

The Reflector

The Newspaper With Integrity

Effective March 1, 2010

The Reflector reaches virtually every home in this large and growing area of Southwest Washington, delivered primarily by motor carrier.

March 2010 circulation was 28,000.

No other newspaper reaches all these homes in Clark and Cowlitz counties.

REFLECTOR CIRCULATION & READERSHIP

90.6% RECEIVE The Reflector
(2008 Audit - 89.4%)

91.3% READ The Reflector
(2008 Audit - 91%)

84.7% PURCHASE POWER*
(2008 Audit - 82.9%)

100%
75%
50%
25%
0%

90.6% Receive The Reflector

*Readers frequently purchase products & services from ads in The Reflector according to the Circulation Verification Council.

COMPARE TO OTHER NEWSPAPERS

CIRCULATION

The Reflector is received by at least **2.5 times more** people than any other newspaper in our circulation area!!

Columbian
2008 Audit
35.7%

Oregonian
2008 Audit
7.7%

Longview Daily News
2008 Audit -
1.7%

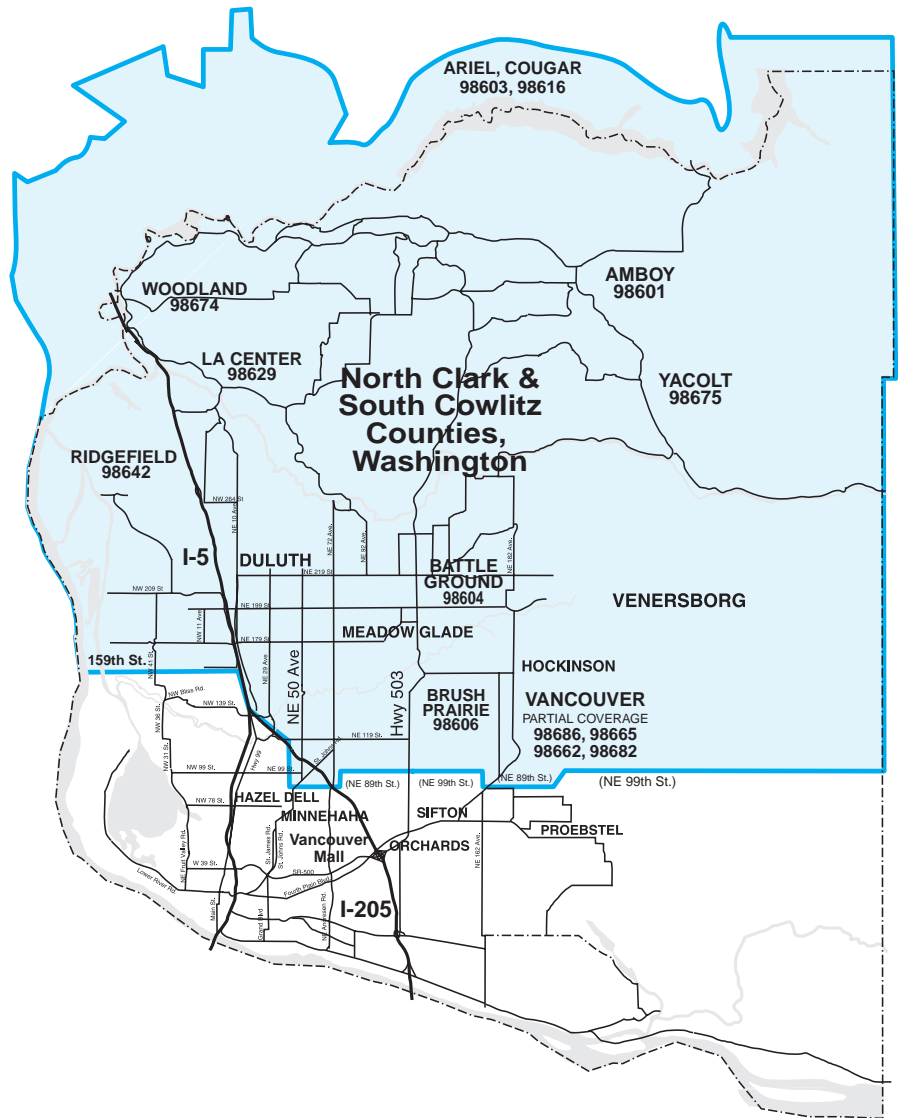
Other
2008 Audit
8.1%

2008 Audit
8.4%

2008 Audit -
1.3%

2008 Audit
7.6%

CVC survey completed Dec. 31, 2009.



