

RATE CARD

PRINT | ONLINE | COMMERCIAL PRINTING

DAILY RECORD

Built on Trust, Focused on Community

Effective January 1, 2022



Photo by Jacob Ford

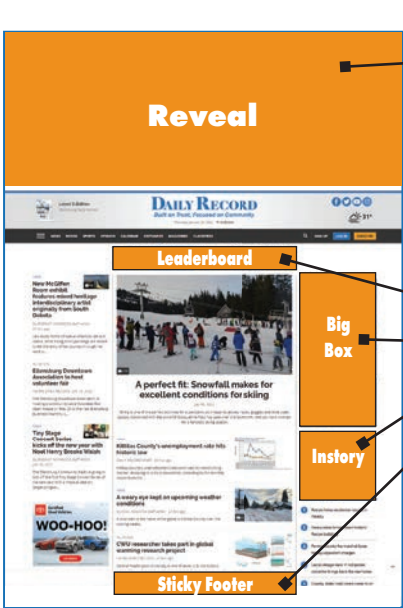
ONLINE

ADVERTISING RATES

EFFECTIVE JANUARY 1, 2022



DailyRecordNews.com



Reveal Ad
\$399 or 2 for \$699

Ad appears on top of pages on all tabs on dailyrecordnews.com. It does not cover content and appears on mobile as well.

Banner Advertising on dailyrecordnews.com:

Each digital package includes the following sizes:

- Leaderboard** - 728px x 90px
- Big Box** - 300px x 600px
- InStory** - 300px x 250px
- Sticky Footer** - 970 x 250
- plus mobile flex** - 320px x 50px

BANNERS	MONTHLY	3 MONTH COMMITMENT*	6 MONTH COMMITMENT*	12 MONTH COMMITMENT*
30,000	\$319/mo.	\$289/mo.	\$259/mo.	\$229/mo.
40,000	\$419/mo.	\$369/mo.	\$319/mo.	\$269/mo.
50,000	\$519/mo.	\$449/mo.	\$379/mo.	\$309/mo.

* Monthly commitments must run consecutively. 2 ad copy changes per month.

HEADLINE EBLAST	\$149 PER MONTH
50,000 - AD MESSENGER	\$500 PER MONTH
MONDAY E-NEWSLETTER	\$249 PER MONTH

Digital Leaderboard for desktop and mobile.

THE FACTS (PER MONTH)

On average dailyrecordnews.com has over **350,000** page views per month and **75,000** visitors per month.

AUDIENCE EXTENSION PROGRAMS

Extend your message to a targeted digital display and audio audience. Campaigns start at \$500. Please contact your multi-media Account Executive.

ADDITIONAL SERVICES:

Website Development
Reputation Management
Ad Messenger

Social Media Management
Content Management
Search Engine Optimization

Content Marketing
(sponsored content)
Social Media Marketing

DISPLAY

ADVERTISING RATES

EFFECTIVE JANUARY 1, 2022

ANNUAL VOLUME CONTRACTS

Contract Level	Cost Per Column-Inch	MULTIPLE INSERTION DISCOUNTS*		Digital Advertising Discount	Preprint Rate Discount
		2nd Insertion 30% discount	3rd-5th Insertion 50% discount		
OPEN	\$19.00	\$13.30	\$9.50	N/A	N/A
\$1,500	\$13.50	\$9.45	\$6.75	5%	5%
\$3,000	\$13.00	\$9.10	\$6.50	5%	5%
\$6,000	\$12.25	\$8.57	\$6.12	5%	10%
\$10,000	\$11.75	\$8.22	\$5.87	5%	10%
\$15,000	\$11.50	\$8.05	\$5.75	10%	15%
\$20,000	\$11.00	\$7.70	\$5.50	10%	15%
\$30,000	\$10.50	\$7.35	\$5.25	10%	20%
\$50,000	\$9.75	\$6.82	\$4.87	10%	20%
\$60,000	\$9.50	\$6.65	\$4.75	15%	25%
\$75,000	\$8.75	\$6.12	\$4.37	15%	25%
NON-PROFIT	\$13.50	\$9.45	\$6.75	5%	5%
LEGAL ADS	\$13.25	N/A	N/A	N/A	N/A

All rates are full color and costs are per insertion. *Multiple Insertion Discounts must be a pick-up from the first ad and run in a five day window. Multiple Insertion Discounts apply to space and color. All advertisers receive SEO (Search Engine Optimization). A \$15 fee will be applied, plus \$5 per week of advertising campaign. Black & White rates are 25% less than the rates above.

All political advertising is based on current rate card. Candidates must have a signed and up-to-date contract on file with the Daily Record to receive any contract level rates. All political ads must be pre-paid.

