



CITY OF WASILLA

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WASILLA, ALASKA 99654-7091
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COUNCIL MEMORANDUM NO. 92-76

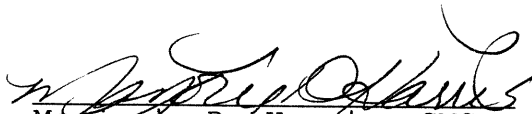
FROM: Clerk's Office

DATE: July 22, 1992

SUBJECT: Agenda Publishing Costs

Currently the City's advertising is on a contract for 1,040 column inches per year at a rate of \$8.80 per column inch. By adding both the Council agenda and the Planning Commission agenda we could increase our contract to 2,080 column inches per year at a rate of \$8.60 per column inch. This would cost an additional \$6,000.00 per year in advertising.

If Council were to just add the Council agenda, it would not give us enough column inches to get the 20 cent per column inch break and would cost an additional \$4,048 per year in advertising.


Marjorie D. Harris, CMC
Deputy City Clerk

Filed 8/10/92

Display Ad Rates

All rates are per column inch	Frontiersman only		Valley Sun only		Combination Rates: Ads must appear within a 7-day period.		
	Weekly	Yearly	Frontiersman only	Valley Sun only	Frontiersman 2 Issues	Valley Sun and one Frontiersman	Valley Sun and two Frontiersman
Open			\$10.50	\$12.30	\$16.95	\$17.50	\$22.50
Contracts							
* 1"	160"		9.25	11.05	15.95	16.50	21.50
2"	320"		9.15	10.90	15.85	16.40	21.40
4"	600"		9.00	10.70	15.70	16.25	21.25
10"	1,040"		8.80	10.45	15.50	16.05	21.05
20"	2,080"		8.60	10.15	15.30	15.85	20.85
40"	4,960"		8.35	9.80	15.05	15.60	20.60
80"	10,400"		8.05	9.40	14.80	15.35	20.35
160"	20,800"		7.70	8.90	14.50	15.05	20.05

Classified Display

All rates are per column inch	Frontiersman only		Valley Sun only		Combination Rates: Ads must appear within a 7-day period		
	Weekly	Yearly	Frontiersman only	Valley Sun only	Frontiersman 2 Issues	Valley Sun and one Frontiersman	Valley Sun and two Frontiersman
Open			7.25	8.85	11.25	11.65	16.25
Contracts							
1"	160"		6.10	8.00	9.35	10.50	15.10
2"	320"		5.95	7.85	9.15	10.35	14.95
4"	600"		5.75	7.65	8.95	10.15	14.75
10"	1,040"		5.50	7.40	8.70	9.90	14.50

Prompt Payment Discount - A 20¢ per column inch discount is available when payment is received in advance or by the 10th of the month for the previous month's advertising.
***Non-profit rate** - The 1" contract rate will be extended to all registered non-profit corporations with proof of non-profit status.

Classified Line Ads

15 words or less - \$12 Your ad appears in one Valley Sun and two issues of the Frontiersman.
 \$6 Ad appears in your choice of one issue.

Each add'l line 40¢ Bold type 40¢/wd
 Box around ad \$1

Legal Notices

Line ad legal notices may run in the classified section under "Public Notices." Proof of publication will be sent after ad runs.

Frontiersman \$5.95/inch
 Valley Sun \$6.20/inch

Color Rates

Black plus one color \$110
 Black plus two colors \$220
 Black plus 3 colors, full color process \$330
 Color separation \$200-\$240

Front Page Boxes

Frontiersman - 4" x 3" \$450
 Valley Sun - 3-5/16" x 3" \$400
 Maximum of 3 boxes available per issue.

Production Charges

Screened overlays up to 20" - \$5
 20" to full page - \$10
 Reversals (darkroom process) \$5
 Veloxes up to 40" - \$10
 40" to 80" - \$15
 Halftones (on velox) \$2
 Custom art / typesetting orders* \$40/hr
 *This charge is for orders. Not for ads that run in either paper.

Entertainment Guide

The Valley's only TV/Cable guide "Current" is inserted in the Midweek Frontiersman. Advertising rate \$9/col. in. - limited space available.

Advertising Inserts

Rates for insertion of preprinted material into the Frontiersman or Valley Sun are available upon request.

Detached Label Cards

Your advertisement can be placed on the 3 x 5 cards mailed with each issue of the Valley Sun each Wednesday. Cancellation of detached label must be 8 working days prior to mailing. Cost: \$350.

Direct Mail

We provide complete and zoned delivery of your direct mail piece anywhere in the Mat-Su Borough. Contact our circulation department for rates and requirements. 17,000 addresses available.

Advertising Deadlines

Publication	Retail/Classified Display & Legal	Classified line ads
Frontiersman Weekend	Tuesday noon	Wednesday 10 a.m.

Valley Sun/ Frontiersman Midweek	Friday noon	Monday 10 a.m.
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Mechanical Specifications

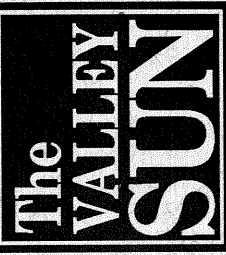
Columns	Inches	Picas
1	1 15/16	11 1/2
2	4	24
3	6 1/16	36 1/2
4	8 3/16	49
5	10 1/4	61 1/2
6	12 5/16	74

A Frontiersman page is 6 col. x 21 1/2".
Double truck is 26" wide.

A Valley Sun page is 5 col. x 16".
Double truck is 21 1/2" wide.



The Frontiersman is an award-winning, paid-circulation newspaper serving the Matanuska-Susitna Borough since 1947. Publication dates are Wednesdays and Fridays.



The Valley Sun, a review of Alaska news, is available to more than 10,000 readers each Wednesday within the Mat-Su Borough.

Advertise in both the Valley Sun and the Frontiersman for broad market coverage of the Mat-Su Borough.

Advertising Policies

Payment

Prepayment is required for all display and retail classified advertising accounts who lack approved credit with the newspaper.

Cancellation of Ads

Deadline for the cancellation of display and classified display advertising is the same for advertisement placement. Penalty applies for ads cancelled after deadline.

Error

In the event of an error, an adjustment will be made based on how much the error materially affected the ad. In no case will the newspaper's liability exceed the value of the ad.

Acceptance

We reserve the right to edit or reject any advertisement submitted.

Agency Discounts

15% discount is offered on camera-ready ads from recognized advertising agencies.

Political Advertising

Political ads must be paid for in advance. Contract rates apply.

Guaranteed Placement

Placement on the back page or on an inside advertising page is available for a charge of \$150 per issue.

Subscription

The Frontiersman is distributed by the U.S. Postal Service and sold on newsstands throughout the Mat-Su Borough. Subscription rates are:

	Inside	Outside
	Mat-Su Borough	State
6 mo.	22.00	30.00
1 year	29.00	44.00
2 years	48.00	78.00

Special Publications

The Frontiersman and Valley Sun publish special sections throughout the year. Contact your sales representative for a current schedule of issues and deadlines.

Frontiersman The Valley Sun

1992 ADVERTISING RATES & INFORMATION

"Alaska's Best Small
Town Newspaper"



Frontiersman

1261 Seward Meridian, Wasilla, AK 99654

(907) 376-5225 & 694-6318

Fax # (907) 373-2711