



Washington State GRANGE NEWS

Informing Grangers Since 1912

Reach Washington's Rural Community

DISTRIBUTION:

42,000 homes ♦ 70,000 readers
in Washington State

AREAS OF INTEREST:

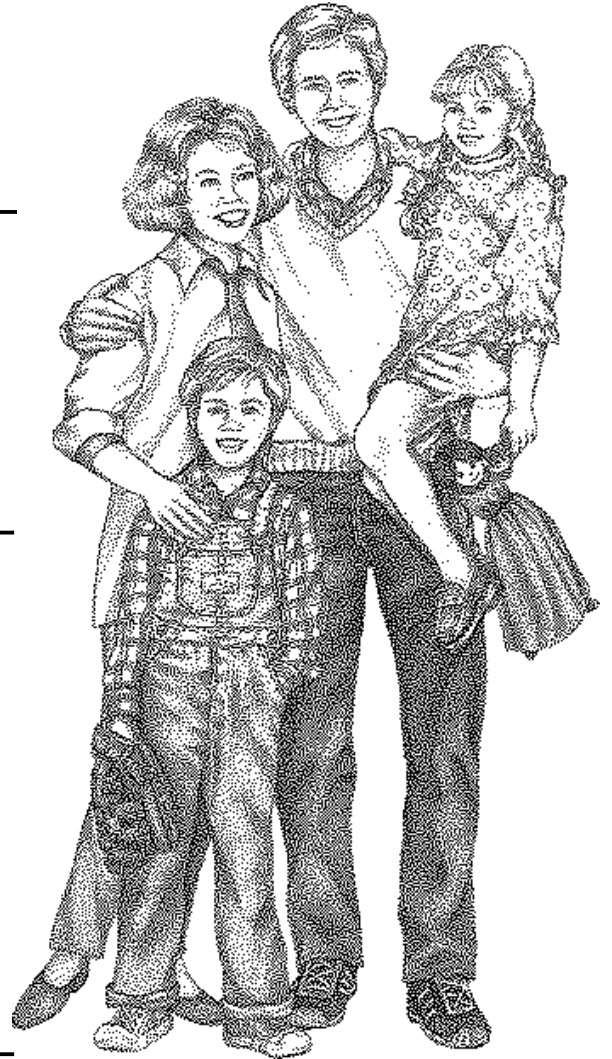
Does your product fall into any of these categories?

- rural life ♦ family
- education ♦ farm/garden
- travel ♦ health care/insurance
- crafts/home arts ♦ cooking

READERSHIP:

Who reads the Grange News?

- ♦ 77% live in small towns or rural areas.
- ♦ 34% reside on a farm, representing nearly half of Washington's total farmers.
- ♦ 82% read the advertisements.
- ♦ 53% patronize *Grange News* advertisers (61% of farm readers)
- ♦ 54% order items through mail.
- ♦ 72% read half or more of each issue, spending ½ hour or more doing so.



Washington State Grange News
924 Capitol Way S. #300
P.O. Box 1186
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Fax: (360) 357-3548

grangenews@wa-grange.org

www.wa-grange.org

Grange News, a publication for rural life

- ♦ 12 to 20 page 4-color tabloid
- ♦ Published 10 times annually

Special editions

- ♦ Conservation supplement, Mar.
- ♦ Pre-convention issue, June
- ♦ Convention Report, Aug.
- ♦ Cooperative supplement, Oct.

Regular features

- ♦ Legislative reports
- ♦ Reports on activities of local Granges throughout the state
- ♦ News of youth and junior Granges
- ♦ Recipes and tips for the home
- ♦ Community service reports

The Washington State Grange News



In 1912, the Washington State Grange premiered one of the most unique publications in the Northwest, the Washington State Grange News.

The Washington State Grange was founded in 1889, two months before the Washington Territory became the State of Washington. The Grange is dedicated to improving the lives of those who live in rural Washington, while preserving the things that make rural living worthwhile. Rooted deeply in agriculture, the Grange now faces issues including land and water use, health care and education, elections, and providing access to the technological advances already enjoyed by those residing in more urban settings.

The Washington State Grange News is a vital link between the more than 300 local Granges in Washington, and between those Granges and the State Grange which oversees them. The publication, read each month by more than 70,000 people, provides information to Grange members detailing the activities of their fellow Grangers, as well as important political issues and the efforts of the State Grange.

