

# the Exchange

**MEDIA RATES**  
EST. 1978

**Efficient. Effective. Exceptional.**

## Why The Exchange Works...

The Exchange exists to be a trusted resource for our community. We are **Efficient, Effective and Exceptional** at connecting buyers and sellers. The Exchange is the largest weekly, local classified network in print and online in the Pacific Northwest!

The Exchange publications are the local resource for local readers. Our **145,000+** dedicated weekly readers throughout the Pacific Northwest are known for keeping copies of the Exchange papers for over four days to refer to them. The mean annual income of **48%** of our readers lies between **\$50,000 and \$99,000**. **30%** make over **\$100,000** annually. Statistics from our CVC audit show that **72%** of the readers have gone to college, meaning our readers are educated and have disposable income. Our audit has detailed information on demographics and purchasing patterns which we are happy to share. **Our Readers are Your Buyers!**

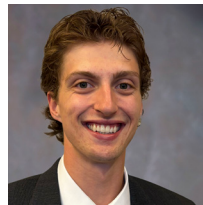
## Call Today to Create the Best Plan for You!



**Jan Martin**  
**509-362-1579**  
Jan@PacificNW.Exchange



**Helen Boyd-Schwartz**  
**509-922-3456**  
Helen@PacificNW.Exchange

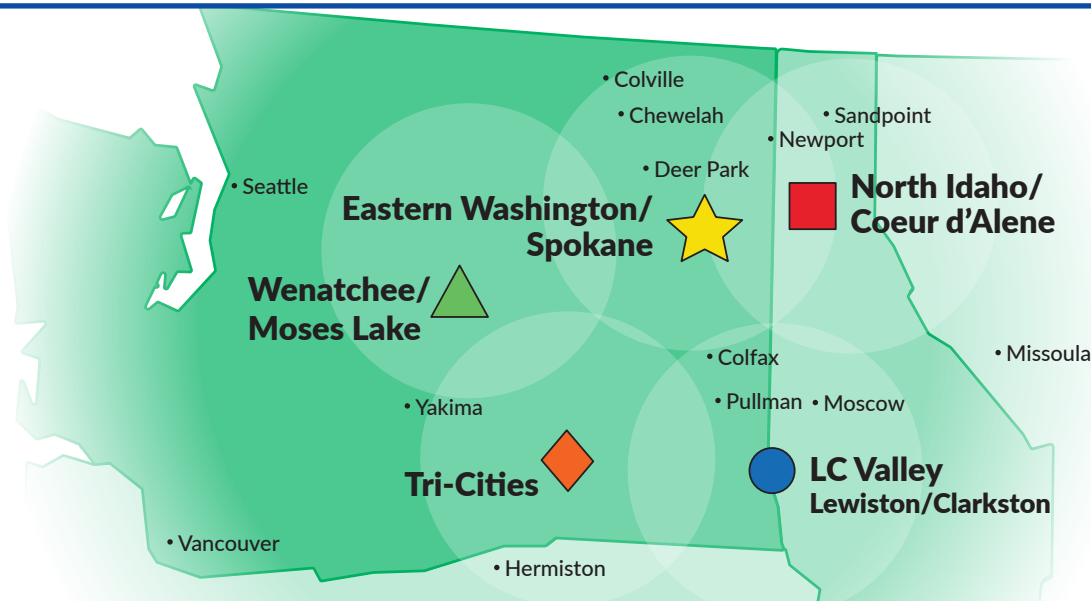


**Joe Bailey**  
**509-922-3456**  
Joe@PacificNW.Exchange



**Trinity McKee**  
**509-922-3456**  
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How Much Coverage Do You Need?



MARKET **1**  
Eastern WA

MARKET **2**  
LC Valley

MARKET **3**  
Wenatchee/  
Moses Lake

MARKET **4**  
North Idaho

MARKET **5**  
Tri-Cities • Online  
Giant Nickel

**VISIT US**  
5111 E. Trent Avenue, Spokane, WA 99212  
Mail: PO Box 11813, Spokane, WA 99211



**ON THE WEB**  
[www.PacificNW.Exchange](http://www.PacificNW.Exchange)

**CONTACT US**  
Call or Text 509-922-3456 • Fax 509-455-7940  
Ads@PacificNW.Exchange

## Typical Display Ad Sizes and Weekly Rates for the Exchange

SIZE	Eastern Washington Color	North Idaho, LC Valley, Wenatchee/ Moses Lake Color
2 col x 2"	\$92.00	\$69.00
2 col x 3"	\$138.00	\$103.50
2 col x 5"	\$200.00	\$150.00
3 col x 5"	\$307.50	\$230.63
1/4 Page	\$384.50	\$288.38
1/2 Page	\$685.00	\$513.75
Full Page	\$1157.00	\$867.75
Dbl. Truck	\$2080.00	\$1560.00

\* Contact a Sales Rep for B&W pricing!

