

# JUNEAU EMPIRE



*Display Advertising Rates*  
January 2011

# JUNEAU EMPIRE

*The Juneau Empire is the voice of Alaska's Capital City.  
Published Sunday through Friday mornings.*

*Publisher* Mark Bryan  
*V.P. of Revenue & Online* Paul Hay  
*Managing Editor* John Moses

Publisher reserves the right to edit, reclassify or refuse any advertisement.

## Rate Revision Notice

Publisher reserves the right to revise advertising rates upon thirty days notice and all contracts are accepted subject to this reservation.

## Claims

All claims for billing adjustments must be made within 90 days of error. No adjustments will be made after 90 days.

## Position Policy

The Juneau Empire will make every attempt to grant the advertiser position requests. However, no position can be guaranteed. Position requests for a specific page, if fulfilled, carry a 25% premium cost. If two requests are received for the same position in any given edition the larger ad will receive priority.

## Proofs Policy

The Juneau Empire will not be liable for failure to publish an advertisement as requested for more than one incorrect insertion of an advertisement. Proofs may be requested on all ads. Proof to advertiser removes all responsibility of the Juneau Empire, except in cases when there is a failure of the newspaper to correct properly marked errors or omissions on the proof. In any case, the publisher's liability shall be limited to the correction of, or the cancellation charge, for that portion of the ad rendered valueless by such error or omissions. Proofs will not be shown on ads accepted after deadline and the Juneau Empire is not responsible for errors or omissions in such ads.

## Letters of Correction

In the case of a Juneau Empire printing error, a letter of correction will be delivered to the store if requested by the advertiser. The Juneau Empire will not assume any liability for any difference if goods are sold at the incorrect price.

## Political Advertising Policy

Any ad involving a political figure, party, or Government Issue, regardless of election time, is considered political. All political advertising is payable in advance, and must include all information required by local, state, and federal law. Political advertising will be published only when full payment has been made prior to the deadline of publication date and insertion order has been received.

## Outstanding Balances

Going out of Business, temporary or transient business ads must be pre-paid. All outstanding balances to be paid prior to running.

## "Paid Advertisement"

Advertising simulating news must carry the words "Paid Advertisement" prominently above the ad.

## Responsibility

The Juneau Empire assumes no responsibility for materials provided by advertisers, although every effort will be made to return them in good condition if requested.

Advertiser and advertising agency will indemnify and hold harmless the Juneau Empire, it's officers, agents, employees, and contractors, for all contents supplied to

publisher, including text, representations, and illustrations of advertisements printed, and for any claims arising from contents including, but not limited to, defamation, invasion of privacy, copyright infringement, plagiarism, and in the case of a preprinted insert, deficient postage.

## Cancellations

Because of the costs and additional labor caused by late cancellations of advertising, the publisher reserves the right to charge a 25% kill fee for advertising cancelled after our published deadlines.

## Terms

Credit must be established before advertising is scheduled, except for pre-paid advertising. Advertising rates are net and non-commissions. Billing is on the last business day of each month and includes City and Borough of Juneau 5% sales tax. All invoices are due on receipt.

Accounts more than 30 days past due are subject to suspension of advertising privileges and collection. Prepayment will be required for any advertiser at the discretion of the Credit Manager.

## Commissions

National rates commissionable at 15% to approved advertising agencies only. No cash discount.

Advertiser is responsible for payment of account, regardless of advertising agency placing orders. Change of representative advertising agency will require credit to be reestablished before additional advertising placed.

# Display Advertising Rates & Deadlines

## Open Rates

Retail Display	\$22.00
National Display (Gross)	\$25.85
Classified Display	\$17.05
National Classified Display	\$19.64

## Annual Contract Rates

By signing a commitment to a minimum volume of advertising during a 12-month period, the advertiser pays one rate throughout the contract period. Failure to complete the commitment will result in all ads being rebilled at the appropriate rate for the volume actually run.

Annual Commitment	Retail Rate/Inch	Classified Rate/Inch
\$3,000	\$16.50	\$12.38
\$6,500	\$15.95	\$11.83
\$9,000	\$15.40	\$11.28
\$12,000	\$14.85	\$10.73
\$22,500	\$14.30	\$10.18
\$35,000	\$13.75	\$9.35
\$50,000	\$12.38	\$8.80
\$75,000	\$11.83	\$8.25
\$100,000	\$11.28	\$7.70
\$150,000	\$10.18	\$7.15
\$200,000	\$9.63	\$6.60

## Political advertising

Retail display	\$22.00 PCI
Online Ads	\$25.00 CPM

Pickup discounts are available. Prepayment is required on all political advertising and ads must include identifying line including "political advertising paid for by" disclaimer that includes the name and address of organization or individual paying for ad.

