

# LA CONNER WEEKLY NEWS

Your most cost-effective direct mail advertising for Western Skagit Valley

The La Conner Weekly News continues the tradition that began in 1879 of weekly publishing in La Conner, WA. 1,100 papers are printed every Wednesday with same-day delivery to 98257 zip code subscribers. The paper is also sold at stores, cafés, and news boxes throughout the town.

News and other events are posted weekly on:

- [LaConnerWeeklyNews.com](http://LaConnerWeeklyNews.com)
- [Facebook.com/LaConnerWeeklyNews](https://Facebook.com/LaConnerWeeklyNews)
- [Instagram.com/LaConnerWeeklyNews](https://Instagram.com/LaConnerWeeklyNews)

OUR CORE VALUES ARE SIMPLE:

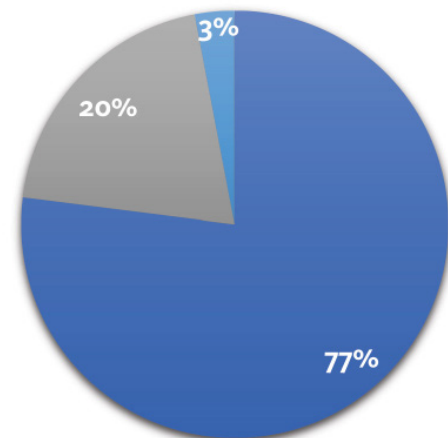
- Provide local news to our readership to keep them informed, and advertising that helps them meet their needs for products and services.
- Provide our advertisers with the best value for their marketing dollars.

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## Demographics

Population	4,749
Married couples/household	60%
Households	2,162
Median age	57
Household income, median	\$64,615
Home Price, median value	\$326,300
Students, K-12, 3 schools	663

## Subscribers



■ La Conner ■ Skagit Valley ■ Out of County

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## Customer Testimonial

*“We had never advertised in a newspaper before this experience. We didn’t know what was needed, what to do or what to expect. The staff at La Conner Weekly News took the guesswork out of creating an ad and were very helpful throughout the process. I couldn’t be more pleased with our experience.”*

Aaron Wagner, Habibi

**La Conner Weekly News**  
**2024 Media Kit**

[www.laconnerweeklynews.com](http://www.laconnerweeklynews.com) | [sales@laconnernews.com](mailto:sales@laconnernews.com)

# PRINT ADVERTISING RATES

La Conner Weekly News ad rates - the best value for your marketing dollars in Western Skagit Valley

Open rate = \$15 per column inch. Gain more exposure and save money with a long-term contract

Contract	None	3 months	3 months	3 months	6 months	6 months	6 months	Annual	Annual	Annual
# Ads per mo. (% off open rate)	Open	1 (5%)	2 (10%)	4 (15%)	1 (10%)	2 (15%)	4 (20%)	1 (15%)	2 (20%)	4 (30%)
	USD\$	USD\$	USD\$	USD\$	USD\$	USD\$	USD\$	USD\$	USD\$	USD\$
1 column x 3" tall	45.00	42.75	40.50	38.25	42.75	38.25	36.00			
2 columns x 2" tall	60.00	57.00	54.00	51.00	54.00	51.00	48.00			
2 columns x 3" tall	90.00	85.50	81.00	76.50	81.00	76.50	72.00			
3 columns x 4" tall	180.00	171.00	162.00	153.00	152.00	153.00	144.00			
4 columns x 2" tall	120.00	114.00	108.00	102.00	108.00	102.00	96.00			
4 columns x 4" tall	240.00	228.00	216.00	204.00	216.00	204.00	192.00			
1/2 page	750.00	712.50	675.00	637.50	675.00	637.50	600.00	637.50	600.00	525.00
Full page	1,500.00	1,425.00	1,350.00	1,275.00	1,350.00	1,275.00	1,200.00	1,275.00	1,200.00	1,050.00

Additional ad sizes available | Non-profit pricing available upon request.