PUBLISHING INFORMATION

DAILY RECORD PUBLISHES

TUES. - THURS. and SAT. with DIGITAL DELIVERY on MON.

The Daily Record publishes Tuesday through Thursday and Saturday with a digital edition on Monday. There is no paper or digital edition on New Year's Day, 4th of July, Thanksgiving or Christmas. A special edition of the Daily Record is published the Friday and Sunday of Labor Day Weekend.

Publisher: Heather Hernandez - hhernandez@skagitpublishing.com

Managing Editor: Michael Gallagher - mgallagher@kvnews.com

General Manager &

Circulation Director: Josh Crawford - jcrawford@kvnews.com

Advertising Sales Manager: Amy Kaiser - akaiser@kvnews.com

DISPLAY ADVERTISING DEADLINES

Ad Reservation Deadlines

For Tues. - Fri. @ 12:00pm

For Wed. - Mon. @ 12:00pm

For Thur. - Tues. @ 12:00pm

For Sat. - Thurs. @ 12:00pm

Ad Copy Deadlines

For Tues. - Fri. @ 4:00pm

For Wed. - Mon. @ 4:00pm

For Thur. - Tues. @ 4:00pm

For Sat. - Thurs. @ 4:00pm

Ad Approval Deadlines

For Tues. - Approve ads by Mon. @ 12:00pm

For Wed. - Approve ads by - Tues. @ 12:00pm

For Thur. - Approve ads by - Wed. @ 12:00pm

For Sat. - Approve ads by - Fri. @ 12:00pm



CONTACT INFORMATION

401 N. Main, Ellensburg, WA 98926

P: 509-925-1414 | F: 509-972-6920 | TF: 800-676-4850

DailyRecordNews.com • m.dailyrecordnews.com

AD SIZES

& DEADLINE

INFORMATION

FULL PAGE:

Broadsheet - 6 columns x 20 inches = 120"

DOUBLE TRUCK WIDTH:

Two broadsheets - 12 columns or 20"

SLIP SHEET (DINK):

Two broadsheets printed front to back 6 columns x 20" per side.

Check on date availability

SPADEA:

1/2 spadea - two broadsheets printed front to back.

1 1/2 spadea - 1 1/2 broadsheets printed front to back

COLUMNS	INCHES
1	1.482
2	3.152
3	4.821
4	6.491
6	9.83

TABLOID PUBLICATION SIZES

Ad Size	Width	Height
Full Page	9.75"	9.67"
1/2 Vertical	4.821"	9.67"
1/2 Horizontal	9.75"	4.75"
1/4 Square	4.813"	4.75"
1/4 Horizontal	9.75"	2.3"
1/8	4.821"	2.3"

BOOK PUBLICATION SIZES

Ad Size	Width	Height
Full Page	7.25"	9.25"
1/2 Vertical	3.5"	9.25"
1/2 Horizontal	7.25"	4.5"
1/4 Square	3.5"	4.5"
1/4 Horizontal	7.25"	2.25"
1/8	3.5"	2.25"

THE DAILY RECORD COMMERCIAL DESIGN AND PRINTING SERVICES:

Graphic Design • Business Cards
Letterhead • Envelopes
Postcards • Brochures
Rack Cards • Posters
Labels • Stickers
Every Door Direct Mail
and Much More

BANNERS AND SIGNS:

Vinyl Banners • Yard Signs
Large Posters • Window Clings
Floor Stickers • Vehicle Magnets
and Much More

Contact us
for pricing and specifications
advertising@kvnews.com

PREMIUM

POSITIONS RATE CARD

EFFECTIVE JANUARY 1, 2022

MUSKIES FALL TO NO. 1 ALABAMA

SEAHAWKS LOOK TOWARD PLAYOFFS

As Seattle looks toward the wild card
San Francisco starts offseason makeover.
Sports, Page A7

Sports, Page A3



Good morning
Tuesday
January 3, 201
75 cents

DAILY RECORD

PRINTED IN THE HEART OF WASHINGTON | DAILYRECORDNEWS.COM

NTING AT 100



POST-IT

[illegible]

KVH ratifies contract with nurses

By JULIA MARTINEZ

The Hospital District 1 commissioners on Thursday ratified a labor agreement with the Washington State Nurses Association that includes wage adjustments, step increases and b

The agreement, spanning 2017-19, was negotiated over two negotiating sessions over a period of 18 months, and marks a stark contrast to the previous agreement, which took 18 months to negotiate.

"There was real give and take," says KVIH CEO Julie Petersen. "We had to make some adjustments, but we were able to get a deal done."

Nurses saw an increase in their wages, and the union also secured adjustments in an additional \$1 million pay and incentive program.

The fact of the matter is, says Petersen, said a well-structured deal, increases in productivity, and KVIH would be able to pay more.

Alumni board member said the contract was the best one for the company, and the union.

