

# 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. 1,125 papers are printed every Wednesday with same-day delivery to 98257 zip code subscribers. The paper is also sold at stores, cafés, news boxes, hotels, inns, and bed and breakfasts 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:

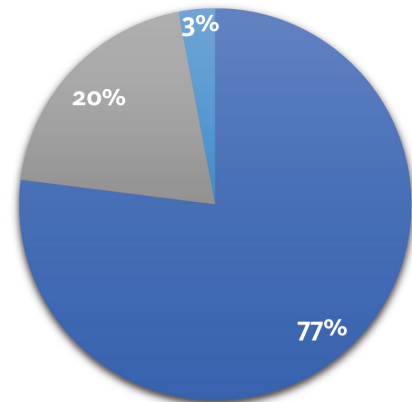
- Provide local news to our readership to keep them informed, and advertising that helps them meet their needs for products and services.
- Provide our advertisers with the best value for their marketing dollars.

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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**  
**2022 Media Kit**

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

# PRINT ADVERTISING RATES

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

Open rate = \$12 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 (20%)	2 (25%)	4 (30%)
1 column x 3" tall	\$36	\$34.20	\$32.40	\$30.60	\$32.40	\$30.60	\$28.80	\$28.80	\$27.00	\$25.20
2 columns x 2" tall	\$48	\$45.60	\$43.20	\$40.80	\$43.20	\$40.80	\$38.40	\$38.40	\$36	\$33.60
2 columns x 3" tall	\$72	\$68.40	\$64.80	\$61.20	\$64.80	\$61.20	\$57.60	\$57.60	\$54	\$50.40
3 columns x 4" tall	\$144	\$136.80	\$129.60	\$122.40	\$129.60	\$122.40	\$115.20	\$115.20	\$108	\$100.80
4 columns x 2" tall	\$96	\$91.20	\$86.40	\$81.60	\$86.40	\$81.60	\$76.80	\$76.80	\$72	\$67.20
4 columns x 4" tall	\$192	\$182.40	\$172.80	\$163.20	\$172.80	\$163.20	\$153.60	\$153.60	\$144	\$134.40
1/2 page	\$600	\$570	\$540	\$510	\$540	\$510	\$480	\$480	\$450	\$420
Full page	\$1,200	\$1,140	\$1,080	\$1,020	\$1,080	\$1,020	\$960	\$960	\$900	\$840

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

## Additional ad prices

- **Service directory ad.** \$175 per quarter. Includes an online business directory listing.
- **Web tile or banner ad** to your print ad contract for \$35 (a \$70 value). See web pricing sheet for all options
- **Inserts.** \$250 per 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.

## The details

- 1 hour free ad design services. Each additional hour billed at \$25.
- All ads 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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# SHINE A SPOTLIGHT ON YOUR BUSINESS

Make your presence known with a Spotlight Profile Ad package

- Week one showcase yourself, your products, and your business with a 300–400 word profile attached to a 3.90” wide x up to a 4” tall ad.
- Weeks 2 through 12, run the same 3.90” wide x 4” tall ad or a different ad each week - you decide the best format to make your business shine.
- Each package includes a web ad and weekly Facebook shout-out to extend your reach.

## Package example

Week 1: Spotlight profile + ad

**BUSINESS SPOTLIGHT**  
featuring . . .  
**North Cascade Family Physicians**

*North Cascade Family Physicians is Skagit County's top choice for your family's healthcare! We are pleased to share that several of our providers are welcoming new patients, including:*

- Brook Ashcraft, DO
- Marissa Capasso, DO
- Marcy Shapley, PA-C
- Khoa Truong, DO
- Erik Bylund, MD
- Ross McConahey, PA-C
- Gil Traylor, MD


North Cascade Family Physicians, located in Mount Vernon, is a well-known, established primary care clinic offering a full range of services to patients of all ages, from infants to seniors. We are open Monday-Friday, 8am-6pm, and have convenient on-site x-ray and lab services.

Family medicine is where you can build a long-term relationship with a healthcare provider you can trust. Your provider will work closely with you to create and support your individual health through all ages and stages of life.

NCFP is part of Family Care Network, a local, independent network of family medicine providers with locations throughout Whatcom and Skagit County. Our mission is to create a rewarding and positive healthcare experience for all our patients by supporting optimal health and wellness in our community.

