

# Retail Advertising Rates

## Dollar Volume Contracts (per column inch)

Contract period is for 12 consecutive months.

Contract Level	Daily	Sunday/Holiday
Open	\$34.53	\$43.86
\$2,500	\$28.36	\$35.70
\$5,000	\$27.85	\$35.19
\$7,500	\$27.34	\$34.68
\$15,000	\$26.78	\$34.07
\$25,000	\$26.21	\$33.46
\$50,000	\$25.60	\$32.74
\$75,000	\$24.99	\$32.03
\$100,000	\$24.33	\$31.21
Non-Profit	\$22.50	\$24.50
Political/Government	\$27.50	\$33.50
CAP - Cooperative	\$35.65	\$43.50
Church	\$16.00	\$18.00

All advertising fulfills a Dollar Volume Contract

**Online Upload:** All ads are posted on TheBellinghamHerald.com

## Banners (Front Page/Section Front)

### A1 Banner

Contract Level	Daily	Sunday/Holiday
52-Week	\$350.00	\$460.00

### Other Sections with Color

Contract Level	Daily	Sunday/Holiday
Open	\$270.00	\$320.00
26-Week	\$215.00	\$245.00
52-Week	\$180.00	\$205.00

### Other Sections without Color

Contract Level	Daily	Sunday/Holiday
Open	\$185.00	\$240.00
26-Week	\$145.00	\$185.00
52-Week	\$120.00	\$155.00

## Color (Additional charge for color, depending on size.)

Rates are for color in The Bellingham Herald products unless otherwise specified.

	1 Color	Full Color
	Daily/Sunday	Daily/Sunday
Up to 16"	\$130/\$150	\$225/\$260
Up to 32"	\$180/\$200	\$295/\$320
Up to 65"	\$215/\$235	\$350/\$380
66" +	\$245/\$265	\$400/\$435

## Special Placement

### Information Box (3 col x 3.5")

52 Weeks	\$162.50 (incl. spot color when avail).
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Rerun your ad a second day (Mon-Sat) for the same price.

### Channels

Front Cover 1/8 pg	\$168.30 (incl. full color)
Back Cover 1/2 pg	\$561.00 (incl. full color)

**Pick Up Discount:** Pick up an ad without changes within seven days of the original run at 50% off the contract rate 3rd date within 7 days without changes is free. Excludes TOMA contract and color charge. Reverse discounts apply when Sunday/Holiday run is included.

**Holidays:** Sunday distribution, rates and policies apply to New Year's Day, Presidents' Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and Christmas Day.

See page 2 for Advertising Terms and Conditions.

# Advertising

## Terms & Conditions

Effective June 1, 2010

**THE BELLINGHAM HERALD**  
TheBellinghamHerald.com

1155 N. State Street • Bellingham, WA 98225  
Phone (360) 715-2278 • Fax (360) 756-2819

### Advertising Terms & Conditions

**Space Brokerage:** The Bellingham Herald deals directly with its local Advertisers and extends advertising contracts and rates only to individual businesses. A non-Bellingham Herald Agent or Agency cannot purchase any type of volume contract (retail display space, classified, preprints, national, carrier-delivered or direct-mail TMC or online) for the purpose of qualifying for a lower contract rate to resell to multiple Advertisers.

A Business owning the majority share in two or more businesses can request a single umbrella advertising contract. The Advertiser must have proof of 51% or more in ownership in the business and bills must be directed to and paid by said Advertiser.

An Agency representing multiple but individually owned businesses cannot request a single umbrella contract. An Agency can request an umbrella contract for a single owner of a company that owns multiple locations or franchises.

**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 payable on terms stipulated on the invoice statement. Advertiser will be invoiced on a monthly or cash basis depending on financial condition and known credit data. All charges that are 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.

