

Let Us Help YOU Get Results!

Nickel Publications wants to do more than just sell you advertising space.

We want to help you get results. This rate card will show you how to get the most advertising impact for your money.

Whether you want your ad full color, spot color or black and white, Nickel Publications has a plan for you. Advertising frequency is your surest route to success. It increases name recognition and makes potential employees aware of your company. Our specialized employment staff is ready to assist you in maximizing your advertising agreement.

Thank You for Your Business!

Job Seekers Are Little Nickel Readers

Little Nickel reaches 594,000 readers each week.
60.5% Little Nickel read employment classifieds regularly.
40.5% visit web classified job sites regularly

Source: Media Audit, Sept. - Oct. 2008

Job Seekers Are Nickel Ad Readers

273,625 people read Nickel Ads each week.
65.5% Read Newspaper employment classified ads regularly.
44.5% visit web classified job sites regularly.

Source: Media Audit, March - April, 2008

Local Sales Offices

| | |
|--------------------------|-----------------------|
| Everett | Portland |
| 9930 Evergreen Way #X105 | 12151 NE Halsey |
| Everett, WA 98204 | Portland, OR 97220 |
| (425) 493-5100 | (503) 251-7569 |
| (800) 869-3884 | (866) 921-1005 |
| Fax (425) 493-5079 | Fax (503) 251-7572 |

OFFICE HOURS: M-F 8:00-5:00

| DISPLAY | | | | | | | | | | | |
|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|---------|------------|------------------|
| Open rate | | | | | | | | | | | |
| COL IN. | 1 ZONE | 2 ZONE | 3 ZONE | 4 ZONE | 5 ZONE | 6 ZONE | 7 ZONE | 8 ZONE | 9 ZONE | 10 ZONE | ADD. ZONES |
| 2" - 6" | 25.19 | 50.18 | 60.18 | 73.07 | 81.54 | 83.56 | 96.60 | 100.36 | 112.90 | 125.46 | \$7.00/col. inch |
| 7" - 16" | 18.89 | 37.77 | 45.30 | 55.01 | 61.39 | 62.90 | 72.72 | 75.55 | 85.00 | 94.44 | per zone |
| 17" - 32" | 15.97 | 31.96 | 38.31 | 46.52 | 51.91 | 53.20 | 61.50 | 63.90 | 71.88 | 79.88 | |
| 33" & up | 13.43 | 26.88 | 32.23 | 39.13 | 43.67 | 44.34 | 51.74 | 53.75 | 60.47 | 67.19 | |
| 4-time rate | | | | | | | | | | | |
| 1 ZONE | 2 ZONE | 3 ZONE | 4 ZONE | 5 ZONE | 6 ZONE | 7 ZONE | 8 ZONE | 9 ZONE | 10 ZONE | ADD. ZONES | |
| 2" - 6" | 20.50 | 41.05 | 49.22 | 59.76 | 66.70 | 68.33 | 78.90 | 82.08 | 92.34 | 102.61 | \$5.00/col. inch |
| 7" - 16" | 15.44 | 30.90 | 37.05 | 44.98 | 50.21 | 51.45 | 59.49 | 61.79 | 69.52 | 77.25 | per zone |
| 17" - 32" | 13.06 | 26.14 | 32.15 | 38.06 | 42.47 | 43.51 | 50.30 | 52.26 | 58.80 | 65.33 | |
| 33" & up | 10.99 | 21.98 | 26.37 | 32.01 | 35.73 | 36.27 | 42.32 | 43.96 | 49.46 | 54.95 | |
| 12-time rate | | | | | | | | | | | |
| 1 ZONE | 2 ZONE | 3 ZONE | 4 ZONE | 5 ZONE | 6 ZONE | 7 ZONE | 8 ZONE | 9 ZONE | 10 ZONE | ADD. ZONES | |
| 2" - 6" | 17.51 | 35.02 | 42.00 | 50.98 | 56.91 | 58.31 | 67.41 | 70.03 | 78.78 | 87.55 | \$4.50/col. inch |
| 7" - 16" | 13.19 | 26.36 | 31.61 | 38.38 | 42.84 | 43.90 | 50.74 | 52.72 | 59.31 | 65.91 | per zone |
| 17" - 32" | 11.15 | 22.29 | 26.73 | 32.46 | 36.23 | 37.12 | 42.92 | 44.59 | 50.17 | 55.74 | |
| 33" & up | 9.38 | 18.75 | 22.50 | 27.31 | 30.47 | 31.24 | 36.10 | 37.51 | 42.19 | 46.89 | |
| 52-time rate | | | | | | | | | | | |
| 1 ZONE | 2 ZONE | 3 ZONE | 4 ZONE | 5 ZONE | 6 ZONE | 7 ZONE | 8 ZONE | 9 ZONE | 10 ZONE | ADD. ZONES | |
| 2" - 6" | 15.30 | 30.61 | 36.70 | 44.56 | 49.74 | 50.96 | 58.93 | 61.22 | 68.88 | 76.52 | \$4.50/col. inch |
| 7" - 16" | 11.52 | 23.04 | 27.64 | 33.56 | 37.44 | 38.36 | 44.36 | 46.08 | 51.85 | 57.61 | per zone |
| 17" - 32" | 9.74 | 19.49 | 23.38 | 28.38 | 31.67 | 32.45 | 37.52 | 38.98 | 43.85 | 48.72 | |
| 33" & up | 8.20 | 16.39 | 19.66 | 23.87 | 26.64 | 27.29 | 31.56 | 32.79 | 36.89 | 40.98 | |

