





Advertising Prices for fiscal year 2023-4

 56%  
 44%



Ave Household Income:  
\$91,086



Port Ludlow Population (2023):  
3,046

**Display ads:** 10% discount for prepaid 6 & 12 month invoices.

**New!** Display ads that run at least 6 months receive a **free 3-month/year 160x160 pixel web ad.**

**20% premium for guaranteed placement on back or inside cover pages, first come, first served.**

Display Ad Type	Monthly		6 month (10% discount)		1 year (10% discount)	
	inside pages	cover pages	inside pages	cover pages	inside pages	cover pages
1 pg. color (size discount)	\$800.00	\$960.00	\$4,320.00	\$5,184.00	\$ 8,640.00	\$10,368.00
1 pg. b/w (size discount)	\$700.00	\$840.00	\$3,780.00	\$4,536.00	\$ 7,560.00	\$9,072.00
1/2 pg. color	\$435.00	\$522.00	\$2,349.00	\$2,818.80	\$ 4,698.00	\$5,637.60
1/2 pg. b/w	\$375.00	\$450.00	\$2,025.00	\$2,430.00	\$ 4,050.00	\$4,860.00
1/4 pg. color	\$225.00	\$270.00	\$1,215.00	\$1,458.00	\$ 2,430.00	\$2,916.00
1/4 pg. b/w	\$185.00	\$222.00	\$999.00	\$1,198.80	\$ 1,998.00	\$2,397.60
1/8 pg. color	\$112.00	\$134.40	\$604.80	\$ 725.76	\$ 1,209.60	\$1,451.52
1/8 pg. b/w	\$90.00	\$108.00	\$486.00	\$ 583.20	\$ 972.00	\$1,166.40

**Classified ads:** 10% discount for prepaid 6 & 12 month invoices for ads of any length

Ads are listed in each category in order received.

Minimal ad (number of words **increased to 24 words**) = \$17.

Ads greater than 24 words = \$17 + \$0.60/word over 24 words.

B/W Classified Ad	Monthly	6 month (10% discount)	1 year (10% discount)
Minimum: <= 24 words	\$ 17.00	\$91.80	\$183.60

**Web ads:** 10% discount for prepaid 6 & 12 month invoices.

Ad images link to your web page.

Placement: "top" = banner area, "below" = content area of home page, first come, first served.

Web Color Ad & placement	3 month minimum	6 month (10% discount)	1 year (10% discount)
350x50 px (top) 1 available	\$90.00	\$162.00	\$324.00
728x90 px (top) 1 available	\$84.00	\$151.20	\$302.40
160x600 px (top) 1 available	\$84.00	\$151.20	\$302.40
728x90 px (below) multiple	\$66.00	\$118.80	\$237.60
160x600 px (below) multiple	\$66.00	\$118.80	\$237.60
160x160 px (below) multiple	\$30.00	\$54.00	\$108.00