"Very college," says Petersen. "We have a 116-employee workforce, and we are represented by the NNA."

The contract was ratified on 19 by WSSA members.

The contract will be \$257,000 for the first year.



INDEX
Opinion
Events calendar

FRONT PAGE ADS

1 column X 3 inches

\$150/day

52-week Commitment

\$100/day

6 column x 3 inches

\$500/day

Industry Exclusive!

SLIP SHEET (DINK)

\$ 1,500

Full color both sides. A single broadsheet page, front & back, printed in the newspaper (not folded & inserted). Check on date availability

SPADEA

1 / 2 page

\$1,600

1 1/2 page

\$2,500

1/2 page spadea is a single page folded vertically around the spine of the newspaper, covering half of the front page and half of the back.

1 1/2 page spadea covers the entire back page.

Check on date availability.

**POST YOUR ADVERTISING
MESSAGE WHERE IT COUNTS...
STICK IT TO THE FRONT PAGE
OF THE DAILY RECORD**

Sticky Notes reach targeted markets with colorful, easy to remove messages.

Two insertions in the Daily Record:

\$ 1199 (10,000 Sticky Notes).

Full color front, black back.

Deadline 3 weeks prior.

Dates must be pre-approved.

PREPRINT

INSERTION INFORMATION

EFFECTIVE JANUARY 1, 2022

PREPRINT INSERTION RATES

Standard	Tab	Book	Open Rate
Single Sheet			\$79
2	4	8	\$86
4	8	16	\$89
6	12	24	\$92
8	16	32	\$95
10	20	40	\$98
12	24	48	\$100
14	28	56	\$102
16	32	64	\$104

Rates are based on cost per thousand and full run distribution. Minimum insertion fee is \$250. Rates for larger inserts available upon request. Call for current circulation numbers.

PRINT & DELIVER RATE CARD

Get your message on a full color 2-sided glossy sheet inserted in the newspaper.

Quantity 4,500 - \$799

Includes printing and insertion into the Daily Record

Production turn-around time may take up to 2 full business weeks prior to insertion date. In-house graphic design complimentary. If providing camera-ready artwork, please ask for print and art specifications.

PREPRINT INSERT GENERAL REQUIREMENTS

PREPRINT SIZES ARE DETERMINED AS FOLLOWS:

Single Sheet: Page dimensions of 8.5"x11" will be billed at single sheet rate.

Booklet: 93.5 sq. inches or less page dimensions

Tabloid: 94 to 193 sq. inches page dimensions

Standard: Any insert larger than tabloid dimensions

PREPRINT SCHEDULING & DELIVERY:

Scheduling a preprint is due 2-days prior to insertion by 10am. Preprints for all newspaper publications are to be delivered 3-days prior to insertion to:

Daily Record
c/o Wenatchee World
Packaging Department
3 Ninth Street
Wenatchee, WA 98801

Please allow 2% spoilage on insert quantities.

SIZE REQUIREMENTS FOR OPTIMUM PREPRINT HANDLING & PRODUCTION

- Minimum Size = 7" x 5"
- Single sheets larger than 11" W x 10.5" H require folding or special approval
- Single Sheet Minimum Stock: 0.004 in thickness or 80# text stock.

Non-standard preprint size or stock will be reviewed for acceptability. Preprints of unusual size, material, weight or thickness may require an extra fee, and cannot be guaranteed for quality. Spoilage greater than 2% will be required for preprints not meeting specifications.

PREPRINT PACKAGING GUIDELINES

To ensure inserts run correctly, pallets and boxes must be clearly marked Daily Record with insertion date and quantity in each box or pallet. Pallets need to be secured with multiple straps and shrink-wrapped. Pallet height limit: 4 feet.

DAILY RECORD

Built on Trust, Focused on Community

Print. Digital. Social.

AUDIENCE REACH OVER **100,000**
THROUGH PRINT, DIGITAL AND
SOCIAL MEDIA MARKETING SOLUTIONS

KEY POINTS OF
INTEREST

TOURISM
AGRICULTURE
EDUCATION

AVERAGE
HOUSEHOLD SIZE **2.3 PEOPLE**

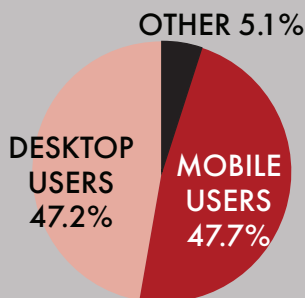
MARKET POPULATION OF KITITAS COUNTY



47,935

POPULATION
AGES **18-65**

61.8%



49.5%

FEMALE

50.5%

MALE

33.8 MEDIAN
AGE



GENERAL INFORMATION & REQUIREMENTS

Entire Agreement

This document and these "Terms and Conditions" shall constitute the entire agreement between the Daily Record and the advertiser and there are no other conditions, express or implied. Any changes or additions to these "Terms and Conditions" must be in writing and signed by both parties. The Daily Record will not be bound by any conditions appearing on the advertiser's forms which conflict with these "Terms and Conditions."

