



Washington Classifieds

- Classified word ads are a great and affordable way to reach readers and customers.
- **Buy the whole state for \$325** and reach readers from the Pacific to the Palouse.
- **Want more readership?** With one call to WNPA, you can place ads in newspapers in neighboring states or throughout the country. Call today for rates and deadlines.

Call today! 360-344-2938

WNPA PO Box 389, Port Townsend, WA 98368
ads@wnpa.com • www.wnpa.com

MAKE AN IMPACT

IN WASHINGTON STATE

READERSHIP

2 Million

CIRCULATION

712,000

IDEAL FOR:

- Help Wanted
- Real Estate
- Vehicles
- Regional Retail
- For Rent
- Recruitment



Washington Newspaper Publishers Association

Washington's **IMPACTAD** newspaper network

STATEWIDE 79 papers. 711,600 circulation. 2 million readers

Coastal Region-- 30 newspapers

183,361 circulation

Anacortes American, Anacortes
Bainbridge Island Review, Bainbridge Island
Camas-Washougal Post-Record, Camas
Central Kitsap Reporter, Silverdale
Chinook Observer, Long Beach
East County Journal, Ephrata
Ferndale Record, Ferndale
Forks Forum, Forks
Islands' Sounder, Eastsound
Journal of the San Juan Islands, Friday Harbor
La Conner Weekly News, La Conner
Lynden Tribune, Lynden
Nisqually Valley News, Yelm
North Coast News, Ocean Shores
North Kitsap Herald, Poulsbo
Northern Light, Blaine
Peninsula Gateway, Gig Harbor
Port Orchard Independent, Port Orchard
Port Townsend Leader, Port Townsend
Reflector, Battleground
Sequim Gazette, Sequim
Shelton-Mason County Journal, Shelton
Skamania County Pioneer, Stevenson
South Beach Bulletin, Westport
South Whidbey Record, Langley
Stanwood/Camano News, Stanwood
Tenino Independent, Tenino
Vidette, Montesano
Wahkiakum County Eagle, Cathlamet
Whidbey News-Times, Oak Harbor

Metro Region-- 23 papers

405,230 circulation

Arlington Times, Arlington
Auburn Reporter, Auburn
Bellevue Reporter, Bellevue
Courier-Herald, Enumclaw
Covington/Maple Valley Reporter, Kent
Edmonds Beacon, Edmonds
Federal Way Mirror, Federal Way
Issaquah/Sammamish Reporter, Issaquah
Kent Reporter, Kent
Kirkland Reporter, Kirkland
Lynnwood Times, Lynnwood
Marysville Globe, Marysville

Mercer Island Reporter, Mercer Island
Mukilteo Beacon, Mukilteo
North County Outlook, Marysville
Northwest Asian Weekly, Seattle
Puyallup Herald, Puyallup
Redmond Reporter, Redmond
Renton Reporter, Renton
Snohomish County Tribune, Snohomish
Snoqualmie Valley Record, Snoqualmie
Vashon-Maury Island Beachcomber, Vashon
Woodinville Weekly, Woodinville

Eastern - 26 newspapers

123,028 circulation

Cheney Free Press, Cheney
Columbia Basin Herald, Moses Lake
Daily Record, Ellensburg
Dayton Chronicle, Dayton
Deer Park Tribune, Deer Park
Douglas County Empire Press, Wenatchee
East Washingtonian, Pomeroy
Ferry County View, Republic
Goldendale Sentinel, Goldendale
Grandview Herald, Grandview
Grant County Journal, Ephrata
Independent, Chewelah
Methow Valley News, Twisp
Newport Miner, Newport
Northern Kittitas County Tribune, Cle Elum
Odessa Record, Odessa
Omak-Okanogan County Chronicle, Omak
Okanogan Valley Gazette-Tribune, Oroville
Prosser Record-Bulletin, Prosser
Quincy Valley Post-Register, Quincy
Star, Grand Coulee
Statesman-Examiner, Colville
Sun Tribune, Othello
Sunnyside Sun, Sunnyside
Whitman County Gazette, Colfax
Wilbur Register, Wilbur

Buy the whole state!

How to place your ad

1 Email or mail the text of your ad to WNPA with the week you want it to run. Deadline is Tuesday, 5 p.m., the week prior to the week when you want the ad to run.

2 Decide how you will pay for the ad. We accept personal checks, company checks, cashier's checks, money orders, Visa and MasterCard. Pre-payment is required before publication of a statewide advertisement unless you have a previously approved account with us. Don't email credit card numbers. Call WNPA with payment information or use the form below.

3 Your ad will run in more about 80 WNPA member newspapers across the state, reaching both the I-5 metro corridor and rural communities from the Pacific to the Palouse.

Standards of Acceptance

▶ WNPA reserves the right to edit all ad copy and to reject any ad, including those not in compliance with state or federal regulations, in poor taste, or that are false or deceptive.

▶ WNPA accepts business opportunity ads. Ads that require investments must state what the customer will receive and the amount of investment required.

▶ WNPA accepts adoption ads. We must have a letter from the social worker or attorney verifying that a home study has been done for the adopting couple. We do not want the home study itself.

▶ WNPA accepts ads for 900 numbers, but they must be in good taste and include the cost of the phone call and an age limit. Not all our members publish 900-number ads, particularly for date or chat lines.

▶ WNPA will accept the phrase "the price is \$1.95" or "the cost is \$1.95," but we do not accept ads that say "send \$1.95."

▶ WNPA does not accept diet ads, some work-at-home ads, mail-order ads, or ads offering cruises; ads that say "US Government jobs, now hiring"; or ads for any auction of cars, trucks or other vehicles.

Questions?

Email ads@wnpa.com or call 360-344-2938.

Classified Ad Program Basics

Cost per week for 25 words: Statewide: \$325. Extra words are \$10 each. Prepayment is required for customers with no payment history.

Word Count: A telephone number is one word. SASE is one word. Street addresses (house number + street name; or PO + box number; or rural route + box number) count as two words. City, state and ZIP Code each count as one word. All other words each count as one word. THE FIRST two words of your ad appear in all capital letters, bold face.

Guarantee: Publication of statewide classified ads in participating newspapers is subject to each newspaper's policies. WNPA, therefore, does not guarantee that every ad will run in every participating newspaper. However, participating newspapers have agreed to publish the majority of the ads.

Should substantive typographical errors occur (wrong address, telephone number, name or price), a make-good ad will run the following week at no cost to the advertiser. WNPA incurs no other liability for errors in publication.

Nationwide or regional placement: With one call to WNPA, you can place your classified advertising in newspapers in neighboring states or throughout the country. Place your ad in any combination of state press networks at the applicable rates. Call WNPA at (360) 344-2938 for more information and rates.

PAYMENT INFORMATION

Payment Method: Check ___ VISA ___ MC ___

Card Number _____

Exp _____ CVV _____ Billing ZIP _____

Total Amount Paid \$ _____

Date _____

Signature _____