

**WHAT IS THE WHIDBEY MARKETPLACE AND COMMUNITY JOURNAL?**

An approximately twice monthly (twenty-six times per year) magazine in newsprint featuring: advertising space, free classifieds, business and other news briefs, business portraits, articles on and about our island community, perspectives on life, a little dash of local flavor and an events calendar. Advertising space is available to Whidbey Island businesses and related events (political ads, for example) only.

WHY ADVERTISE IN THE WHIDBEY MARKETPLACE AND COMMUNITY JOURNAL?

One might say "Why not." In truth, to reach the entire island you could buy space in the three local newspapers currently on Whidbey Island: the South Whidbey Record (Langley) for south island exposure, the Whidbey News Times (Oak Harbor) for north island exposure, and the Coupeville Examiner (Coupeville) for central island exposure. The Whidbey Marketplace and Community Journal is the only publication that reaches the whole island (full north end distribution will begin soon). For you, the advertiser, we are the simply the best advertising buy on the island.

WHAT IS THE CIRCULATION?

The distribution consists of direct mail to all homes on Whidbey Island (excluding Oak Harbor Proper). Approximately 22,000 households.

ADVERTISING COSTS?

The cost for a 1/8 of a page, which is a little larger than 3" x 5" or 15 square inches, is a little more than \$100 (with a 26 issue commitment). This cost is significantly less than the same sized ad in all three local newspapers. Other than your own direct mail piece, there is no better or more cost effective way to reach your island market than in our publication.

MARKET STRATEGY?

Advertising wisdom says don't put all your eggs in one basket, a philosophy that the Marketplace certainly supports. If you believe that all your existing and potential customers are being reached by your current marketing program, great. If not, why not give the Marketplace a chance to help your business grow!

POLICIES AND GENERAL INFORMATION

- All contractual agreements for either 6, 13 or 26 times must be completed within the 12 month period following the first insertion. There are no restrictions on changing the size or content of the ad for any single insertion during the contractual period. However, the Marketplace does offer a 10% "pick-up" discount on any ads that remain unchanged in subsequent issues - even if the ad is not being run consecutively.
- The Marketplace reserves the right to refuse any ad or pre-printed insert.
- Rates are subject to change with 60 day written notification.
- Ad space is modularly sized and may not be changed.
- Mailing and distribution will be 26 times per year.
- Ad placement is at the discretion of the Marketplace (the Publisher). However, all efforts will be made to honor position requests.
- Please discuss any other special requests, including such items as: political ads, tears and Co-op, etc. with the publisher.
- All single placement ads require prepayment. Our credit terms are 2% 10 days, Net 30, there will be a 1.5% late fee charged on any past due balance. Advertising for accounts that are past due can be put on hold by the publisher, which will effect contractual obligation and rate. Invoices will be issued on publication date.
- Space is limited, reservations for the next issue (other than multi-issue commitments) is on a first come-first in basis.
- Ads are priced for one color (black). Full color ad space is available upon request. Please discuss color ads with the publisher or your advertising representative.

COPY

- Deadlines for all camera ready and non camera ready ads as per schedule sheet.
- All layouts, designs and graphic elements that are the property of, or the result of the creative and production efforts of the Marketplace will remain the property of the Marketplace and are available for reproduction for a service charge. Please contact your advertising representative for cost information.
- All ads must clearly indicate the identity of the advertiser. The publication reserves the right to insert any necessary information to clarify such an omission.
- All production ads will be proofed and will require signed approval by the advertiser.
- The publication reserves the right to make any and all corrections to any camera-ready ad that fails to meet size specifications.
- We are happy to answer any other issues, questions or other concerns you might have—please feel free to call us at any time.