



DAILY JOURNAL OF COMMERCE

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Publishers Statement

The Seattle Daily Journal of Commerce has been serving the business community for over 100 years.

Advertisers trying to reach business owners and decision makers in the areas of construction, architecture, engineering, consulting, commercial real estate, government, urban planning and law will find the DJC to be a key ingredient to their print & online media strategy.

Our publications also list updated foreclosures, business licenses, building permits, liens and property sales information.

Production Requirements

B&W artwork containing halftones should have no more than an 85 line screen. Color ads **MUST** have a CMYK color profile. We require true blacks (blacks made solely of black ink, not built from multiple inks) to avoid smearing or oversaturation on the page. Reverse type in color ads (white text over a built color background) is not recommended unless it is over a single-ink background, otherwise the surrounding ink may bleed into the white text.

Electronic Ad Submission

Ads can be received via e-mail, Dropbox, CDs or Flash drive. We accept Mac and PC files created in the following applications: Illustrator, InDesign, Photoshop or in PDF, TIF and EPS formats. Ads submitted in Microsoft Word, Publisher or Power Point format **will not** be accepted.

Deadlines & Cancellations

B&W ad copy for the daily paper must be received one full day before the ad is to run. Ads with spot color must be received 2 full days before running. 4-color ads must be received 3 full days before.

Column widths for daily paper and special sections.

1 column - 2 in. 4 columns - 8 3/8 in.
2 column - 4 1/8 in. 5 columns - 10 1/2 in.
3 column - 6 1/4 in. 6 column - 12 5/8 in.

Frequency Advertising Rates

Prices shown are per insertion

Other sizes available

(All rates are net)	1x	5x	9x	13x	26x	39x	52x
Full Page 12 5/8" wide x 21" deep	\$2000.00	\$1900.00	\$1800.00	\$1700.00	\$1600.00	\$1500.00	\$1400.00
Half Page 12 5/8" x 10 1/2"	\$1100.00	\$1000.00	\$900.00	\$800.00	\$700.00	\$600.00	\$500.00
Quarter Page 8 3/8" x 9"	\$620.00	\$590.00	\$560.00	\$530.00	\$500.00	\$470.00	\$440.00
1/8 Page 6 1/4" x 6"	\$350.00	\$330.00	\$310.00	\$290.00	\$270.00	\$250.00	\$230.00
1/16 Page 4 1/8" x 5"	\$200.00	\$190.00	\$180.00	\$170.00	\$160.00	\$150.00	\$140.00
1/32 page 4 1/8" x 2 1/2"	\$100.00	\$90.00	\$80.00	\$70.00	\$60.00	\$50.00	\$40.00

Special section rates and dimensions

For a list of our special sections see our editorial calendar

Rates listed are net.

Full Page - 10" wide x 12" deep\$1200.00
1/2 Page - 10" x 6"\$600.00
1/4 Page - 6" x 6".....\$400.00
1/8 Page - 4" x 5".....\$220.00

Paid advertisements run in both print and online editions

Front Page Ads

Only two ads allowed each day. 4 1/8 wide by 5 inches deep.
1x - \$300.00 9x - \$230.00
5x - \$260.00 13x - \$200.00

Color Ads

Black and one spot color, flat charge\$100.00
4-color process\$200.00
(added to the regular rate)

Mechanical Requirements

- Column width is 2 inches for the daily paper
- Space between columns – 1/8 inch
- Special Section column widths differ.
- 6 Column page • Column length is 21 inches
- Printing process – web offset on 28 pound newsprint.
 - Allow for up to 30% dot gain on halftones, screens and 4-color separations. • **No bleeds.**

Online Rates

DJC.com offers tile advertising opportunities on a full site rotation basis.

Online Ad Sizes

- Premium ads 184x90 pixels prominently displayed at top of page
- Tile Ads- 150 x 145 pixels
- Skyscraper Ads- 150 x 600 pixels
- Featured Ads- 550 x 800 pixels

Online Ad Pricing

- Premium - \$300 per week
- Tile ads - \$150 per week
- Skyscraper ads - \$300 per week
- Featured ads - \$300 per week

Preprinted Inserts\$700.00