## Premium Placement/Position

Advertising requests for retail advertising placement on specific pages will be given preference when possible, but no guarantees of placement are stated or given.

Premium charge of 25% required with all position requests.

## Pickup Discounts

Pickup discounts can not be combined with any other discount and are allowed only on ads with no copy change. No pickup discount in Sunday, holiday or special editions.

Any display ad eight inches or larger retail, 10 inches or larger classified, may be picked up at half price (50% discount) within six (6) days for first publication. Up to five pickups allowed within one calendar week.

## Non-Profit Rates

Retail display	\$17.44
Classified display	\$12.38
Spot Color	\$100.00
Full Color	\$275.00

Non-profit rates are available to qualified non-profit and charitable organizations.

For every paid ad run using this rate, the Empire will provide one free ad pickup, ad (no copy change) within six (6) days. Advertising of a political nature does not qualify for non-profit rates.

## Retail Frequency Discount Packages

Advertisers running the same ad multiple times with a short period of time receive substantial discounts off open rates.

## Tri-Buy

Retail \$39.00 per column inch
Classified \$29.00 per column inch

Same ad runs three times within seven days in the Empire, minimum of 10 column inches per ad, no copy change, plus online at [www.juneauempire.com](http://www.juneauempire.com).

## Six Pack

Retail \$66.00 per column inch
Classified \$44.00 per column inch

Same ad to run six times within 30 days in Juneau Empire. Minimum of 10 column inches per ad, no copy change, plus online at [www.juneauempire.com](http://www.juneauempire.com).

## Color

Color may be added to retail and classified display ads when available. All color ads must be scheduled 24 hours before regular deadlines. Double truck ads charged as two-color ads and require 48 hour advance notice.

Local	
Spot color	\$175 per ad
Full color	\$375 per ad
National/Agency	
Spot color	\$225 per ad
Full color	\$475 per ad

## Display Advertising Deadlines

Issue Publishes	Deadline
Monday	Wednesday 4pm
Tuesday	Thursday 4pm
Wednesday	Friday 4pm
Thursday	Monday 4pm
Friday	Tuesday 4pm
Sunday	Wednesday 4pm
Select TV	Friday 4pm

*During Holiday weeks all deadlines are one day earlier.*

## Classified Advertising Deadlines

Issue Publishes	Deadline
Monday	Friday 11am
Tuesday	Monday 11am
Wednesday	Tuesday 11am
Thursday	Wednesday 11am
Friday	Thursday 11am
Sunday	Friday 11am

*During Holiday weeks all deadlines are one day earlier.*

## Final Proofs & Camera Ready Deadlines

Issue Publishes	Deadline
Monday	Friday 12pm
Tuesday	Monday 12pm
Wednesday	Tuesday 12pm
Thursday	Wednesday 12pm
Friday	Thursday 12pm
Sunday	Friday 12pm
Select TV	Friday 12pm

*During Holiday weeks all deadlines are one day earlier.*

# Ad Sizes

## Retail Display

*Column Width in Inches*

1 col. – 1.611”

2 col. – 3.3889”

3 col. – 5.1667”

4 col. – 6.9444”

5 col. – 8.7222”

6 col. – 10.5”

Double Truck – 22”

Full Pg. – 10.5” x 21.25” **color 21”**

Horiz. Half Pg. – 10.5” x 10.75”

Vert. Half Pg. – 5.166” x 21.25”

Quarter Pg. 5.166” x 10.75”

## Modular Ad Sizes

*Width in Inches – W x H*

Full Page – 10.25” x 10.5”

Horiz. Half Page – 10.25” x 5.125”

Vert. Half Page – 5.05” x 10.5”

Quarter Page – 5.05” x 5.125”

Eighth Page – 5.05” x 2.625”

Gutter Width – .1684” or 1 pica

## Classified Display

*Column Width in Inches*

1 col. – 1.0556”

2 col. – 2.2361”

3 col. – 3.4167”

4 col. – 4.5972”

5 col. – 5.7778”

6 col. – 6.9583”

7 col. – 8.1389”

8 col. – 9.3194”

9 col. – 10.5”

Double Truck – 22”

## 5 Column Tab

*Column Width in Inches*

1 col. – 1.916”

1.5 col. – 2.95”

2 col. – 3.99”

2.5 col. – 5.05”

3 col. – 6.083”

3.5 col. – 7.2”

4 col. – 8.166”

4.5 col. – 9.25”

5 col. – 10.25”

Double Truck – 21.5”

**Page Length – 10.5”**

# Online Bundled With Print

Juneau is one of the most internet-friendly markets in America and residents rely on The Juneau Empire for news and advertising information. One-third of Empire readers read the newspaper only online with an average of 1.8 million page views per month. The combined print and online readership of the Empire reaches more than 89% of adults in Juneau.