The Reflector Newspaper grows even stronger!

Advertise with the newspaper that is read in North Clark & South Cowlitz Counties!

20 N.W. 20th Avenue • P.O. Box 2020 • Battle Ground, WA 98604

Hours 8 a.m. - 5 p.m. Monday - Friday

(360) 687-5151 • (800) 909-0075 • FAX (360) 687-5162

www.TheReflector.com • Staff@TheReflector.com

The Reflector

20 N.W. 20th Ave. • P.O. Box 2020 • Battle Ground, WA 98604
 (360) 687-5151 • (800) 909-0075 • FAX (360) 687-5162
 E-mail: staff@TheReflector.com

Why Advertise in The Reflector?

Advertising in The Reflector represents an investment by forward-thinking business people in the future of the Clark and Cowlitz counties' market, an area of rapid growth and unlimited potential.

Must Reading

The Reflector has provided community news since 1909, reaching nearly every home in its circulation area. For many people, The Reflector is the only newspaper received in the home. As of March 2010, 28,000 Reflectors roll off the presses each week, most destined for in-area circulation. The Reflector is "must" reading for urban and rural families alike.

Regular weekly news coverage includes local government, as well as *Sports, People, Home and Family, Editorial* and an extensive calendar and events section. Lively letters to the editor are "first reading" for many people each week, and show a strong community interest and involvement in the paper.

Local News

With a commitment to local news, The Reflector meets the desires of residents to know what is going on in their communities. News of city and town governments is featured weekly, along with school happenings in the Battle Ground, Ridgefield, La Center, Hockinson, Green Mountain and Woodland school districts, plus private schools.

Independence and Integrity

From Battle Ground north to Amboy, Yacolt, La Center and Woodland, west to Ridgefield, east to Venersborg, south to Hockinson, Brush Prairie and northern Vancouver, The Reflector is the trusted news source, written with independence and integrity.

A Cost-effective Way To Reach a Growing Area

Clark County is one of the fastest growing counties in the state of Washington with a current population of about 433,000.

Clark County grew by almost 64,000 people from 1970 to 1980, and 45,000 from 1980 to 1990. During the 1990s, the county grew by 107,185 people, or about four percent per year, and about 2.8 percent per year since 2000.

Today The Reflector averages 30 pages weekly, with regular use of color. It represents an inexpensive way to reach one of the fastest growing markets in the state.

Audited Circulation

Reflector circulation is continually audited. Latest report shows that 90.6% of people in the circulation area receive The Reflector, and that 91.3% of those read it. Copies of the audit report are available.



Subscriptions

Inside Clark & Cowlitz counties 6 months or less **\$25**; 1 yr. **\$40**
 Outside Clark & Cowlitz 6 months or less **\$30**; 1 yr. **\$45**

Payment in advance. No refunds. Individual current copies 50¢, past issues \$2.00

Reflector Creative Services

Complete graphic design and printing services are offered by an experienced, knowledgeable staff. The Reflector designs and prints a variety of items. The Reflector can produce virtually any printing project. Call 687-5151 for a free quote on any printing needs including:

- Business Cards
- Full Color Printing
- Raffle Tickets
- Rubber Stamps
- Envelopes-all sizes
- Books/Booklets
- Letterheads
- Postcards
- Carbonless Forms
- Logos
- Flyers
- Labels

Four-Page Tabloid Special

Two full pages of advertising in the form of a 4-page tab printed along with the newspaper for \$2190; second color on one side (front and back pages) \$100; subject to advance reservation; only one available per week. Four-page tabloid printed separately and inserted full circulation, \$2400, black ink; second color \$100 per side. Four full pages in the form of an 8-page tab printed with the newspaper, color pages 1 and 8, \$3900. An 8-page tab printed separately and inserted, color on pages 1 and 8, \$4100. No tax. Deadline: Minimum of two weeks before publishing date. Prices include design and typesetting. Four-page tabloid also available as a "spadea" wrap around the "B" section, printed on 35 inch stock at \$2190. Full color available at \$300 per side. \$325 discount for camera ready copy. Spadea printed on book stock, add \$500.

