

B U S I N E S S
PULSE

2023
Media
Kit

The ONLY source of local business news!

The Pulse of Whatcom Business for More Than 40 Years!

B U S I N E S S PULSE AD RATES

2023 AD RATES

FULL COLOR	6X	4X	1X
Full Page	\$1375	\$1525	\$1700
2/3 Page	1175	1350	1550
1/2 Page	875	1050	1250
1/3 Page	625	825	1025
1/6 Page	400	600	800

COVERS +	6X	4X	1X
Back Cover	\$1925	\$2300	\$2750
Inside Front Cover	1775	2150	2525
Inside Back Cover	1650	2025	2400
Page 1	1650	2025	2400
2-Page Spread	2400	2775	3150

NON-PROFITS

A 10% discount is available for 501(c)3 organizations.

AGENCIES

All rates are NET. Add agency commission to these rates.

2023 ADVERTISING DEADLINES

JANUARY/FEBRUARY

Space: Nov 30, 2022 Final Materials Due: Dec 2, 2022

MARCH/APRIL

Space: Feb 1 Final Materials Due: Feb 3

MAY/JUNE

Space: Apr 5 Final Materials Due: Apr 7

JULY/AUGUST

Space: May 31 Final Materials Due: Jun 2

SEPTEMBER/OCTOBER

Space: Aug 2 Final Materials Due: Aug 4

NOVEMBER/DECEMBER

Space: Oct 4 Final Materials Due: Oct 6

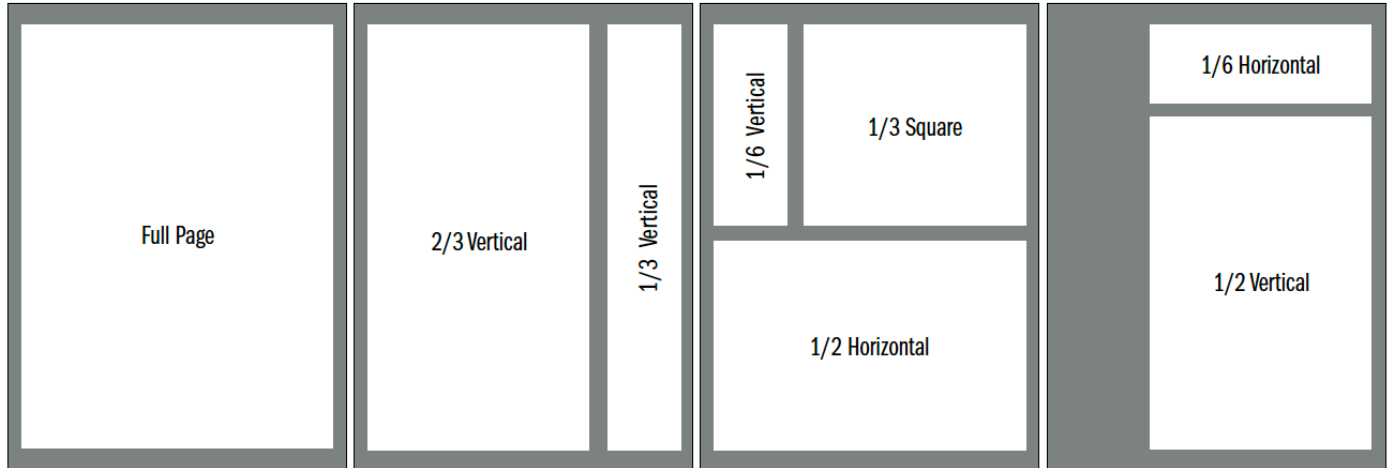


ADVERTISE WITH US!

For over 40 years, we've had Whatcom County covered with the latest news, interviews and features.

Let us help you reach a unique audience of Whatcom County influencers to build your business.

B U S I N E S S **PULSE** AD SPECS



AD SIZES

	WIDTH		HEIGHT
Full Page*	7.25"	x	9.5"
2/3 Vertical	4.75"	x	9.375"
1/2 Vertical	4.75"	x	7"
1/2 Horizontal	7.25"	x	4.625"
1/3 Vertical	2.25"	x	9.375"
1/3 Square	4.75"	x	4.625"
1/6 Vertical	2.25"	x	4.625"
1/6 Horizontal	4.75"	x	2.25"

*FULL PAGE BLEED DIMENSIONS:

Bleed size: 8.75" x 11.125"

Trim size: 8.25" x 10.625"

Live area: 7.75" x 10.125"

2-PAGE SPREAD BLEED DIMENSIONS:

Bleed size: 17" x 11.125"

Trim size: 16.5" x 10.625"

Live area: 16" x 10.125"

SUBMISSION REQUIREMENTS

PUBLICATION SPECS:

TRIM: 8.25 x 10.625 BINDING: Perfect COLOR: 4-color process LINE SCREEN: 133-line screen. Dot size 5% to 95% INK DENSITY: Print density of all colors cannot exceed 300% COLOR PROOFS: Provide a SWOP-standards proof produced from the supplied advertising file. If no proof is provided, the publisher is not responsible for any color issues with the printed ad.

ACCEPTED FILE FORMAT:

PDF FILES: PDF files are the preferred file format for ad submissions. Save PDF files as Press Quality and include crop marks for bleed ads only. Embed all fonts, convert all images and spot colors to CMYK and all type to 100% K (black). Digital photos and graphics files should be 300 dpi or higher at the size they are intended to print.

ADVERTISING SUBMISSION:

Email materials to: whitney@whatcombusinessalliance.com

PRODUCTION CHARGES: Cost is \$85/hour (with a one hour min) for ad production or updates to supplied ads.

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Final Ad Materials: December 2, 2022

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Ad Space Reservation: February 1
Final Ad Materials: February 3

MAY/JUNE 2023

Ad Space Reservation: April 5
Final Ad Materials: April 7

JULY/AUGUST 2023

Ad Space Reservation: May 31
Final Ad Materials: June 2

SEPTEMBER/OCTOBER 2023

Ad Space Reservation: August 3
Final Ad Materials: August 4

NOVEMBER/DECEMBER 2023

Ad Space Reservation: October 4
Final Ad Materials: October 6