When combined with a print advertising schedule, online-only schedules are available for a single day.

## JuneauEmpire.com

The Juneau Empire's online readership is one of the largest in Alaska. More than 11,000 unique readers per day and 135,000 unique readers per month use the Empire online at [www.juneauempire.com](http://www.juneauempire.com).

## Online Advertising

Advertising is available in four premium positions rotating throughout the Empire website at [www.juneauempire.com](http://www.juneauempire.com) on a Cost-Per-Thousand-Impressions basis.

Minimum order 10,000 impressions.

### A Leaderboard

(Top Banner) 729x90p  
\$15 per thousand impressions

Appears on all pages (Run of Site ROS\*)

### B Max Ad

(Right Side) 160x600p  
\$15 per thousand impressions

Appears on all pages (Run of Site ROS\*)

### C In-Story Ad

(Left Side) 300x250p  
\$15 per thousand impressions

Appears on Home page and all story pages on (ROS\*)

### D Bottom Banner

(Bottom) 728x90p  
\$5 per thousand impressions

Appears on all pages (Run of Site ROS\*)

### Surround Ads- Own the Home Page

3 Ad ABC Combination  
\$60 per thousand impressions

Appears on all Home page only during a designated time period in the day.

### Bundled With Print

When combined with a print advertising schedule, online-only schedules are available for a single day.

### Flat Day Rate Package Costs

Position	5,000	10,000
A	\$79	\$149
B	\$69	\$119
C	\$69	\$119
D	\$29	\$49

Appears on all pages (Run of Site ROS\*)

### Online Sticky Notes

These premium online ads are seen for a single day for all online viewers on loading the homepage of the Empire website.

Monday-Thursday	\$200 per day
Friday & Saturday	\$300
(Two-day - add Sunday for \$100 more)	
2-4 day inserts	\$175 per day*
(must run concurrent)	
5-10 inserts	\$150 per day
(must run concurrent)	
*Does not include Friday/Saturday	

Ads appear once per browser session. Average a minimum of 10,000 impressions per day. Only one online sticky note available per day on a space-available basis.

Please see live example at:  
[www.juneauempire.com/test/sticky.shtml](http://www.juneauempire.com/test/sticky.shtml)



For more information on Online Advertising, please go to page XX

# Rich Media



Premium advertising programs incorporating audio and video, geo-targeting, search engine optimization and other online products are available. Please talk to your sales representative about these unique opportunities.

Online multi-media options include:

## Corner peels

Single day      \$500

Appears before the homepage loads once per browser session.

Example Link: <http://juneauempire.com/test/>

Please talk to your sales rep to find out multiple day options and prices.

## Search Engine Optimization-SEO

A Business Profile Page is created and listed throughout the World Wide Web to get ranked higher on most Internet Search Engines with search terms relevant to your business!

A Premiere Business Listing will always appear prominently on all relevant JuneauEmpire.com site search result pages, based on category or "key word" our readers are looking for.

12 months      \$100/month

## Sponsorships

JuneauEmpire.com has many sections online that are tied to print special sections but that are viewed throughout the year 24/7, i.e. Gold Medal, Golden North Salmon Derby, Legislative Guide, Graduation, etc.

Please talk to your sales representative about these unique opportunities.



# Preprint Rates

All preprinted material provided to the Empire for insertion will be charged at flat rate for total circulation. All rates for preprint are net rate.

Total market coverage available with preprints inserted into both daily Juneau Empire and free Capital City Weekly, with a total of 18,500 copies distributed throughout Juneau and Southeast Alaska.

No zoning or partial run inserts available. Volume discounts available with signed contract.

