

The Chronicle Advertising

The Chronicle distributes to over 9,000 subscribers throughout Lewis County and South Thurston County. We have been in business for over 125 years and focus on local news. Advertising with us is a great way to reach this market.

The Chronicle is the one voice that speaks to our entire community, the reader interacts with our product and we are a local product that supports local history and local business.

Run your ad more than once and SAVE!

15% off same ad ran twice in same week

20% off same ad ran three times in same week



Full Page
9.98" w x 20.43" h
B&W \$1,250
Color \$1,550



The Chronicle

Half Page
9.98" w x 10" h
B&W \$625.00
Color \$775.00

The Chronicle





Quarter Page Vertical

5.94" w x 8" h
B&W \$312.50
Color \$387.50

Quarter Page Horizontal

9.98" w x 5" h
B&W \$312.50
Color \$387.50

The Chronicle





Eighth Page Vertical

3.91" x 6" w
B&W \$150.00
Color \$186.00

Eighth Page Horizontal

5.94" w x 4" h
B&W \$150.00
Color \$186.00

The Chronicle



Strip Ad

9.98" w x 2" h
Front Main \$250.00
Front Other \$150.00

Business Card

3.91" w x 2" h
B&W \$50.00
Color \$62.00

Regional Advertising

Increase your brand awareness by advertising in all three of our papers, The Chronicle, Nisqually Valley News and The Battle Ground Reflector. By doing this your ad will be seen by over 50,000 subscribers with the option to be seen by almost 80,000 people if you include our shoppers!

The Chronicle

+

The Reflector

+

NISQUALLY VALLEY NEWS

BUNDLE FOR IMPACT AND SAVINGS!

Regional rates include these great Southwest Washington papers.

Quarter Page Vertical

5.94" w x 8" h
B&W \$625.00
Color \$750.00

Eighth Page Vertical

3.91" x 6" w
B&W \$375.00
Color \$300.00

Full Page

9.98" w x 20.43" h
B&W \$2,500.00
Color \$3,000.00

BEST VALUE!

Half Page

9.98" w x 10" h
B&W \$1,250.00
Color \$1,500.00

Quarter Page Horizontal

9.98" w x 5" h
B&W \$625.00
Color \$750.00

Eighth Page Horizontal

5.94" w x 4" h
B&W \$375.00
Color \$300.00

Insert in to all our publications to get your message in front of more people. Have us print your inserts to save even more!

Insert Pricing for Regional Advertising

	SS	4-TAB	8-TAB	12-TAB	16-TAB	20-TAB	24-TAB
You Provide	\$40.00	\$55.00	\$60.00	\$62.00	\$64.00	\$66.00	\$68.00
We Print	\$35.00	\$40.00	\$55.00	\$57.00	\$59.00	\$61.00	\$63.00

Non-Profit organizations and churches will be based on \$12.50 per column inch.

Insert Printing

We can print your inserts for you, and when we do we'll give you a better rate on the insertion fee. Below are some sample costs for standard inserts. Let your Media Specialist know if you are interested in printing an insert so we can get you a custom quote.

Matte Flyer Full Color

8.5x11, 70# Husky Text
10,000 for \$912.63

Glossy Flyer Full Color

8.5x11, 80# Anthem Gloss Book
10,000 for \$923.16

Astrobright Flyer

8.5x11, Astrobright 70# Text
10,000 for \$1146.37

Gloss Postcard Full Color

4.25x11, 16pt UV Coated
10,000 for \$739.51

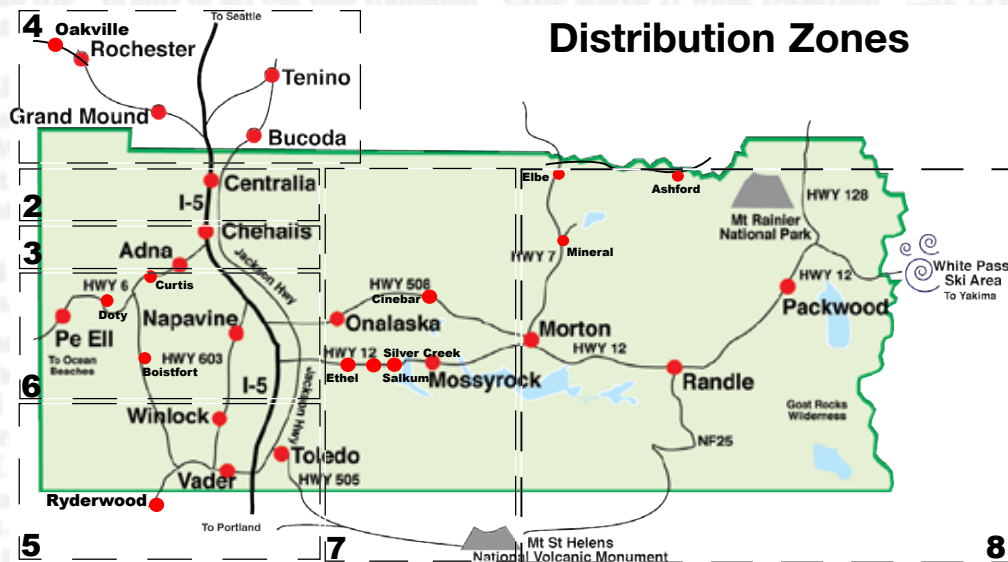
4 page Tabloid Full Color

11x11, Light 27# newsprint
10,000 for \$437.63

8 page Tabloid Full Color

11x11, Light 27# newsprint
10,000 for \$593.58

Distribution Zones



ZONE 2 - 2471

GALVIN	98544
CENTRALIA	98531

ZONE 3 - 2846

CHEHALIS	98532
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ZONE 4 - 759

BUCODA	98530
OAKVILLE	98568
ROCHESTER	98579
TENINO	98589
OLYMPIA	98501
OLYMPIA	98512
ELMA	98541

ZONE 5 - 820

WINLOCK	98596
VADER	98593
TOLEDO	98591
RYDERWOOD	98581

ZONE 6 - 455

DOTY	98539
PE ELL	98572
ADNA	98522
CURTIS	98538
NAPAVINE	98565
ONALASKA	98570
ETHEL	98542

ZONE 7 - 639

CINEBAR	98533
SALKUM	98582
SILVER CREEK	98585
MOSSYROCK	98564

ZONE 8 - 414

MINERAL	98355
ELBE	98330
ASHFORD	98304
MORTON	98356
GLENOMA	98336
RANDLE	98377
PACKWOOD	98361