## Additional ad prices

- **SERVICE DIRECTORY ADS:** \$225 per quarter - see rate sheet for details
- **WEB TILE AD:** 300 x 250 pixels, free with a 6 or 12 month contract - see rate sheet for details
- **INSERTS:** \$225 first ounce. \$25 per each additional ounce. 4 pages of 20# bond paper typically weigh one ounce. Customer responsible for insert printing and delivery to printer.
- **LEGAL NOTICES:** \$15 per linear inch
- **OBITUARIES:** \$12 per linear inch
- **CLASSIFIED:** \$15 for first 30 words, \$0.25 for each additional word

## Design details

- 1 hour free ad design services. Each additional hour billed at \$25.
- All ads designed in color - no charge

## Designing your own ad?

Use these dimensions for width:

- 1 column = 1.90"
- 2 columns = 3.90"
- 3 columns = 5.90"
- 4 columns = 8.00"
- 5 columns = 10.00"

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# DIGITAL ADVERTISING

Broaden your reach & drive qualified traffic to your website or social network with a web ad on the La Conner Weekly New website

## User statistics - grow with us



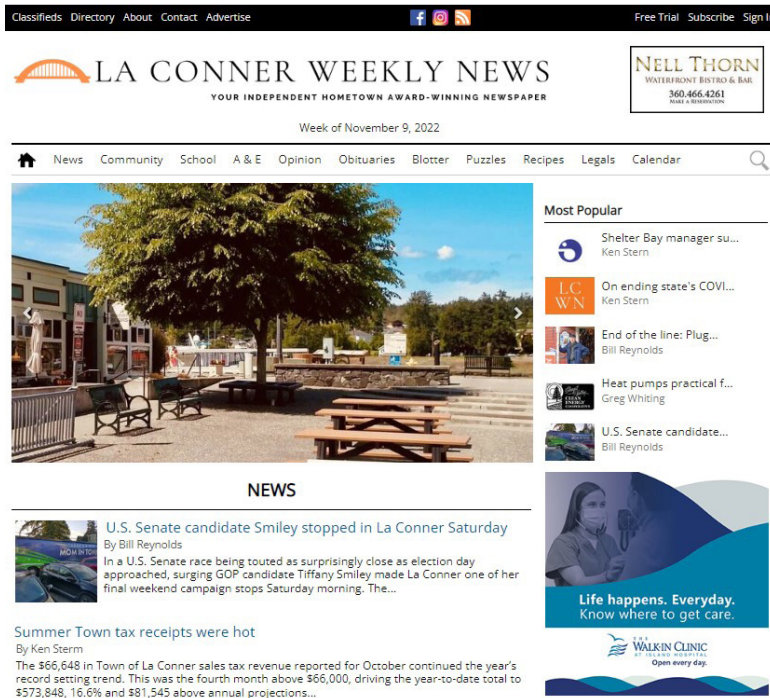
- 5,300 users monthly
- 10,000 pageviews monthly
- Visitors: 51% female | 49% male
- Reach: Bellingham to Seattle
- Traffic sources: 64% organic search, 20% direct, 13% social, 3% other



- Followers: 2,788 (12% increase over 2021)
- Page reach: 9,655
- Page likes: 2,411



- Followers: 1,015 (24% increase over 2022)
- 436 posts



## Pricing

- Tile ad \$100/month. Size 300 x 250 pixels
- Banner ad \$70/month. Size 728 x 90 pixels
- Sponsorship ads \$150/month. Check with your sales representative for available spots

**SAVE**  
**1/2 OFF web ads with**  
**short run print ad.**

**or**

**Your Web Ad FREE**  
**Complimentary**  
**300 x 250 pixel web tile ad**  
**with any 6 or 12 month**  
**print ad contract.**

## The details

- All digital ads rotate on click unless the ad is a sponsorship ad.
- All ads randomly rotate on all web pages (run-of-site)
- Update your web ad monthly with long term contract

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