



# CHINOOK OBSERVER

With a weekly circulation of more than 6,000 the Chinook Observer is the largest newspaper on the Washington coast and has won dozens of statewide awards for excellence. The Observer is published each Wednesday morning and is the official legal newspaper for Pacific County.

205 Bolstad Avenue E. Suite 2  
 P.O. Box 427  
 Long Beach, WA 98631  
 www.chinookobserver.com

360-642-8181 phone  
 800-643-3703 toll free  
 360-642-8105 fax  
 advertising@chinookobserver.com  
 classifieds@chinookobserver.com

## AD DEADLINES

### COAST WEEKEND

5:00 p.m. Tuesday (10 days prior to publication date)

### DISPLAY, REAL ESTATE, SERVICE & CHURCH DIRECTORIES

5:00 p.m. Thursday

### LEGAL NOTICES

3:00 p.m. Friday

### OBITUARIES

3:00 p.m. Friday

### CLASSIFIED LINE

Before 8:00 a.m. Monday

Advertising copy is due on or before the deadlines specified above. Deadlines may vary for holidays and special sections.

### CANCELLATIONS

Cancellations accepted no later than 3:00 p.m. Friday.

## SUBSCRIPTIONS

PACIFIC & WAHAKIUM COUNTIES  
 3 mo.....\$17.00 6 mo...\$27.00  
 1 yr.....\$38.00 2 yr.....\$68.00

OUT OF COUNTY  
 3 mo.....\$20.00 6 mo...\$34.00  
 1 yr.....\$48.00 2 yr.....\$88.00

Snowbird, 1 yr.....\$45.00  
 Web only, 1 yr.....\$33.00

Display Advertising*	Black & White (per column-inch)				Color (additional cost)		
	Open	w/ Advertising Agreement of			+1	+2	+ Full
		13 Weeks	26 Weeks	52 Weeks			
<i>*Ad cost is calculated by the area used in the paper- i.e. # of columns wide times the # of inches tall times the appropriate ad rate plus color charges.</i>							
National (out of area agents)	\$15.55	\$12.90	~	~	\$21.50	\$43.25	\$66.00
General (outside Pacific County)	\$11.10	\$10.55	\$10.00	\$9.50	\$21.50	\$43.25	\$66.00
Community (inside Pacific County)	\$8.85	\$8.35	\$7.80	\$7.25	\$21.50	\$43.25	\$66.00
Non-Profit* (for 501 C3's)	\$6.00	\$6.00	\$6.00	\$6.00	\$21.50	\$43.25	\$66.00
Political (must be pre-paid)	\$10.00	\$9.25	~	~	\$21.50	\$43.25	\$66.00
Pick-up (from the Daily Astorian)	\$7.40	~	~	~	\$21.50	\$43.25	\$66.00
Pick-up (to the Daily Astorian)	\$9.75	Add Full Color: \$5.00 per column-inch (max. charge of \$225)					

Classified Line Advertising		
Submitted by	1 Week	4 Weeks
Individuals	\$10.00	\$26.00
Businesses	\$13.00	\$40.00
Up to 20 words. Additional words at \$0.50 each.		

Obituaries	
Size	Cost
Up to 400 words including photo	\$75.00
Add 100 additional words at \$30.00 each.	

Legal Advertising		
Submitted from	1 Week	>1 week
In Pacific County	\$8.26	\$7.34
Pacific County Government	\$7.45	\$6.45
Out of County Probate	\$9.00	\$9.00
Out of Pacific County	\$23.00	\$23.00

Pre-Printed Advertising	
Circulation	CPM
Full Circulation (6,000)	\$69.00
Pacific County only (5,000)	\$78.00
Catalog postage & Delivery charge	\$575.00
CPM = Cost Per Thousand inserts	

Special Sections	
Affiliation	PCI
Service Directory Rate (13 wk minimum)	\$6.75
Church Directory Rate	\$6.00
Pleasures & Pastimes (<100 words)	\$6.25
Pleasures & Pastimes (<200 words)	\$12.50
Pleasures & Pastimes (>200 words)	\$20.75
PCI = Per Column Inch	

Other Publications	
Name	PCI
Coast Weekend- B&W (if space available)	\$10.85
Coast Weekend- Color	\$15.85
Coast Weekend- Let's Eat! (contracted)	\$8.00
Coast Weekend- Let's Eat! (no contract)	\$12.00
The Daily Astorian- Black & White	\$15.65
The Daily Astorian- Full Color (Max. Color fee of \$225)	+ \$5.00
PCI = Per Column Inch	

**\*Intended ONLY for small non-profit charitable organizations**

**Guaranteed page placement is available for a 25% surcharge of the ad cost**

# Q&A

## Common advertising questions

<i>Who can use retail rates?</i>	Retail rates are available for businesses, individuals, service establishments or groups under single ownership operating under a single name.
<i>What is acceptable advertising?</i>	We reserve the right to revise or reject any advertisement at any time. No advertising space will be sold by the newspaper(s) for the purpose of resale.
<i>Can an ad imitate news material?</i>	Any advertising designed to imitate news material will have the word "advertisement" set above the ad and be bordered on all four sides.
<i>Where will my ad be placed?</i>	The rates of this agreement are for run-of-press (ROP) positioning. Requests for special position will be given every consideration and granted whenever possible. However, special position will be regarded as a request only, and shall not be considered a guarantee. Guarantees, when accepted, will be surcharged 25% of the cost of the advertisement.
<i>What if my ad is published with an error?</i>	The publisher assumes no financial responsibility for typographical errors in duration of publication, wrong classification, the omission of copy (partially or completely) or complete omission of the total ad in either Classified or Display advertising sections. Liability for errors or omissions shall not exceed the cost to the advertiser(s) of the portion of space occupied by such error.
<i>Are Advertising Agreements or Special Rates available?</i>	Yes. A signed Advertising Agreement, approved by the Advertising Sales Manager, must be in effect to earn published rates lower than the Open Rate. <b>The Advertising Agreement rate does not apply to special pages, sections or editions published by the Chinook Observer.</b> The advertiser will be informed of special rates prior to acceptance of an order for advertising space.
<i>Can I revise or cancel an Advertising Agreement?</i>	Yes. If you have to cancel your Advertising Agreement, the space used will be charged at the current Agreement rate. Upon cancellation or at the end of the agreement term, the rate will be adjusted to the appropriate Open Rate.
<i>Can I transfer an Advertising Agreement?</i>	No. The rights, privileges and prerogatives of any advertiser signing an Agreement with the Chinook Observer may not be transferred to another advertiser. No advertising Agreement includes the advertising of more than one business (except when under single ownership) - nor the listing of any additional businesses in any advertisements.
<i>Do you accept Political Advertising?</i>	Yes. Political advertising cannot be placed using existing space agreements with other businesses. All ads must be paid in advance of publication.
<i>Do you pay Agency Commissions?</i>	No. Local rates are not commissionable. Agencies must use National Rates.
<i>When and how do I pay for my advertisement?</i>	All advertising must be paid in advance unless credit has been established with the Chinook Observer's credit department. Payment in full is due within 30 days of the billing date. Amounts unpaid by the end of the following billing period have a 1.5% finance charge added per month (18% annual percentage rate). VISA, and MasterCard are accepted for payment.