DISPLAY DEADLINE THURSDAY, 5 PM

Display Advertising Rates

Per Column Inch
Open Local Rate \$15.10

National Rate Commissionable to Agencies
 (Up to 17% total on camera ready ads) **\$15.10**

Earned Rate Schedule

Col. Inches Per Month	Earned Rate	6-Mo. Contract	12-Mo. Contract
18	\$14.40	\$13.30	\$12.10
32	\$13.80	\$12.80	\$11.60
64	\$13.30	\$12.00	\$11.10
102	\$12.90	\$11.60	\$10.50
127	\$12.50	\$11.20	\$9.90
194	\$12.00	\$10.90	\$9.60
258	\$11.60	\$10.40	\$9.40
387	\$11.20	\$9.70	\$9.00
516	\$10.50	\$9.40	\$8.70

The Reflector offers a 10% discount for camera-ready ads in the shaded area above.

Church Rate (See Note) \$11.20

Note: The Church Rate applies to houses of worship as they publicize service hours and special events and programs. It also applies to vacation Bible school. The rate does not apply to pre-schools, childcare, K-12 schools, social service centers or to other entities affiliated with a house of worship.

Deadline For Corrections: Monday, 1pm

Mechanical Specifications For Display Advertising

The Reflector is a six column, broadsheet publication printed on 25 inch stock with 11-pica wide columns. One pica between columns. Overall height is 21-1/4 inches.

Width	Picas	Inches	Decimal Inches
1 column	11	1-13/16	1.8125
2 columns	23	3-13/16	3.8125
3 columns	35	5-13/16	5.8125
4 columns	47	7-13/16	7.8125
5 columns	59	9-13/16	9.8125
6 columns	71	11-13/16	11.8125

Camera Ready Ads

Ads provided camera-ready with no changes in copy, or ads provided as pick-up from another publication are priced at **\$11.60** per column inch.

Front Page

Two advertising spaces at the bottom of the front page are available weekly at \$200 each, reserved in advance. Each space measures 2 inches tall and 5.75 inches wide. Both spaces in one issue are priced at \$350. Standard color charges apply.

One advertising space is offered at the top left corner of the front page at \$225 per issue, reserved in advance. This space measures 1.75 inches tall by 4.25 inches wide. Standard color charges apply. An advertiser committing to this space for 52 issues a year will receive one free color each week.

Color

Add impact to any ad with color!

One color is available at \$100 when customer selects the color. Customers willing to let The Reflector choose the one color are charged \$75.

Full color is available at \$150.

Those advertising one full page or more each week in a 12-month contract are charged \$100 for full color.

Single and full color ads may be placed on the same page. All color subject to press capacity.

Color rates are net and non-commissionable.

Pre-printed Inserts

Inserts can be distributed by The Reflector to any or all routes in the circulation area. Advertisers inserting full circulation in one issue are charged \$29 per thousand; 12,000 or more pieces—\$41 per thousand; 5,000 or more—\$45 per thousand; less than 5,000—\$55 per thousand.

Sticky notes (Post-It notes) applied to surface of front page, \$75 per thousand. Only one such note per issue.

Inserts larger than 8.5"x11" finished size will be charged for folding, or can be refused. Coupon books measuring less than 5"x8" will be charged \$10 per 1000 in addition to other applicable rate.

Note: Pre-printed insert rates are net and non-commissionable.

Art Charges

Advertisers requesting specific art work or photographs will be charged for work as necessary.

Computer scanned art:.....\$6 on disk
 Photos taken by staff and emailed to someone.....\$20
 Photo reprintseach 5"x7" \$10; each 8"x10" \$15
 Logo Designs.....\$100 and up
 File photos placed on disc.....\$10 each

Legal Notices

A newspaper of legal standing, The Reflector is the legal notice paper for Battle Ground, La Center, Ridgefield, Woodland and Yacolt. Legal notice advertising is offered at the following rates:

Summons by Publication for Dissolution (up to 12 col. in.) 6 times\$275
 Notice to Creditors (standard length) - 3 times\$110
 Non-Probate Notice to Creditors (standard length) - 3 times\$150
 Other notices: First insertion.per col. inch \$9
 Additional insertions.per col. inch \$7.50

Dominate the Page

Advertisers can be assured of no other advertising on a page when they purchase dominant space: Page B-1 at 65 column inches, any other nonclassified page at 80 column inches; or a junior double truck at 160 column inches.

