

Digital

Rate Card

Seattle Weekly and HeraldNet offer Standard Ad Packages that ensure maximum visibility throughout their sites and across all platforms.

For increased response rate, both also offer High Impact Advertising Packages that provide takeover dominance for your brand.

Both mastheads also offer e-Newsletter opportunities to reach subscribers mailboxes at their convenience.



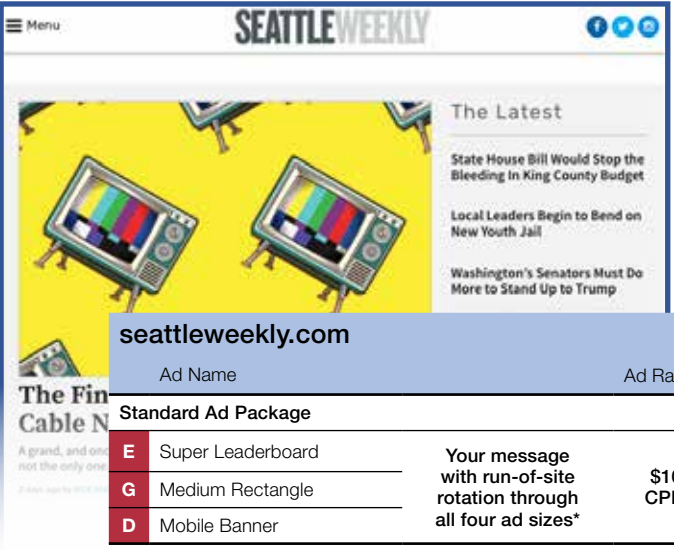
HeraldNet.com

Ad Name

Ad Rate

|  |                   |   |                 |
|--|-------------------|---|-----------------|
| Standard Ad Package  |                   |   |                 |
| E  | Super Leaderboard | Your message with run-of-site rotation through all four ad sizes* | \$10 CPM        |
| F  | Leaderboard       |   |                 |
| G  | Medium Rectangle  |   |                 |
| D  | Mobile Banner     |   |                 |
| High Impact Ad Packages  |                   |   |                 |
| All High Impact packages include a Mobile Banner   |                   |   |                 |
| Front Page Impact Solutions  |                   |   | \$750 per day   |
| Your brand dominates our landing page  |                   |   |                 |
| Includes Pencil and Billboard  |                   |   |                 |
| Section Impact Solutions   |                   |   | \$750 per day   |
| Choose from News, Sports, Business, Opinion, or Life                                     |                   |   |                 |
| Includes Pencil, Billboard, and Portrait   |                   |   |                 |
| Site Takeover  |                   |   | \$3,500 per day |
| Your brand dominates every page of the site  |                   |   |                 |
| Includes Pencil, Billboard, Portrait, & Mobile Banner                                    |                   |   |                 |
| e-Newsletters Reach subscribers at their convenience.                                    |                   |   |                 |
| Daily Headlines: Morning delivery to 4,947 subscribers                                   |                   |   | \$390 Each      |
| Afternoon Headlines: M-F to 612 subscribers  |                   |   |                 |
| Includes the top 5 stories trending in local, northwest, national, and world news        |                   |   |                 |
| Daily Sports: Delivers daily to 2,468 subscribers  |                   |   | \$180 Each      |
| Weekly Prep: Delivers Fridays, Sept-June to 469 fans                                     |                   |   |                 |
| Includes the top 5 trending sports stories daily or school-year prep stories each Friday |                   |   |                 |
| Weekly Business: Weds. to 1,547 desicion-makers  |                   |   | \$50 Each       |
| Delivers Snohomish county business news, tips, columns, and advice                       |                   |   |                 |

\*See Page 3 for ad dimensions and creative specifications.



