





Advertising Prices for fiscal year 2023-4

 56%	 Ave Household Income: \$91,086	 Port Ludlow Population (2023): 3,046
 44%		

Display ads: 10% discount for prepaid 6 & 12 month invoices.

20% premium for guaranteed placement on back or inside cover pages, space permitting

Display Ad Type	Monthly		6 month (10% discount)		1 year (10% discount)	
	inside pages	cover pages	inside pages	cover pages	inside pages	cover pages
1 pg. color (size discount)	\$800	\$960	\$4,320	\$5,184	\$ 8,640	\$10,368
1 pg. b/w (size discount)	\$700		\$3,780		\$ 7,560	
1/2 pg. color	\$435	\$522	\$2,349	\$2,819	\$ 4,698	\$5,638
1/2 pg. b/w	\$375		\$2,025		\$ 4,050	
1/4 pg. color	\$225	\$270	\$1,215	\$1,458	\$ 2,430	\$2,916
1/4 pg. b/w	\$185		\$999		\$ 1,998	
1/8 pg. color	\$112	\$134	\$605	\$ 726	\$ 1,210	\$1,452
1/8 pg. b/w	\$90		\$486		\$ 972	

Classified ads: 10% discount for prepaid 6 & 12 month invoices for ads of any length

Ads are listed by category in order received.

Minimal ad (**up to 24 words**) = \$17.

Ads greater than 24 words = \$17 + \$0.60/word over 24 words.

B/W Classified Ad	Monthly	6 month (10% discount)	1 year (10% discount)
Minimum: <= 24 words	\$ 17.00	\$91.80	\$183.60

Web ads: 10% discount for prepaid 6 & 12 month invoices.

Ad images link to your web page.

Placement: "top" = immediately visible, "fold" = scroll to see.

Web Color Ad & placement	3 month minimum	6 month (10% discount)	1 year (10% discount)
160x600 px (top) 1 available	\$90	\$162	\$324
728x90 px (top) 1 available	\$90	\$162	\$324
350x50 px (top) 1 available	\$84	\$151	\$302
728x90 px (fold) multiple	\$70	\$126	\$252
350x50 px (fold) multiple	\$66	\$119	\$238
160x160 px (fold) multiple	\$30	\$54	\$108