	Empire	Total Market
Up to 4-page tab	\$896	\$1792
8 tab / 4 standard	\$1250	\$2500
12 tab / 6 standard	\$1405	\$2810
16 tab / 8 standard	\$1563	\$3126
20 tab / 10 standard	\$1719	\$3438
24 tab / 12 standard	\$1874	\$3748
28 tab / 14 standard	\$2029	\$4058
32 tab / 16 standard	\$2185	\$4370
36 tab / 18 standard	\$2340	\$4680
40 tab / 20 standard	\$2495	\$4990
44 tab / 22 standard	\$2650	\$5300
48 tab / 24 standard	\$2805	\$5610
52 tab / 26 standard	\$2960	\$5920
56 tab / 28 standard	\$3115	\$6230
60 tab / 30 standard	\$3270	\$6540
64 tab / 32 standard	\$3425	\$6850

## Preprint quantities:

Empire daily	5,000
Empire Sunday	5,500
Total Market (Empire and Capital City Weekly)	18,500
Capital City Weekly / Full Run	13,000
Capital City Weekly / Juneau Only	7,200
Capital City Weekly / SE Alaska Only	5,800

## Preprint deadline:

All preprinted materials must be delivered to the Empire offices a minimum of three (3) business days before scheduled insertion. No refund or credit offered for preprints delivered after deadline.

## Deliver preprints to:

Juneau Empire  
3100 Channel Drive  
Juneau, AK 99801

Deliveries accepted Monday-Friday,  
8 a.m. - 5 p.m. only.



# Ad Specifications

This is a list of the minimum specifications for ads to be run in the Juneau Empire. Adhering to these guidelines ensures the quality of the printed product.

## PRINT ADS:

### Programs:

We accept native files from the following programs:  
**Photoshop / Illustrator / InDesign, version CS4 or lower.**  
 We cannot accept files from Microsoft Publisher.

## Client-Generated Artwork

### Specifications for Camera Ready Art:

We accept camera ready pdfs from any program as long as all images and fonts are embedded and comply with the following specs. PDFs that do not meet these specs will be rebuilt:

Camera Ready ads should be print ready with **no corrections**.

Here are steps that must be followed to insure that the ad is camera ready.

- Ad must be sized correctly: Juneau Empire ads are built columns by inches.
- Capital City Weekly ads are built inches by inches.
- Images must be at least 200 DPI.
- Images must be CMYK or grayscale only (RGB images will print grayscale).

Please be aware that our press generally runs dark 5-10%. It is highly recommended that any images used are lightened and the contrast increased in an image-editing program such as Photoshop.

**If there is a solid black in the ad, it must be a grayscale black** and not a CMYK black. This means the K (black) should be the only color with value. Cyan, Magenta, and Yellow should have a value of zero. If the black is a composite black with CMY and K having color values the press will print from all 4 plates which can create registration and readability issues.

## Built In House Ads:

- When sending in images for an ad to be built in-house, please send the images in JPG, EPS, or TIFF format. Please do not send images taken from the web, unless you know the DPI is 200 or more, or the image was created for use in printed media. Please do not send images in a Word document, Word significantly lowers the resolution of images once saved.
- Convert all fonts to paths - If fonts are not converted and the production staff does not have the same fonts, the fonts will default. If you cannot convert text to paths the ad will need to be rasterized.
- Ad sizes are determined by two measurements-the width is measured in columns and the height in inches. Please refer to the charts for column width converted into inches.
- File Format for camera ready ads: PDF, EPS, JPG, or TIFF.
- Do not build your ad in Word, Publisher, or Powerpoint.

**Note:** If sending a native Illustrator file, please turn all fonts to outlines (Shift-Option-O).

*If you have any questions, please contact your advertising representative, or call (907) 586-3740.*

## ONLINE ADS:

Online ads must be built in RGB color-space at 72 dpi. It is best to keep the total file size around 50K-75K at the most. GIFs and JPGs are acceptable formats. The sizes can be seen in the chart below (measured in pixels):

### Sizes:

- Banner.....728x90 (10.111x1.25 in)
- Max.....160x600 (2.222x8.333 in)
- InStory.....300x250 (2.222x8.333 in)
- Sticky.....306x257 (2.225x8.444 in)

## CLASSIFIED ADS:

1 col.....	1.0556 in
2 col.....	2.2361 in
3 col.....	3.4167 in
4 col.....	4.5972 in
5 col.....	5.7778 in
6 col.....	6.9583 in
7 col.....	8.1389 in
8 col.....	9.3194 in
9 col.....	10.5 in

## DISPLAY ADS:

1 col.....	1.611 in
2 col.....	3.3889 in
3 col.....	5.1667 in
4 col.....	6.9444 in
5 col.....	8.7222 in
6 col.....	10.5 in
Double Truck.....	22 in
Full Pg.....10.5" x 21.25" (Color 21")	
Horiz. Half Pg.....10.5" x 10.75"	
Vert. Half Pg.....5.166" x 21.25"	
Quarter Pg.....5.166" x 10.75"	

## 5 COLUMN TAB: Inches

Full Page.....	10.25 x 10.5
1/2 Page (Vertical).....	5.05 x 10.5
1/2 Page (Horizontal).....	10.25 x 5.125
1/4 Page.....	5.05 x 5.125
1/8 Page.....	5.05 x 2.625

# Special Section Calendar

Every month, the Juneau Empire focuses on local events by creating a Special Section highlighting related events, photos and stories.