The advertiser and/or agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents of proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.

Implied Terms

The Daily Record and the advertiser agree that there may be other terms and conditions which apply to mutual obligations which are not set out in these express "Terms and Conditions" that do not cover all of the situations which may arise between the parties, then newspaper industry practice will provide these implied terms and conditions. These "Terms and Conditions" incorporate the provisions of the Daily Record rate card, as well as all obligations set out in this document.

Newspaper's Remedies

If the advertiser breaches any of these "Terms and Conditions" or its payment obligation to the Daily Record, the Daily Record has the right to terminate, at the Daily Record's option, any obligation owed to the advertiser, either express or implied. If it is necessary for the Daily Record to file a lawsuit to enforce any of its rights, including the right to payment, the advertiser will pay to the Daily Record, the Daily Record's attorney's fees and court costs if the Daily Record substantially prevails in the lawsuit. If the advertiser fails to pay for advertising within one month of the date of the invoice for such advertising, the Daily Record has the right to charge the advertiser 1.5% per month (18% APR) for the outstanding balance, as well as for any costs of collection.

Force Majeure

Neither the advertiser nor the Daily Record shall be obligated to abide by these "Terms and Conditions" if the performance, other than the advertiser's payment obligation, is prevented by fire, flood, labor dispute, or natural conditions beyond the control of the advertiser or the Daily Record. If the performance is prevented for more than one

week, either the Daily Record or the advertiser may terminate this contract by notice to the other.

Intellectual Property Rights

The Daily Record retains all of the intellectual property rights to an advertisement produced by the newspaper for the advertiser, and the advertiser agrees that such advertising may not be reproduced without the express written consent of the Daily Record.

Advertiser and Agency Joint and Several Liability

If an advertiser uses an agency or representative firm to place advertising, the advertiser and the agency or rep firm shall be jointly and severally liable for complying with all of these Terms and Conditions, including payment.

The advertiser shall abide by the general conditions for all advertisers relative to deadlines and mechanical requirements as established by the Daily Record.

Any notice to be given hereunder may be hand delivered or sent by United States mail postage prepaid addressed to the address given below.

Daily Record
401 North Main Street
Ellensburg, WA 98926

General Policy

The publisher reserves the right to revise or reject any advertisement.

Credit Policy

Cash payment is required with all new accounts until credit has been established. Payments for all advertising is due and payable upon receipt of invoice. A finance charge of 1.5% per month will be charged on all accounts 30 days past due, with a minimum \$1.00 late charge added.

Pre-Payment

All political, charitable and going out of business advertising requires payment in advance. All local rates are non-commissionable.

Contract Rates

Contract advertisers are guaranteed their rate for the term of their contract. Contract advertisers who fail to fulfill their contract are subject to an adjustment based on the rate earned.

Contracts are issued for combined expenditures with the Daily Record excluding printing. The following products are included in the annual dollar volume contracts: Display and Classified ads, preprints and color; TV Week display ads and color; online

advertising, special publications and real estate publications. Customized contract plans are available to meet specific advertising goals. Contact an advertising consultant for more information.

Omissions & Errors

The newspaper will exercise every effort including proofing to prevent errors and omissions in any advertisement. In case of error or omission that affects the material value of the advertisement, the newspaper, if at fault, will be responsible only to the extent of rerunning that portion of the ad in error, free of charge.

The Publisher will not be responsible for merchandise sold after proof deadline and before publication time at amounts different from the publish price.

All in good taste

All advertising is subject to the Publisher's approval. All advertising must be in good taste. The Publisher reserves the right to edit, reject or cancel any advertisement at any time.

Space Alterations

For production reasons, no ad space cancellation or size change will be accepted after space reservation deadline.

A 25% charge of the gross rate for advertisement may be assessed on an advertisement that is cancelled less than two working days before press-time.

Proofs

Advertisement proofs are provided for checking typographical errors and omissions only. Proof corrections not received by deadline will be published as per proof copy.

Mechanical Requirements for Advertisers

Electronic ad transfers are preferred, sent as PDF files. Please contact the production department for instructions, electronic specifications or upload information.

Email: seichwald@kvnnews.com
Phone: 509-925-1414

Production Services included

Basic typesetting and production of ads are included in the advertising rates. In some cases, production services may be needed to complete your ad which may incur additional charges.

Standard Page Size

44" web sizes are in effect. Advertising measuring 19 inches in length or longer will be billed as 20.5 inches.

Effective January 1, 2022