Cards of Thanks

(Deadline 10 a.m. Friday.)

60 words (up to 1 col. x 2 in., then add \$3 per col. in.).....\$15

Invitations

(Deadline 10 a.m. Friday.)

Up to 180 words (5 column inches).....\$30
 Photos.....each \$10 Repeat (with or without photos).....\$15

Memorial Notices

Free obituary notices include immediate survivors and service information. A standard obituary (\$50) also includes places of residence, hobbies, employment, military service, precedents, and photo. Enhanced notices are priced at \$80 and up.

Spotlight Advertising

Spotlight Advertising in The Reflector is a weekly or monthly feature combining the ads of participants. Participation requires a signed contract with no less than 9 contracted businesses for a period of no less than 9 months. Minimum size ad will be 2 col. x 2". Each participant will be billed individually. During the contracted period, each participant will be featured at least once with news in the spotlight section at no cost, and their 2x2 ad will not run when they are featured. The ads will rotate around the featured business each publication. The banner above the ads can be purchased by one of the participants, otherwise a generic 1.5" tall banner will be provided by The Reflector.

Policies

ERRORS: Responsibility for errors in advertising is limited to that portion of the space in the ad in which the error appeared. The Reflector offers letter notices of correction to explain error responsibility.

CREDIT: New advertisers who have not established credit with The Reflector are asked to pay in advance until a completed credit application is submitted and approved.

CANCELLATIONS: Ads canceled after Friday 5 p.m. will be charged half price.

TEARSHEETS: One current tearsheet per issue provided on request as a page from paper or complete issue, Reflector option. Tearsheets from back issues billed at \$2 each.

PROOFS: Proofs will be emailed or faxed as required on ads of 10 column inches or more. Proofs always available at The Reflector.

POSITION: Advertisers are welcome to make position requests at no cost and with no guarantee. Advertisers may require a right or left hand page at 10 percent more than otherwise applicable rates (surcharge). Advertisers may require an outside edge at a 10 percent surcharge. Advertisers may require a specific page at 20 percent surcharge. Advertisers may require a position above the fold at a 10 percent surcharge. Thus a right hand page above the fold would be a 20 percent surcharge.

CLASSIFIED DEADLINE THURSDAY, 5 PM

Classified Display Rates

Open Local Rate (per col. inch).....\$12.00
 National Rate Commissionable to Agencies
 (up to 17% total on camera ready ads).....\$12.00

Earned Rate Schedule

Col. Inches Per Month	Open Rate	6-Mo. Contract	12-Mo. Contract
24	\$11.00	\$10.40	\$9.40
42	\$10.60	\$9.80	\$9.00
86	\$10.20	\$9.50	\$8.70
136	\$9.70	\$9.10	\$8.40
214	\$9.10	\$8.50	\$8.00
364 or more			\$7.50

The Reflector offers a 10% discount for camera-ready ads in the shaded area above.

Deadline For Corrections: Monday 1pm

Camera Ready Ads

Ads provided camera-ready with no changes in copy, or ads provided as pick-up from another publication are priced at \$9.10 per column inch.

Mechanical Specifications For Classified Display Advertising

The Reflector classified section is printed in eight column format, with 8-pica (1-15/16") wide columns and one pica between columns. Overall height is 21-1/4 inches.

Width	Picas	Inches	Decimal Inches
1 column	8	1-5/16	1.3125
2 columns	17	2-13/16	2.8125
3 columns	26	4-5/16	4.3125
4 columns	35	5-13/16	5.8125
5 columns	44	7-5/16	7.3125
6 columns	53	8-13/16	8.8125
7 columns	62	10-5/16	10.3125
8 columns	71	11-13/16	11.8125

Classified Advertising Rates

CLASSIFIED DEADLINE: MONDAY, NOON

15 words or less\$15
 Each additional word25¢

Repeats

Ads repeated unchangedHalf of initial price
 (if ordered when ad is placed). Third week is free.

