

THE SKAGWAY NEWS

~2004~

RATE CARD & PUBLICATION SCHEDULE

DISPLAY ADVERTISING RATES

COL. INCHES	RATE PER INCH	AD SIZES	PRICE
1-5	\$10.00	1 col x 2"	\$20.00
		1 col x 3"	\$30.00
		1 col x 4" (2c x 2")	\$40.00
		1 col x 5"	\$50.00
6-9	\$9.50	2 col x 3" (1c x 6")	\$57.00
		2 col x 3.5"(1c x 7)	\$66.50
		2 col x 4"	\$76.00
		3 col x 3" (1/8 pg.)	\$85.50
10-15	\$9.00	2 col x 5"	\$90.00
		3 col x 4"	\$108.00
		2 col x 7"	\$126.00
		3 col x 5"	\$135.00
16-27	\$8.50	3 col x 6" (1/4 pg.)	\$153.00
		4 col x 5"	\$170.00
		3 col x 7"	\$178.50
		5 col x 5"	\$212.50
		2 col x 13.5"	\$229.50
28-42	\$8.00	3 col x 10"	\$240.00
		5 col x 7" (1/2 pg.)	\$280.00
		4 col x 10"	\$320.00
		3 col x 13.5"	\$324.00
43-67	\$7.50	4 col x 13.5"	\$405.00
		5 col x 13.5" (Full)	\$506.25

Pertinent Ad Information

- **Prices are in U.S. dollars.** For prices in Canadian dollars, *multiply by 1.30 (rate may vary).* 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%**
- **Non-profit groups get a 20% discount off regular display rates.** Volume discounts do not apply.
- **Layout 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"
- **Color ads are welcome** at an added cost of \$150 per spot color, or \$500 for a four-color ad.
- **Pre-printed inserts (4-8 pages only)** are accepted at a cost of *25¢ per insert* for our prime retail circulation area of Skagway, Southeast Alaska, and the Yukon Territory. Reach is 600 in winter at a cost of \$150, or 1,000 in summer at a cost of \$250. 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 **35¢ 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 \$2.50 per line, per issue.**

THE SKAGWAY NEWS

~ Published twice monthly year-round ~
 (usually on the 2nd & 4th Friday ~ confirm publication dates below)

2004 DEADLINES & PUBLICATION SCHEDULE

ADVERTISING DEADLINE	DATE PUBLISHED (Events & Promotion Ideas)
January 2	January 9 (Don Hather Tourney/ML King Day)
January 16	January 23* (Groundhog Day/Fulda Challenge)
February 6	February 13 (Valentine's /Presidents' Days)
February 20	February 27 (Longer Days)
March 5	March 12 (St. Pat's /Region BB Tourney)
March 19	March 26 (Buckwheat Ski Classic)
April 2	April 9 (Easter/Spring Openings)
April 16	April 23* (Folkfest/Filmfest/Quilt Market First Cruise Ships/Mother's Day)
May 7	May 14 (Victoria & Memorial Days/Graduation)
May 21	May 28 (Fran Delisle Cancer Awareness Walk)
June 4	June 11 (Flag & Father's Days/Solstice Picnic)
June 18	June 25 (International Softball Tourney/ Fourth of July /Ducky Derby)
July 2	July 9 (Soapy's Wake/Summer Midpoint)
July 16	July 23* (Softball Playoffs /Flower Show)
August 6	August 13 (Back to School)
August 20	Aug. 27 (Labor Day/Sept. Sales)
September 3	Sept. 10 (Klondike Relay/Fall Clearances)
September 17	Sept. 24* (City Election/Col. Day/Quilt Retreat)
October 8	October 15 (Alaska Day)
October 22	October 29 (Halloween /US & AK Elections)
November 5	November 12 (Veterans Day/Fall Bazaars)
November 17	November 24** (Thanksgiving)
December 3	December 10 (Yuletide Weekend)
December 15	December 22** * (Christmas/New Year)

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

Circulation Information: 1,200 summer, 950 winter (average press runs)

THE SKAGWAY NEWS serves Skagway, Alaska, which has a year-round population of about 800 residents. In the summer months (May-September), the population is about 1,400, when the town hosts more than 750,000 visitors. The newspaper is sold at newsdealers in Skagway, Haines, Juneau, and Anchorage, Alaska and in Carcross and Whitehorse, Yukon Territory, where it is printed by the Whitehorse Star. It is mailed to more than 600 subscribers from Skagway to Sweden. *Visit our Website at www.skagwaynews.com.*

Visitor Guide Information: We also publish the 165,000-circulation SKAGWAY ALASKAN Visitor Guide each summer. The *Alaskan* deadline is April 27, 2004. Rates sheet is circulated in mid-January. Please contact us to get on our mailing list or check the Alaskan link on our Website.

How to Contact Us:

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

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