<i>January</i>	<i>February</i>	<i>March</i>
Governor's Gala Legislature Guide	Juneau's Biggest Loser Home Show Home Improvement	Boat Show Gold Medal Pet Idol
<i>April</i>	<i>May</i>	<i>June</i>
Spring King Thru a Child's Eyes	Grad Tab Memorial Day Page	Gold Rush Days Readers Choice Ballot
<i>July</i>	<i>August</i>	<i>September</i>
July Jubilee Readers Choice Round 2	Readers Choice Winners Back to School Golden North Salmon Derby	Voters Guide Labor Day Tab
<i>October</i>	<i>November</i>	<i>December</i>
We Think Pink Juneau Pet Idol	Gift Guide Thanksgiving Dining Guide	Juneau Guide Xmas Dining Guide After Xmas Sale

*Interested in advertising in or sponsoring one of these special sections? Contact your advertising representative, or call (907) 586-3740 for more information.*

# Camera Ready Ad Specifications

Camera Ready ads should be print ready with no corrections.  
Here are steps that must be followed to insure that the ad is camera ready.

## Ad must be sized correctly:

Juneau Empire ads are built columns by inches.  
Capital City Weekly ads are built inches by inches.  
*Please refer to the Ad Sizes on Page 4.*

## Ad must be at least 200 DPI. This is print quality.

## Ad must be CMYK color mode for color ads.

## Ad must be Grayscale color mode for black and white ads.

**If there is a solid black in the ad, it must be a grayscale black** and not a CMYK black. This means the K (black) should be the only color with value. Cyan, Magenta, and Yellow should have a value of zero. If the black is a composite black with CMY and K having color values the press will print from all 4 plates which can create registration and readability issues.

## Our press prints images 5-10% darker than they appear. Lighten images accordingly.

Open images in photoshop and go up to Image > Adjustments > Levels. A histogram will appear. Adjust the contrast so that the black(s) are black, the white(s) are white and the mid-colors are lighter. You can do this by moving the arrows on the ends and middle of the histogram. Below: (left) Original grayscale image. (right) lightened image ready for press.

## Convert all fonts to paths.

If fonts are not converted and the production staff does not have the same fonts, the fonts will default. If you cannot convert text to paths the ad will need to be rasterized.

## File Format for camera ready ads: PDF, EPS, JPG, or TIFF.

If you are providing the parent file, the ad must be built in Indesign, Illustrator, Photoshop, version CS4 or lower. Please specify in the file name which program was used to build your ad.

**Do not build your ad in Word, Publisher, or Powerpoint.**

# Image Requirements

Image must be over 100K in file size for ads.

*Please note: What you see on your screen will likely be 2-3 times SMALLER in print because of the 72 dpi to 200 dpi ratio. We print at 200 dpi • Web quality is 72 dpi*

## IMAGE FILE TYPES WE USE:

**.jpg   .tiff   .eps   .pdf   .psd**

When we process an image we change the dpi to 200, and we change the color mode to CMYK. (an image you pull from the web/camera/computer is most likely RGB which is a web color mode. We will also do minor quality adjustments as needed.

## COVER IMAGES AND FULLPAGE AD IMAGES

Images that are going on the cover of a publication or full pages ads must be of high resolution and of a large file size to insure good print quality. These images must be over 1 MB in file size. If the picture doesn't look big enough on your computer screen at %100 than most likely the image will not work for print.

## DO NOT SEND A .GIF.

GIF file types are for web only. This particular file type only allows 265 colors for the entire image and is not suitable for print.

## COPYRIGHT: GOOGLE AT YOUR OWN RISK.

Typically logos are ok to use from the internet, but taking someone's images (photos) off the internet to use (without permission) in an ad is not a good option.

Our Graphic Design staff uses a few select sites to obtain graphics, photos, car images, and sometimes logos. Please don't hesitate to ask for our help.

