

Preprint Advertising Rates

For advertising deadlines, mechanical requirements and other general information please see **the Bellingham Herald Advertising Terms & Conditions** or contact your Media Consultant.

PREPRINT ADVERTISING POLICIES AND DEADLINES

Minimum Insert Charge: \$200

Online Upgrade: Add 25,000 run of site impressions on TheBellinghamHerald.com for \$200.

Schedule: Minimum 10 days prior to insertion

Deliver: Minimum 7 days prior to insertion

Deliver To: TheBellingham Herald
c/o The Skagit Valley Herald
1215 Anderson Road, Mount Vernon, WA 98274
(360) 360-424-3251/ Toll-free in Washington: 1-800-683-3300

Hours: Monday – Friday from 8 a.m. to 4:30 p.m.

Paper Weight: Use minimum 70 lb paper to prevent jamming

Quantity: Quantity requirements vary. Please consult your Media Consultant for specific quantity requirements.

Size: Minimum: 7.5" x 5.5"

Maximum: 10.25" x 11" Anything larger must be quarterfolded.

Spoilage: Please add 2% for Daily/Sunday and 5% for Shoppers Edge (TMC) to your total distribution quantity to cover unavoidable waste and spoilage.

Shipping: Ship banded and labeled pallets, no larger than 6' high, 40" x 48" wide and 3,000 lbs. Unboxed, coated stock preprints should be wrapped and banded and no larger than 6' high.

**COMBINE
PRINT & ONLINE
TO MAXIMIZE
YOUR AUDIENCE**
Included: 1,000 Run
of Site Impressions
for every 1,000
Inserts

PREPRINT DISTRIBUTION RATES

THE BELLINGHAM HERALD (Monday – Saturday. Rates per thousand)

Add \$4 per thousand for zoning Monday – Saturday. Add \$2 per thousand for each additional 4 pages.

Frequency	1x – 5x Daily/Sunday	6x – 12x Daily/Sunday	13x – 23x Daily/Sunday	24x – 39x Daily/Sunday	40x – 47x Daily/Sunday	48x – 71x Daily/Sunday	72x – 103x Daily/Sunday	104x Daily/Sunday
Single Page	\$39.59/ \$40.77	\$36.54/ \$37.64	\$34.25/ \$35.28	\$33.39/ \$34.40	\$32.48/ \$33.45	\$31.72/ \$32.67	\$31.26/ \$32.20	\$30.45/ \$31.36
4 - 8 pages	\$60.90/ \$62.73	\$56.94/ \$58.65	\$54.81/ \$56.45	\$52.78/ \$54.36	\$46.69/ \$48.09	\$42.38/ \$43.65	\$36.84/ \$37.95	\$33.75/ \$34.76
10-16 Pages	\$64.96/ \$66.91	\$61.20/ \$63.04	\$59.07/ \$60.85	\$56.94/ \$58.65	\$50.14/ \$51.65	\$45.57/ \$46.94	\$40.35/ \$41.56	\$37.20/ \$38.32
18-24 Pages	\$71.05/ \$73.18	\$67.50/ \$69.52	\$65.47/ \$67.43	\$61.20/ \$63.04	\$53.50/ \$55.93	\$50.14/ \$51.65	\$46.89/ \$48.30	\$42.43/ \$43.70
26-32 Pages	\$76.13/ \$78.41	\$72.83/ \$75.01	\$70.69/ \$72.82	\$67.50/ \$69.52	\$60.70/ \$62.52	\$56.43/ \$58.13	\$53.29/ \$54.89	\$49.02/ \$50.50
34+ Pages	\$77.14/ \$79.45	\$73.84/ \$76.06	\$71.76/ \$73.91	\$70.69/ \$72.82	\$66.23/ \$68.22	\$62.07/ \$63.93	\$58.82/ \$60.58	\$54.61/ \$56.25

SHOPPERS EDGE (Wednesday only. Rates per thousand)

Reach 99% of Whatcom County residents with inserts in The Bellingham Herald Shoppers Edge! Shoppers Edge inserts will be wrapped in a 4-page tabloid with a colorful, attention-getting banner. The Tabloid features coupons, a restaurant directory, and business directory. Shoppers Edge is delivered Wednesday each week via the mail. Deadline: 14 days prior to delivery week.

