

# SOUND PUBLISHING INC.

## What's better than front page exposure?



### Newspaper bags.

They're the first thing your prospective customer sees, even before they've read the morning headlines. They're unavoidable!

**We'll hand deliver your campaign to 415,441 northwest doorsteps for just 4¢ per home!**

Where else are you going to find 72% targeted market penetration with 60% to 98% awareness?<sup>†</sup> Are you ready to make your brand unavoidable? Let's talk about polybags.

|                                 | Plain bag with no samples | Sample Bags   | Polybag Specs   |
|---------------------------------|---------------------------|---------------|---|
| <b>Full Run CPM - net rates</b> | <b>\$40/m</b>             | <b>\$70/m</b> | <i>Bag size: Minimum 6.5"x 21" maximum 8"x 23". Carrier delivered. Product needs to be attached to the bag – can't be hand-inserted. Delivery must be 7 days prior to publication. Package in quantities of 50-100. May be printed on one or two sides. We must have sample of product prior to acceptance.</i> |
| <b>Zoned* CPM - net rates</b>   | <b>\$45/m</b>             |               |   |

\* Zoned by ZIP code only; minimum zoning quantity 3,000. Rates are for delivery of advertiser-provided polybags. Printing quotes are available through your sales representative.

<sup>†</sup> Sources: CVC 2009 Audit of Sound Publishing Papers, Sunflower Meida Group

# Polybag Information



## Full Run, Home Delivery Circulation

| Newspaper                                     | Delivery | Issue     | Shipping Address                                       |
|---|----------|-----------|--|
| Arlington Times                               | 5,040    | Wed       | 11323 Commando Road, Dock Doors 7/8, Everett, WA 98204 |
| Auburn Reporter                               | 24,539   | Fri       | 11323 Commando Road, Dock Doors 7/8, Everett, WA 98204 |
| Bainbridge Island Review                      | 2,371    | Fri       | 7689 NE Day Road, Bainbridge Island, WA 98110          |
| Bellevue Reporter                             | 39,077   | Fri       | 11323 Commando Road, Dock Doors 7/8, Everett, WA 98204 |
| Bonney Lake/Sumner Courier-Herald             | 18,537   | Wed       | 11323 Commando Road, Dock Doors 7/8, Everett, WA 98204 |
| Bothell/Kenmore Reporter                      | 21,416   | Wed       | 11323 Commando Road, Dock Doors 7/8, Everett, WA 98204 |
| Bremerton Patriot/<br>Central Kitsap Reporter | 28,195   | Fri       | 3888 NW Randall Way, Suite 100, Silverdale, WA 98383   |
| Enumclaw Courier-Herald                       | 12,182   | Wed       | 11323 Commando Road, Dock Doors 7/8, Everett, WA 98204 |
| Federal Way Mirror                            | 29,734   | Wed & Sat | 11323 Commando Road, Dock Doors 7/8, Everett, WA 98204 |
| Islands' Sounder                              | 633      | Wed       | 217 Main Street, Suite 2, Eastsound, WA 98245          |
| Issaquah/Sammamish Reporter                   | 29,392   | Fri       | 11323 Commando Road, Dock Doors 7/8, Everett, WA 98204 |
| Kent Reporter                                 | 27,497   | Fri       | 11323 Commando Road, Dock Doors 7/8, Everett, WA 98204 |
| Kirkland Reporter                             | 25,874   | Wed       | 11323 Commando Road, Dock Doors 7/8, Everett, WA 98204 |
| Maple Valley & Covington Reporter             | 23,979   | Fri       | 11323 Commando Road, Dock Doors 7/8, Everett, WA 98204 |
| Marysville Globe                              | 13,893   | Wed       | 11323 Commando Road, Dock Doors 7/8, Everett, WA 98204 |
| North Kitsap Herald                           | 11,029   | Fri       | 119351 8th Ave NE, Suite 205, Poulsbo, WA 98370        |
| NW Navigator – Kitsap/Everett                 | 2,236    | Fri       | 3888 NW Randall Way, Suite 100, Silverdale, WA 98383   |
| NW Navigator – Whidbey                        | 1,710    | Fri       | 107 S. Main Street Suite E-101, Coupeville, WA 98239   |
| Port Orchard Independent                      | 17,175   | Fri       | 2950 SE Mile Hill Drive, Port Orchard, WA 98366        |
| Redmond Reporter                              | 24,475   | Fri       | 11323 Commando Road, Dock Doors 7/8, Everett, WA 98204 |
| Renton Reporter                               | 29,861   | Fri       | 11323 Commando Road, Dock Doors 7/8, Everett, WA 98204 |
| Snoqualmie Valley Record                      | 12,594   | Wed       | 11323 Commando Road, Dock Doors 7/8, Everett, WA 98204 |
| South Whidbey Record                          | 2,309    | Wed & Sat | 107 S. Main Street Suite E-101, Coupeville, WA 98239   |
| Vashon/Maury Island Beachcomber               | 1,409    | Wed       | 17502 Vashon Highway SW, Vashon Island, WA 98070       |
| Whidbey News-Times                            | 3,429    | Wed & Sat | 107 S. Main Street Suite E-101, Coupeville, WA 98239   |
| Whidbey North TMC                             | 6,855    | Wed       | 107 S. Main Street Suite E-101, Coupeville, WA 98239   |

† Bag shipment addresses are subject to change. Please call your representative prior to ordering/sending polybags.

|                                 | Plain bag<br>with no samples | Sample Bags   | Polybag Specs  |
|---------------------------------|------------------------------|---------------|--|
| <b>Full Run CPM - net rates</b> | <b>\$40/m</b>                | <b>\$70/m</b> | <i>Bag size: Minimum 6.5"x 21" maximum 8"x 23". Carrier delivered.<br/>                     Product needs to be attached to the bag – can't be hand-inserted. Delivery must be 7 days<br/>                     prior to publication. Package in quantities of 50-100. May be printed on one or two sides.<br/>                     We must have sample of product prior to acceptance.</i> |
| <b>Zoned* CPM - net rates</b>   | <b>\$45/m</b>                |               |  |

\* Zoned by ZIP code only; minimum zoning quantity 3,000. Rates are for delivery of advertiser-provided polybags.  
 Printing quotes are available through your sales representative.