We'd love to welcome you to our clinic! Please call (360) 428-1700 to make sure we accept your insurance plan, and we'll get you scheduled with a new patient appointment.

Learn more about Family Care Network and North Cascade Family Physicians at [familycarenetwork.com](http://familycarenetwork.com).




**Healthcare**  
for the whole family

New patients welcome!

**North Cascade Family Physicians**  
(360) 428-1700 • 2116 E. Section St. • Mount Vernon


Weeks 2-12: Display ads

**BUSINESS SPOTLIGHT**  
featuring . . . **Dr. Capasso**

Dr. Capasso grew up in Pittsburgh, PA and graduated from Duquesne University before attending medical school at the University of Pikeville in Kentucky. Her medical studies brought her to the Skagit Valley, where she completed her family medicine residency at Skagit Regional Health.

Her interests are in osteopathic manipulative medicine and mental health, and she believes in taking a team approach to medicine by engaging patients in their care.

**North Cascade Family Physicians**  
(360) 428-1700 • 2116 E. Section St. • Mount Vernon  
Open Monday-Friday, 8am-6pm  
**Family Care Network**  
We Take Care  
Local, independent family medicine. [familycarenetwork.com](http://familycarenetwork.com)

**BUSINESS SPOTLIGHT**  
featuring . . . **Dr. Ashcraft**

Dr. Ashcraft grew up in the Skagit Valley and earned his undergraduate degree at Western Washington University.

He went to medical school at Pacific Northwest University of Health Sciences in Yakima and completed his residency in family medicine at Skagit Valley Hospital.

His passion for medicine is fueled by his focus on preventative medicine, sports medicine, and pain management therapies that don't rely only on medications.

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\*Ads not to scale

## Pricing

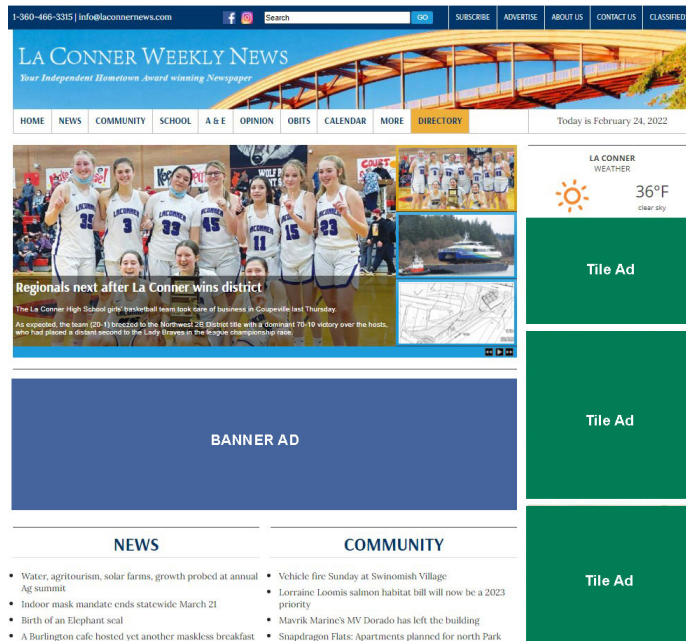
	Weekly Cost	Total Cost
<b>4 weeks</b>	<b>\$129.75</b>	<b>\$519</b>
<b>8 weeks – 15% savings</b>	<b>\$110.29</b>	<b>\$882.30</b>
<b>12 weeks – 20% savings</b>	<b>\$103.80</b>	<b>\$1,245.60</b>

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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



- 4,000 users monthly
- 10,100 pageviews monthly
- Visitors: 51% female | 49% male
- Reach: Bellingham to Seattle
- Traffic sources: 64% organic search, 20% direct, 13% social, 3% other



- 2,500 followers
- 2,220 likes



- 823 followers
- 423 posts

## Pricing

Ad Type	Ad Size	Rotations	Total Cost
Banner: mid-page	728 x 90 pixels	Up to 3	\$70 month
Banner: bottom of page	728 x 90 pixels	Up to 3	\$50 month
Tile	300 x 300 pixels	Up to 3 per position	\$70 month

Have a display ad? Receive 50% off your web ad

## The details

- All digital ads rotate on click unless anchored. \$100 to anchor any web ad.
- All ads display on all pages (run-of-site)
- Update your web ad monthly with long term contract

## Coming 2023 - social media promotion packages for all web and print advertisers

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