seattleweekly.com

Ad Name

Ad Rate

|   |                   |   |   |
|---|-------------------|---|---|
| Standard Ad Package   |                   |   |   |
| E   | Super Leaderboard | Your message with run-of-site rotation through all four ad sizes* | \$10 CPM  |
| G   | Medium Rectangle  |   |   |
| D   | Mobile Banner     |   |   |
| High Impact Ad Packages   |                   |   |   |
| All High Impact packages include a Mobile Banner  |                   |   |   |
| Home Page Takeover  |                   |   | \$1,000 per day   |
| Your brand dominates our landing page   |                   |   |   |
| Includes Pencil and Billboard   |                   |   |   |
| Category Takeover   |                   |   | \$1,000 per day   |
| Choose from News & Comment, Events, Music, Eat Drink Toke, Arts & Culture or Film!                  |                   |   |   |
| Includes Pencil, Billboard, & Portrait  |                   |   |   |
| Email Opportunities Your message lands in our subscribers' inbox.                                   |                   |   |   |
| The Daily Weekly  |                   |   | Ad spaces: \$300-\$1,000/Week   |
| Delivers Monday through Friday to 9,050 subscribers   |                   |   |   |
| Includes a summary of major events unfolding in the Seattle area with links for further coverage... |                   |   |   |
| Arts & Culture  |                   |   | Ad spaces range from \$50-\$200 Each  |
| Delivers Thursdays to 18,250 subscribers  |                   |   |   |
| Unique insights & all the details on Seattle's vibrant arts, music, dining and events scenes        |                   |   |   |
| Promo: Delivers Mondays to 8,750 subscribers  |                   |   | Updates on travel, festivals, trade shows, concerts, and everything to-do. Tell them what you're doing! |
| Exclusive email opportunities also available  |                   |   |   |
| 8 Different targeted lists to choose from \$100 - \$900 depending on list size.                     |                   |   |   |

\*See Page 3 for ad dimensions and creative specifications.

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Rate Card

Geographically Targeted Delivery

Verified Audience Readership



2,378,421  
Monthly  
Digital Users  
(Average)



36%  
Users Access  
Our Content Via  
Mobile Device



5.3 Million  
Page Views  
Each Month  
(Average)



100+  
Washington  
Communities  
Served



320+  
Industry  
Awards Won  
In 2016



37  
Digital  
News Media  
Websites



Digital\_RC\_092717

marketing@soundpublishing.com  
(888) 443-5815

SOUND PUBLISHING INC  
COMMUNITY + DELIVERED

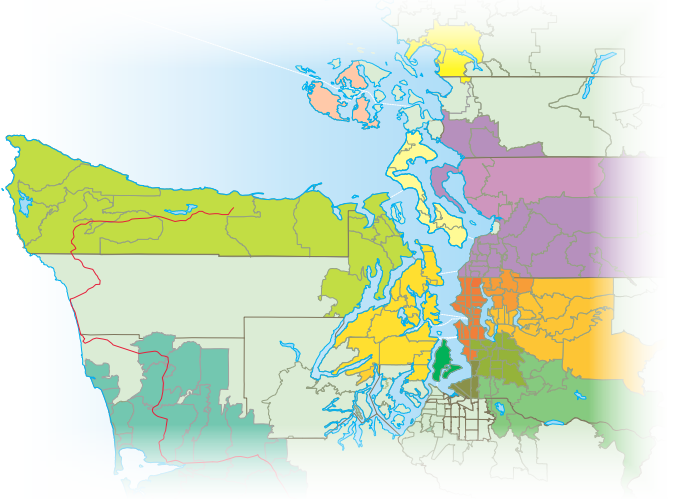
SOUND  
PUBLISHING INC  
COMMUNITY + DELIVERED

Washington State's Largest  
Community News Organization  
1800 41st Street, Suite 300  
Everett, WA 98203  
(888) 443-5815  
marketing@soundpublishing.com