| REGULAR CLASSIFIED DISPLAY*/PICTURE THIS** | | | | | | | | | | | |
|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|
| 1" min CD, 2" minimum PicThis | | | | | | | | | | | |
| 1-time rate | | | | | | | | | | | |
| | 1 ZONE | 2 ZONE | 3 ZONE | 4 ZONE | 5 ZONE | 6 ZONE | 7 ZONE | 8 ZONE | 9 ZONE | 10 ZONE | 11 ZONE |
| 1 x | 25.00 | 34.64 | 48.43 | 62.22 | 73.89 | 85.56 | 97.23 | 108.90 | 120.57 | 132.24 | 143.91 |
| 4-time rate | | | | | | | | | | | |
| | 1 ZONE | 2 ZONE | 3 ZONE | 4 ZONE | 5 ZONE | 6 ZONE | 7 ZONE | 8 ZONE | 9 ZONE | 10 ZONE | 11 ZONE |
| 4 x | 16.71 | 27.53 | 38.40 | 49.17 | 57.76 | 66.36 | 74.95 | 83.54 | 92.14 | 100.73 | 109.32 |
| 12-time rate | | | | | | | | | | | |
| | 1 ZONE | 2 ZONE | 3 ZONE | 4 ZONE | 5 ZONE | 6 ZONE | 7 ZONE | 8 ZONE | 9 ZONE | 10 ZONE | 11 ZONE |
| 12 x | 11.67 | 22.28 | 32.89 | 43.50 | 51.98 | 60.47 | 68.96 | 77.45 | 85.93 | 94.42 | 102.91 |
| 52-time rate | | | | | | | | | | | |
| | 1 ZONE | 2 ZONE | 3 ZONE | 4 ZONE | 5 ZONE | 6 ZONE | 7 ZONE | 8 ZONE | 9 ZONE | 10 ZONE | 11 ZONE |
| 52 x | 11.14 | 21.12 | 31.09 | 41.06 | 49.17 | 57.29 | 65.41 | 73.52 | 81.64 | 89.75 | 97.87 |

Employment Classified

Open Rate:

First twenty (20) words **\$19.00 per zone**
Each additional word **\$0.25 per zone**
Headline or border **\$2.00 per zone**

Puget Sound Package:

(12 Little Nickel editions plus Internet at no extra cost)
First twenty (20) words **\$90.00**
Each additional word **\$1.50**

Oregon Package:

(5 Nickel Ads editions, plus Internet at no extra cost)
First twenty (20) words **\$59.00**
Each additional word **\$1.00**

Regional Package:

(12 Little Nickel editions, 5 Nickel Ads editions, plus Internet at no extra cost)
First twenty (20) words **\$129.00**
Each additional word **\$2.50**

Front-page Classified:
\$25 per zone for the first 20 words. \$5.50 per additional word per zone
(No discount on additional zones. 28 lines maximum)

Color Pricing

Spot Color \$0.75 per inch/per zone Minimum \$60
Full Color \$2.50 per inch/per zone Minimum \$100

Internet Advertising

www.littlenickel.com
Ask Your Sales Representative For Pricing

Mechanical Specifications

1 Column Ad.....1.078" 6 Column Ad.....6.868"
2 Column Ad.....2.236" 7 Column Ad.....8.026"
3 Column Ad.....3.394" 8 Column Ad.....9.194"
4 Column Ad.....4.552" 9 Column Ad.....10.342"
5 Column Ad.....5.71" Full Page.....10.342" x 16.5"

Notice to Advertisers

Publisher reserves the right to refuse any advertisement or to edit a portion of any advertisement at any time to keep with the family nature of our publication. Publisher accepts advertising on the condition the advertiser agrees that at no time shall Publisher's liability exceed the cost of the space involved and Publisher is not liable for incidental or consequential damages. Publisher accepts no responsibility for ad contents, or errors in spelling or grammar. Publisher is not liable for incidental or consequential damages as a result of omitted advertising.

Little Nickel Classifieds cannot guarantee specific page or location placement for an advertisement. Any error in your advertisement must be reported prior to the next week's publication.

For the benefit of our readers and to ensure the best results for our advertisers, all advertising must be placed in the appropriate classification.

When credit is allowed, accounts are due and payable within 20 days of the closing monthly statement date. If the account becomes delinquent under the terms of this agreement, then the entire amount is immediately due and payable and failure to comply will be considered cause to cancel all advertising. There will be a \$25 check return fee for any NSF checks. In the event action is instituted to collect outstanding balances, the advertiser agrees to pay attorney fees and court costs.

Effective April 1, 2010

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