### Legal Provisions

1. **Contract:** The Bellingham Herald grants discounted rates to Advertisers who commit to placing a given number of inches or dollar amount within the contract period. If the Advertiser does not meet its commitment, the Advertiser will be "short-rated"—charged for the number of inches actually placed at the applicable rate card level. The Bellingham Herald reserves the right to change rate, terms and advertising policies with 30 days notice. An advertising contract can be backdated one McClatchy period only.
2. **Newspaper's Rate Card:** The Bellingham Herald may revise its advertising rate schedule at any time upon 30 days written notice to Advertiser, and Advertiser may, without penalty, cancel its advertising contract at any time prior to the time the new rates become effective upon prior written notice to the newspaper.
3. **Authorization for Rate/Policy Variances:** Any rates or policies that vary from the printed rate card must be authorized by an Advertising Manager of The Bellingham Herald.
4. **Right to Edit or Reject:** The Bellingham Herald, may, in its sole discretion, edit classify or reject at any time any advertising copy submitted by Advertiser.
5. **Payment for Advertising:** Advertiser shall pay for the advertising purchased under its contract according to the terms indicated on The Bellingham Herald's invoice, and, if it fails to timely pay as provided for in the invoices, The Bellingham Herald may reject advertising copy and/or immediately cancel Advertiser's contract, and Advertiser agrees to indemnify The Bellingham Herald for all expenses incurred in connection with the collection of amount payable, including court costs and attorney's fees. If Advertiser's contract is canceled due to Advertiser's failure to timely pay, The Bellingham Herald may rebill the Advertiser for the outstanding balance due at the open or earned contract rate, whichever is applicable.
6. **Copy and Proof Corrections:** If there is an error in your ad we will run a corrective ad for that portion of the ad that may have been rendered valueless. Please notify us before any additional insertions appear to guarantee credit. The Bellingham Herald is only responsible for the first incorrect insertion. The Bellingham Herald shall not be liable to Advertiser for any loss that results from the incorrect publication of their advertisement.
7. **Indemnification:** Advertiser agrees to indemnify, defend and hold harmless The Bellingham Herald from all claims (whether valid or invalid), suits, judgments, proceedings, losses, damages, costs and expenses, of any nature whatsoever (including reasonable attorney's fees) for which The Bellingham Herald and any of its affiliates may be liable by reason of The Bellingham Herald's publication of Advertiser's advertising.
8. **Ownership of Advertisement Copy:** All advertising copy which represents the creative effort of The Bellingham Herald and/or utilization of creativity, illustrations, labor, composition or material furnished by it, is and remains the property of The Bellingham Herald, including all right of copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other reproduction in whole or in part, any of such advertising copy for use in any other medium without The Bellingham Herald's prior written consent.
9. **Taxes:** If any federal, state or local taxes are imposed on the printing of advertising material or on the sale of advertising space, such taxes shall be assumed and paid by Advertiser.
10. **Assignment:** Advertising contracts may not be assigned or transferred by Advertiser or its advertising agency, if any.
11. **Force Majeure:** Each party's obligations under the advertising agreement are conditional on strikes, fires, acts of God or the public enemy, war or any cause not subject to the control of such party.
12. **Cancellations:** The closing time for cancellations is 2 working days prior to the scheduled publication date for black and white material and 3 working days prior to the scheduled publication date for color material. Cancellations will not be accepted after the applicable closing time. Advertiser will be responsible for any production or creative services provided by The Bellingham Herald regardless of cancellation of Advertiser's advertising.
13. **Positioning of Advertisements:** Newspaper shall have full latitude with respect to positioning all advertisements provided. However, The Bellingham Herald will use its reasonable efforts to accommodate the Advertiser's positioning request.
14. **Credit Checks:** The effectiveness of advertising contract is subject to a satisfactory credit check on Advertiser and/or Agency.
15. **Joint and Several Liability:** If Advertiser utilizes an Agency, Advertiser and Agency shall be jointly and severally liable for complying with all the terms of Advertiser's contract, including payment for all advertising.
16. **Agency Commissions:** Retail and Classified advertising are not commissionable.
17. **No Sequential Liability:** The Advertiser's contract renders void any statements concerning liability which appear on correspondence from advertiser or its agency, and is irrevocable without the written consent of The Bellingham Herald's Credit Department. It is further agreed that The Bellingham Herald does not accept advertising orders or space reservations claiming sequential liability.
18. **Incorrect Rates on Insertion Orders:** When orders are forwarded by Advertiser or its Agency which contain incorrect rates or conditions, the advertising called for will be inserted and charged at the correct rate in force governing such advertising as provided for in The Bellingham Herald's rate schedule, and in accordance with the conditions contained in Advertiser's contract.
19. **Photo Releases:** Photographs of individuals to be used in advertising must be accompanied by a signed release from the individual permitting the use of the photograph(s). Release forms are available from your Media Consultant.

Pacific Northwest Newspaper Association (PNNA)  
Newspaper Association of America (NAA)  
Newspaper Advertising Co-op Network (NACON)  
Audit Bureau of Circulation (ABC)