FRONT PAGE	Eastern Washington Front Page	North Idaho, LC Valley, Wenatchee/ Moses Lake Front Page
2 col x 5.25"	\$405	\$303.75
4 col x 2"	\$295	\$221.25
2 col x 3"	\$222	\$165.50
2 col x 2"	\$163	\$122.25

### Mechanical Requirements

Tabloid 6 columns, 15" vertical. 1 col: 1.58", 9.5 picas; 2 col: 3.33", 20 picas; 3 col: 5.08", 30.5 picas; 4 col: 6.83", 41 picas; 5 col: 8.58", 51.5 picas; 6 col: 10.33", 62 picas. Camera ready ads accepted as .pdf files. Actual printed size may vary.

### Display Ad Discounts

We offer a 15% discount to recognized agencies for camera ready ads; ask your Sales Representative for more information.

**The Exchange** publications are audited newspapers by CVC and are eligible for Co-Op reimbursement. E-Tears & Electronic Billing available upon request.

### Inserts

\$38 per 1,000. Full circulation inserts can be placed within each or all of **the Exchange** editions. There is a size restriction of 7"x10". Please call for specifications and pricing.

### Legal Advertising

**The Exchange** Eastern WA edition is an approved Legal publication for Spokane County. We charge 105¢ per line for the first week, and 99¢ per line for weeks thereafter.

**The Exchange** publications reserve the right to refuse ads which are contrary to its policies. **The Exchange** will not be responsible for error in ad copy beyond adequate consideration for the error commensurate with the space utilized, is not liable for the condition of the advertised articles. Neither **the Exchange**, nor its advertisers, intends prejudice for any reason.

DEADLINES	Display	Classified
EWA Exchange Market 1	Tuesday, 5pm	Wednesday, 1pm
LC Valley Exchange Market 2	Tuesday, 5pm	Tuesday, 5pm
Wenatchee/ Moses Lake Exchange Market 3	Monday, 5pm	Tuesday, 12pm
North Idaho Market 4	Tuesday, 5pm	Wednesday, 1pm
Giant Nickel, Market 5	Tuesday, Noon	Tuesday, 5pm

### Special Issues

Speed & Custom, Hunting & Fishing, Home & Garden Show, Home Idea Show, Spring Home Improvement, Ag Show, Big Horn Show, Fall Home Improvement.

### Classified Line Advertising

30 words, 1 market, \$10; 2 markets, \$18; 3 markets, \$26. Pick 4 markets for \$30 or select all 5 markets for \$35. Additional words are 10 cents each per market. All ads are uploaded to our website, [www.PacificNW.Exchange](http://www.PacificNW.Exchange)

### Photo Ads

30 words with a picture in Market 1, 2, 3 or 4, \$15; or a photo ad in all 4 Markets, \$55. Photo ad in 1 market, with line ad in 3 other markets, \$39. Extra words are 10 cents each per word per market. Five extra pictures can be uploaded with your online ad at [www.PacificNW.Exchange](http://www.PacificNW.Exchange)

### Digital Advertising Program

Reach Our Digital Audience on [www.PacificNW.Exchange](http://www.PacificNW.Exchange). Leaderboard, \$200 month. Digital Tall, \$150 month. Digital Medium, \$125 month.

### Digital Display Audience Extension

Site retargeting, audience extension targeting, competitive geo-fencing, geo-targeting zip codes, household level targeting, keyword targeting.

Impressions	Monthly Price
85,000 monthly impressions	\$850
55,000 monthly impressions	\$550
35,000 monthly impressions	\$350

Includes 5 ad sizes, 300x50; 320x50, 728x90, 300x250, 160x600. Prices are based on individual customizable campaigns.