Ounce Weight	Open	12 Weeks	24 Weeks	48 Weeks	Ounce Weight	Open	12 Weeks	24 Weeks	48 Weeks
0.25	\$33.51	\$29.92	\$28.49	\$27.13	1.70	\$103.68	\$92.57	\$88.16	\$83.96
0.30	\$35.38	\$31.59	\$30.09	\$28.66	1.80	\$109.89	\$98.12	\$93.44	\$89.00
0.40	\$38.92	\$34.75	\$33.09	\$31.51	1.90	\$116.49	\$104.01	\$99.05	\$94.34
0.50	\$42.81	\$38.23	\$36.41	\$34.67	2.00	\$122.32	\$109.21	\$104.01	\$99.05
0.60	\$47.10	\$42.04	\$40.04	\$38.14	2.10	\$128.43	\$114.66	\$109.21	\$104.01
0.70	\$51.81	\$46.25	\$44.05	\$41.95	2.20	\$134.85	\$120.40	\$114.66	\$109.21
0.80	\$56.99	\$50.88	\$48.46	\$46.15	2.30	\$140.24	\$125.21	\$119.26	\$113.58
0.90	\$62.68	\$55.96	\$53.30	\$50.76	2.40	\$145.86	\$130.22	\$124.02	\$118.12
1.00	\$68.95	\$61.65	\$58.65	\$55.83	2.50	\$149.45	\$135.44	\$128.99	\$122.76
1.10	\$73.09	\$65.26	\$62.14	\$59.19	2.60	\$157.75	\$140.85	\$134.15	\$127.76
1.20	\$77.47	\$69.17	\$65.87	\$62.74	2.70	\$164.06	\$146.49	\$139.51	\$132.87
1.30	\$82.12	\$73.32	\$69.83	\$66.50	2.80	\$170.63	\$152.35	\$145.09	\$138.19
1.40	\$87.05	\$77.73	\$74.02	\$70.50	2.90	\$177.46	\$158.45	\$150.90	\$143.71
1.50	\$92.27	\$82.38	\$78.46	\$74.72	3.0	\$184.56	\$164.78	\$156.93	\$149.46
1.60	\$97.80	\$87.33	\$83.17	\$79.21					

Over 3 oz. – Contact your Media Consultant.

Print & Deliver Advertising Rates

CUSTOM PRINT AND DELIVER (Rates per thousand)

The Bellingham Herald offers a variety of custom printing services. We can typeset, print and deliver your flyers in both The Bellingham Herald and Shoppers Edge for as low as 4 cents per piece. Call your Media Consultant for zoning information or for custom rates.

HALF SHEET INSERTS (8.5"x5.5")

	10-34	35-49	50-99	100+
2 sides full color	\$65	\$40	\$37	\$35

PRINT & HOLD FOR UP TO 90 DAYS

FULL SHEET INSERTS (8.5"x11")

	10-34	35-49	50-99	100+
2 page full color	\$70	\$45	\$42	\$40
4 page full color	\$90	\$65	\$62	60
8 page full color	\$125	\$100	\$97	\$95

Full color services: Three weeks production turnaround is needed for full-color Print & Deliver services. Available stock: 70 lb. High Gloss paper. Additional charges: Plate Changes (\$150) Perforation (\$225) Folding for Full Sheet inserts (\$5 per thousand)

FRONT PAGE ADVERTISING POST-ITS

Printing & Delivery. Deadline 15 business days. Post-It notes cannot be zoned.



18,490
Daily Full Run
\$999

22,551
Sunday Full Run
\$1,299

Sunday Home Delivery: 17,095 Sunday Single Copy: 5,456 Sunday Full Run: 22,551

ZIP CODE ZONING QUANTITIES

Zip Code	City	Households	3% Spoilage	Total Inserts Needed
98225	Bellingham	3,105	93	3,198
98226	Bellingham/Lummi Island	3,332	99	3,431
98229	Bellingham	2,640	79	2,719
98230	Blaine/Custer	982	29	1,011
98247	Everson/Deming/Sumas	1,062	31	1,093 Also includes Acme, Maple Falls, Nooksack
98248	Ferndale	1,373	41	1,414
98264	Lynden	1,476	44	1,520
	Single Copy	4,520	135	4,655
Total		18,490	551	19,517

SHOPPERS EDGE (Wednesday only)

Zip Code	City	Households	5% Spoilage	Total Inserts Needed
98225	Bellingham	15,819	790	16,609
98226	Bellingham	12,977	648	13,625 (Includes 98262 Lummi Island)
98229	Bellingham	9,954	497	10,451
98230	Blaine	7,771	388	8,159 Includes PO Boxes
98240	Custer	1,159	58	1,217
98244	Deming	1,123	56	1,179
98247	Everson	2,767	138	2,905
98248	Ferndale	7,699	385	8,084
98264	Lynden	6,473	323	6,796
98295	Sumas	1,908	96	2,004
Total		67,650	3,379	71,029

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TERMS OF PAYMENT: All rates are net cash with order unless credit has been approved by The Bellingham Herald. Where credit has been extended, invoices are data. All charges 30 days or more past due will be assessed a delinquent charge of 1.5% per month. The delinquent charges will continue monthly until account becomes current. All other terms and conditions from The Bellingham Herald Advertising Terms, Conditions, Deadlines and Specifications folder.