HARD NEWS REPORTS detailing the issues most important to rural Washingtonians.

LEGISLATIVE UPDATES keep readers abreast of actions taken by elected officials that will impact their lives and their communities.

VIEWPOINT articles by Grange leadership and state officials give a unique perspective on the issues crucial to rural communities.



FEATURE ARTICLES focus on interesting people, places and events.

ADVERTISING highlights quality products and services to thousands of consumers statewide.

LETTERS from readers offer insight and opinions on a variety of issues.

GRANGE TRAVEL features a variety of trips to members and friends throughout the world.

DISPLAY ADVERTISING RATES

Washington State Grange News is the official publication of the Washington State Grange, a fraternal organization with 50,000 members statewide. The publication is devoted to providing the information most important to residents of rural Washington, covering issues including land and water use, health care and education, politics, community service, life-style issues and fraternal topics.

Circulation: The Washington State Grange News is mailed 10 times a year to approximately 42,000 homes (paid circulation). Average Eastern Washington distribution is 16,300; average Western Washington distribution is 25,500. About 1,000 are mailed out of state. Per-issue readership is approximately 72,000.

General Rates

Open Rate:	\$19.46 per column inch	
Contract rate:	3-5 months	\$18.68/col. inch
	6-11 months	\$17.91/col inch
	12+ months	\$17.13/col inch
Bulk rate:	¼ page	\$311.16
	½ page	\$622.33
	Full page	\$1,244.64

Agency commission: 15% except classified & directory ads

All copy subject to publisher's approval. **No liquor or tobacco advertising accepted.** Advertising which simulates editorial content will be marked clearly "Paid Advertisement." Political advertisement must be paid in advance. Orders beyond three months accepted at prevailing rates.

Mechanical Requirements

The Washington State Grange News is a 4-column tabloid with an image area of 62 picas wide by 95 picas deep.

One column	14 picas	(2-5/16")
Two columns	30 picas	(5")
Three columns	46 picas	(7-5/8")
Four columns	61.5 picas	(10-3/16")
Full column	95 picas	(15¾")
Directory column	20 picas	(3¼")
Halftones	85 line screen	
Printing	Web offset	

Display advertising must be at least as many inches deep as it is columns wide. Minimum is 1 column inch.

Closing & Cancellation Dates

Space reservation by first of each month. Camera-ready ad must be in by the 5th of each month. Cancellations must be made no later than 10 days prior to the insertion date. The paper is mailed the third Tuesday of each month, except when a holiday or a 5-week month dictates a move.

Composition Rates

Camera-ready or separated proofs preferable. Reductions and enlargements of ad, halftones, reverses and other special processes provided by publisher to be paid by advertiser at the following rates:

Ad composition	\$30/hr.	Halftones	\$12 ea.
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Special Positions: 10% extra. Back page on a first-come, first served basis. Advertising not accepted for front or editorial pages.

Color: Cost in addition to column rate, with separations provided by advertiser
Standard \$100/color 4-color \$400

Inserts: Furnished by advertiser. Cost: \$1,845 per issue, plus \$10/1,000 for stuffing (subject to Post Office pre-approval).

Bleed: No extra charge for gutter bleed; ½" maximum oversize.

Directory Advertising

◆ Targeted advertising at incredibly low rates!

Under individual county headings, the *Grange Connection* column notes the activities of that county's Granges. When you advertise your business with Directory Advertising next to this extensively read section, you target the readers in your county. And all for one simple, annual low price; an ideal combination of targeted advertising at affordable rates.

Mechanicals: Each ad is 3¼" wide and comes in standard ½", 1", 2" or 3" sizes (see size chart below).

Cost: Cost is for ten issues as noted below. Must be pre-paid.

DIRECTORY ADVERTISING
½" ad (\$75/yr)
1" ad (\$150/yr)
2" ad (\$250/yr)
3" ad (\$300/yr)

Grange Exchange:

Classified Advertising

Cost per word	one month	4 or more
Regular	\$.30	.25
Boxed	.60	.50

Centered or reversed text: \$1.50/line

Minimum for one month: \$3.75

Word count: Hyphens, spaces and X's separate words. Phone numbers count as one word.

Deadline: First Monday each month. **Ads must be paid in advance.** (Tear sheets not sent for classified ads.)

Sorry, we do not print ads for 900 number services.

WASHINGTON STATE



The Voice of Rural Washington



Washington State

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