer at a cost of \$385. 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, and must be PAID IN ADVANCE unless the client has a business account. Visa, MC, AMEX & Discover cards accepted • Legal ads and government public notices cost \$2.85 per line, per issue. All classified and legal ads also appear in our online edition for a minimum of two weeks.

THE SKAGWAY NEWS

~ Published twice monthly year-round except for one issue in January ~
 (generally on the 2nd & 4th Friday ~ actual publication dates below)

2010 DEADLINES & PUBLICATION SCHEDULE

ADVERTISING DEADLINES (Book Ads by Fri. - Copy Due on Mon.)	SKAGWAY NEWS PUBLISHING DATES (Upcoming Events - Promotion Ideas)
January 22-25	Jan. 29 (Belly Bowl/Super Sun./Groundhog/YQuest)
February 5-8	Feb. 12 (Valentine's/Presidents Day)
February 19-22	Feb. 26 (SE Hoops/Daylight Savings Time)
March 5-8	March 12 (Cruise News/St. Pat's Day/State Hoops)
March 19-22	March 26 (Buckwheat Ski Classic/Seward's Day/Easter)
April 2-5	April 9* (Folkfest/Clean Sweep/Spring Openers)
April 23-26	April 30 (Summer Arrivals/First Ships/Mothers Day)
May 7-10	May 14 (Victoria Day/Graduation)
May 21-24	May 28 (Memorial Day/Writers Conf./Cancer Walk)
June 4-7	June 11 (Flag/Fathers Day/Bike Race/Solstice Party)
June 18-21	June 25 (YRQ/Softball Tourney/4th of July Parade & Events/Chamber Ducky Derby/ Soapy's Wake)
July 2-5	July 9 (Summer Midpoint/Fish Derby)
July 16-19	July 23* (Softball Finals/Flower Show)
August 6-9	Aug. 13 (Back to School/State Primary Election)
August 20-23	Aug. 27 (Labor Day/Sept. Sales)
Sept. 3-6	Sept. 10 (Klondike Road Relay/Last Ships)
September 17-20	Sept. 24 (Season Enders/Muni. Election/Columbus Day)
October 1-4	October 8* (PFD Time/Alaska Day)
October 22-25	Oct. 29 (Halloween/State Election/Veterans' Day)
November 5-8	Nov. 12 (Fall Sports/Bazaar Season)
November 17-19 (early)	Nov. 24** (Thanksgiving Day/Shop in Skagway)
December 3-6	December 10 (Yuletide Celebration/Santa Train)
December 15-17 (early)	Dec. 22** (Christmas/New Year Holidays/Don Hather H.S. Basketball Tourney/ML King Day)

*extra week follows this issue **published on Wednesday due to holiday

Circulation Information: 1,000 winter, 1,300 summer (average press runs)

THE SKAGWAY NEWS serves Skagway, Alaska, which has a year-round population of more than 860 residents. In the summer months (May-September), the population is about 1,600, when the town hosts nearly 900,000 visitors. The newspaper is sold at newsdealers in Skagway, Haines and Juneau, Alaska and in Whitehorse, Yukon Territory, where it is printed by the Whitehorse Star. It is mailed to about 600 subscribers from Skagway to Sweden. An abbreviated on-line edition appears the week after publication.

Visitor Guide Information: We also publish the free circulation SKAGWAY ALASKAN VISITOR GUIDE each summer. *Deadline is April 12, 2010.* Contact us to get on our January mailing list, or check the Alaskan link on our Website for rates and information.

Contact Information: E-mail address..... skagnews@aptalaska.net

Jeff Brady, publisher/ad sales & layout.....Ph. 907-983-2354 / Fax 907-983-2356

Whitehorse Star advertising dept. (Yukon rep.).....Ph. 867-668-2060

Mailing Address: Skagway News Co., P.O. Box 498, Skagway, AK 99840-0498

~ Located upstairs in the historic News Depot building at 264 Broadway St. ~

Visit us on the Web at www.skagwaynews.com