

## **WASHINGTON STATE GRANGE RATE SHEET 2014**

Washington State Grange News

Informing Grangers Since 1912

Reach Washington's Rural Community

**DISTRIBUTION:** 42,000 homes, 70,000 readers in Washington State

**AREAS OF INTEREST:** Rural life, family, education, farm/garden, travel, health care/insurance, crafts/home arts, cooking.

**READERSHIP:** Who reads the Grange News?

- ◆ 77% live in small towns or rural areas.
- ◆ 34% reside on a farm, representing nearly half of Washington's total farmers.
- ◆ 82% read the advertisements.
- ◆ 53% patronize Grange News advertisers (61% of farm readers)
- ◆ 54% order items through mail.
- ◆ 72% read half or more of each issue, spending ½ hour or more doing so.

### **Grange News, a publication for rural life**

- ◆ 12 to 20 page 4-color tabloid
- ◆ Published 10 times annually

#### **Special editions**

- ◆ Conservation supplement, Mar.
- ◆ Pre-convention issue, June
- ◆ Convention Report, Aug.
- ◆ Cooperative supplement, Oct.

#### **Regular features**

- ◆ Legislative reports
- ◆ Reports on activities of local Granges throughout the state
- ◆ News of youth and junior Granges
- ◆ Recipes and tips for the home
- ◆ Community service reports

### **CLOSING & CANCELLATION DATES**

Space reservation by first of each month. Camera-ready ad must be in by the 5th of each month. Cancellations must be made no later than 10 days prior to the insertion date. The paper is mailed the third Tuesday of each month, except when a holiday or a 5-week month dictates a move.

**Special Positions:** 10% extra. Back page on a first-come, first served basis. Advertising not accepted for front or editorial pages.

**Color:** Cost in addition to column rate, with separations provided by advertiser  
Standard \$100/color 4-color \$400

Washington State Grange News is the official publication of the Washington State Grange, a fraternal organization with 50,000 members statewide. The publication is devoted to providing the information most important to residents of rural Washington,

covering issues including land and water use, health care and education, politics, community service, life-style issues and fraternal topics.

**Circulation:** The Washington State Grange News is mailed 11 times a year to approximately 42,000 homes (paid circulation). Average Eastern Washington distribution is 16,300; average Western Washington distribution is 25,500. About 1,000 are mailed out of state. Per-issue readership is approximately 72,000.

## **DISPLAY ADVERTISING RATES**

### **General Rates**

Open Rate: \$19.46 per column inch

Contract rate: 3-5 months \$18.68/col. inch

6-11 months \$17.91/col inch

12+ months \$17.13/col inch

Bulk rate: ¼ page \$311.16

½ page \$622.33

Full page \$1,244.64

Agency commission: 15% except classified & directory ads

All copy subject to publisher's approval. No liquor or tobacco advertising accepted. Advertising which simulates editorial content will be marked clearly "Paid Advertisement." Political advertisement must be paid in advance. Orders beyond three months accepted at prevailing rates.

### **Mechanical Requirements**

The Washington State Grange News is a 4-column tabloid with an image area of 62 picas wide by 95 picas deep.

One column: 14 picas (2-5/16")

Two columns: 30 picas (5")

Three columns: 46 picas (7-5/8")

Four columns: 61.5 picas (10-3/16")

Full column: 95 picas (15¾")

Directory column: 20 picas (3¼")

Halftones: 85 line screen

Printing: Web offset

Display advertising must be at least as many inches deep as it is columns wide. Minimum is 1 column inch.

### **Directory Advertising**

◆Targeted advertising at incredibly low rates! Under individual county headings, the Grange Connection column notes the activities of that county's Granges. When you advertise your business with Directory Advertising next to this extensively read section, you target the readers in your county. And all for one simple, annual low price; an ideal combination of targeted advertising at affordable rates.

**Mechanicals:** Each ad is 3¼" wide and comes in standard ½", 1", 2" or 3" .

Cost: Cost is for eleven issues as noted below. Must be pre-paid.

½" ad (\$75/yr)  
3" ad (\$300/yr)  
1" ad (\$150/yr)  
2" ad (\$250/yr)

**Grange Exchange (Classified Advertising):**

**Cost per word:**

Regular: \$.30 (one month), .25 (four or more months)

Boxed: \$.60 (one month), .50 (four or more months)

Centered or reversed text: \$1.50/line

**Minimum for one month:** \$3.75

**Word count:** Hyphens, spaces and X's separate words. Phone numbers count as one word.

**Deadline:** First Monday each month. Ads must be paid in advance. (Tear sheets not sent for classified ads.)

**Sorry, we do not print ads for 900 number services.**

WASHINGTON STATE GRANGE NEWS

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