DigitalRate Card

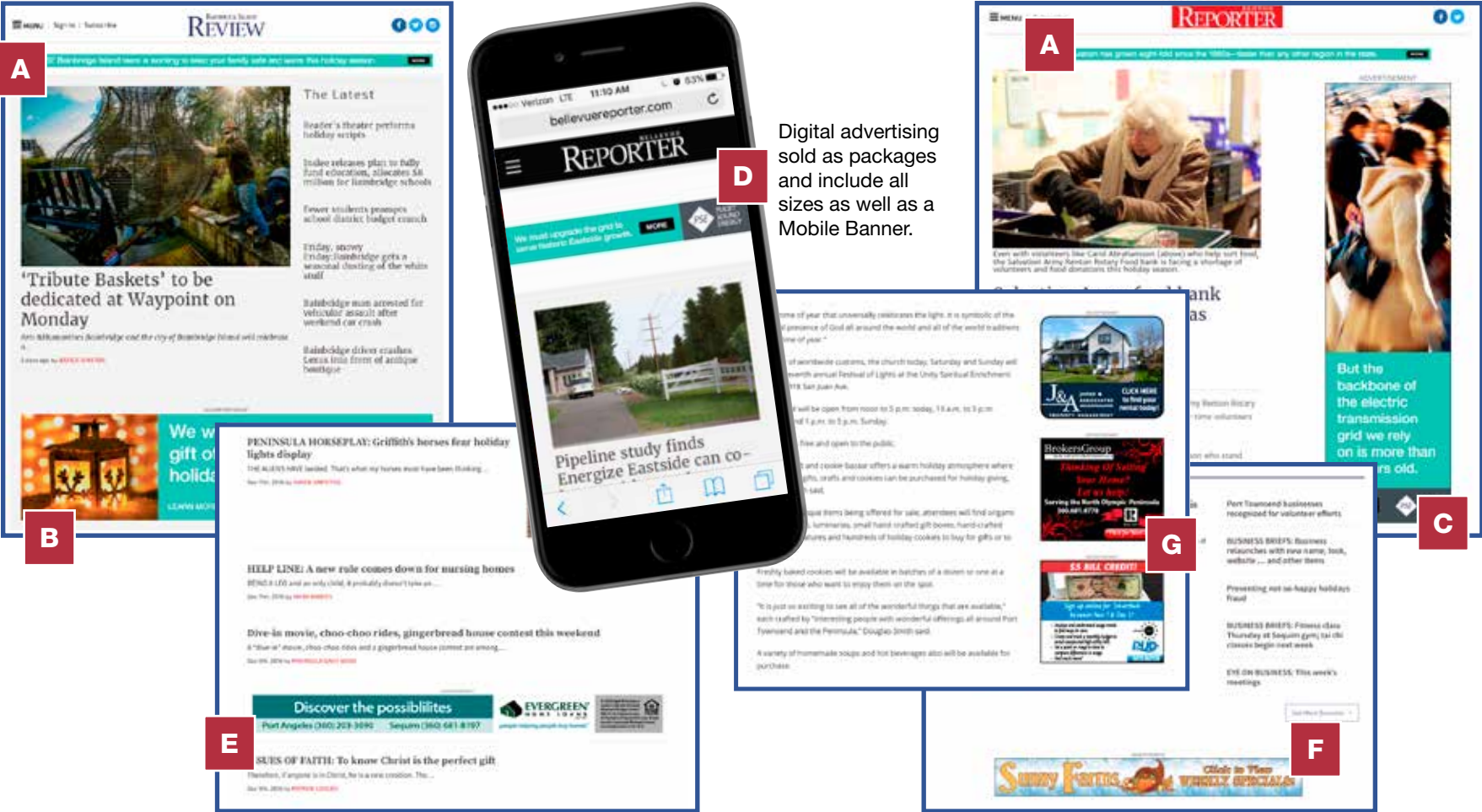
Research shows that our online readers are engaged and they value local content.

Sound Publishing digital footprint lets you geo-target your call-to-action to the community level or reach the masses with an enterprise-wide online campaign.