Renewal of current ad after initial placement.....\$2
 plus half initial price.

Changes on current ad\$2

Prepayment Discount\$2 OFF
 on initial ad, repeats half price.

Blind Box per 3 weeks use\$5

Ads from outside Clark & Cowlitz counties (must prepay)

15 words or less\$25
 Each additional word.....50¢

Garage Sales or Holiday Bazaars

Standard length\$20
 Repeated unchanged.....\$15

Business Service Directory

The Business Service Directory lists firms doing business in a variety of trades. Rates are \$18 for first week up to 15 words, 25¢ each additional word. All repeats half price. No discount for prepayment.

Special Features Schedule • 2010-2011

APRIL

Easter - April 4

Published: March 31
Ad Deadline: March 25

Spring Auto Cruise Time

Published: April 14
Ad Deadline: April 8

Spring Home Improvement, Outdoor Living & Gardening Guide

Published: April 21
Ad Deadline: April 15

Summer Camps

Published: April 28
Ad Deadline: April 22

MAY

All Creatures Great & Small

Published: May 5
Ad Deadline: April 29

Don't Forget!

Mother's Day - May 9

Published: May 5
Ad Deadline: April 29

MAY

Graduation Salute

Published May 26
Ad Deadline May 20

JUNE

Vacation Bible School

Published June 2
Ad Deadline May 27

Don't Forget!

Father's Day - June 20

Published June 16
Ad Deadline June 10

JULY

Harvest Days - 15th-18th

Published: July 14
Ad Deadline: July 8

AUGUST

Clark County Fair

Published: August 4
Ad Deadline: July 29
& Published: August 11
Ad Deadline: August 5

AUGUST

Two Opportunities! Back to School in Style

Published: August 25
Ad Deadline: August 19
& Published: September 1
Ad Deadline: August 26

SEPTEMBER

Fall Home Improvement, Interior Decor & Garden Guide

Published: September 22
Ad Deadline: September 16

OCTOBER

Fall Auto Cruise Time

Published: October 13
Ad Deadline: October 7

Enjoy Fall Fun & Prepare for Winter Chill

Published: October 27
Ad Deadline: October 21

NOVEMBER

Christmas Joy & Gift Guide

Published: November 24
Ad Deadline: November 18

DECEMBER

Christmas Shopping In Battle Ground

Published: December 8
Deadline: December 2

JANUARY 2011: New Year's Greetings

Published: January 5
Deadline: December 29

FEBRUARY:

Weekly Feature
**Garden & Nursery
Special Section**
Begins in February

MARCH:

At Your Service Directory Resource Book

Published: March 2011
Ad Deadline: January 2011

MONTHLY FEATURES

1st Week	2nd Week	3rd Week	4th Week	Last Week
Horse Corral	Home Scene	Business Scene	Youth Focus	Clubs
Companion Pets	& Garden Guide	Senior Lifestyles		Restaurant Spotlight
	Good For You			(Limited Availability)

"AT YOUR SERVICE" BOOK RATES

1/16 Page.....	\$55
1/8 page.....	\$100
1/4 page.....	\$180
1/2 page.....	\$300
Full page.....	\$400
Inside Front.....	\$500
Inside Back.....	\$500
1/4 page "log" on Table of Contents.....	\$250
Back Cover with Process Color.....	\$800

Mechanical Specifications

Reflector booklet supplements are two columns wide,
10 inches high, printed on 35-inch stock.

Special Church Pricing

1/16 Page.....	\$35	
1/8 Page.....	\$65	
1/4 Page.....	\$110	
1/2 Page.....	\$185	
Full Page.....	\$260	
Ad Size	Picas	Inches
1/16 Page	10px14.5p	1.625x2.417
1/8 Page	21x14.5	3.50x2.417
1/4 Page Vertical	21x29	3.50x4.833
1/4 Page Horizontal	43.5x14.5	7.25x2.417
1/2 Page Vertical	21x59	3.50x9.833
1/2 Page Horizontal	43.5x29	7.25x4.833
Full Page	43.5x59	7.25x9.833

COMMUNITY CALENDAR

Notices for community
events are published
free in the community
calendar on a space
available basis.

Publication cannot
be guaranteed.

No commercial notices
in calendar, please.