All digital advertising sold as packages.  
Standard Packages are priced at cost per thousand (CPM).  
High Impact Advertising Packages are priced by day or week.

| Website Cluster                   | Unique Users (monthly*) | % Mobile Users (monthly*) | Standard Packages CPM | High Impact Rates |
|-----------------------------------|-------------------------|---------------------------|-----------------------|-------------------|
| Community News URL                |                         |                           |                       |                   |
| Olympic Peninsula                 |                         |                           |                       |                   |
| PeninsulaDailyNews.com            | 213,882                 | 46%                       | \$15                  | \$600 Wk          |
| ForksForum.com                    | 17,557                  | 43%                       | \$15                  | \$600 Wk          |
| SequimGazette.com                 | 35,680                  | 46%                       | \$15                  | \$600 Wk          |
| Kitsap Peninsula                  |                         |                           |                       |                   |
| KitsapDailyNews.com               |                         |                           |                       |                   |
| Central Kitsap Reporter           |                         |                           |                       |                   |
| Kingston Community News           | 55,351                  | 38%                       | \$15                  | \$600 Wk          |
| North Kitsap Herald               |                         |                           |                       |                   |
| Port Orchard Independent          |                         |                           |                       |                   |
| BainbridgeReview.com              | 52,925                  | 39%                       | \$15                  | \$600 Wk          |
| Grays Harbor / Coastal Washington |                         |                           |                       |                   |
| TheDailyWorld.com                 | 87,399                  | 44%                       |                       |                   |
| TheVidette.com                    | 15,049                  | 47%                       | \$15                  | \$600 Wk          |
| NorthCoastNews.com                | 12,056                  | 52%                       |                       |                   |
| SouthBeachBulletin.com            | 1103                    | 37%                       |                       |                   |



Digital advertising sold as packages and include all sizes as well as a Mobile Banner.

ProgrammaticDigital Advertising

You decide.  
Do you know who your audience is or who you want it to be?

Target just those customers with our extended reach products. Our custom-tailored programs can include:

- Display
- Mobile
- Owned & Operated
- Social
- Google Adwords
- Retargeting
- Geotargeting
- Geofencing

Contact us for a no-cost, in-depth proposal!

Creative Specifications & Best Practices

|   |                      |  |                      |                      |
|---|----------------------|--|----------------------|----------------------|
| Package sales require one of each 1x ad size<br>(2x ad size recommended for best resolution)            |                      |  |                      |                      |
| High Impact<br>Ad Package   |                      | Minimum<br>1x Ad Size  | Hi Res<br>2x Ad Size | Maximum<br>File Size |
| A   | Pencil               | 970 x 30   | 1940 x 60            | 50 KB                |
| B   | Billboard            | 970 x 250  | 1940 x 500           | 200 KB               |
| C   | Portrait             | 300 x 1050   | 600 x 2100           | 200 KB               |
| D   | *Mobile<br>Banner    | 320 x 50   | 640 x 100            | 15 KB                |
| Standard<br>Ad Package  |                      | Minimum<br>1x Ad Size  | Hi Res<br>2x Ad Size | Maximum<br>File Size |
| E   | Super<br>Leaderboard | 970 x 90   | 1940 x 180           | 200 KB               |
| F   | Leaderboard          | 728 x 90   | 1456 x 180           | 200 KB               |
| G   | Medium<br>Rectangle  | 300 x 250  | 600 x 500            | 200 KB               |
| D   | *Mobile<br>Banner    | 320 x 50   | 640 x 100            | 15 KB                |
| HeraldNet<br>e-Newsletters  |                      | Top Position   | Within Story         | 50 KB                |
|   |                      | 320 x 50   | 300 x 250            |                      |
| Seattle Weekly<br>e-Newsletters   |                      | Ad sizes vary based on newsletter and<br>position placement. Please contact your<br>local Sales Representative for current<br>options. |                      |                      |
| Proofing: Unless specified by the client, ads are proofed<br>using the 970 x 90 Super Leaderboard size. |                      |  |                      |                      |
| File formats: All ads should be built at 72 dpi.<br>PNG, JPG, GIF, HTML5 and 3rd Party Tag.             |                      |  |                      |                      |



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A.A.M. / C.A.C. Consolidated Media Report (Q3, 2017).  
U.S. Census, 2014 American Community Survey (5-Year). 2017 Google's Doubleclick for Publishers. 2017 Pulse Research readership survey. Sound Pub.  
\*Digital Audience Data (AUG\_2017). National Newspaper Association (2010)