

DAILY JOURNAL OF COMMERCE

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www.djc.com

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Publishers Statement

The Seattle Daily Journal of Commerce has been serving the business community for over 100 years.

Advertisers trying to reach business owners and decision makers in the areas of construction, architecture, engineering, consulting, commercial real estate, government, urban planning and law will find the DJC to be a key ingredient to their print & online media strategy.

Our publications also list updated foreclosures, business licenses, building permits, liens and property sales information.

Production Requirements

Color ads **MUST** have a CMYK color profile. We suggest using true blacks (blacks made solely of black ink, not built from multiple inks) to avoid smearing or oversaturation in color ads. Reverse type in color ads (white text over a built color background) should be large enough that the surrounding ink doesn't bleed into the white text and fill it. **NOTE: In 2023, the DJC upgraded from our vintage, hand-aligned printing press to a modern one, so this is now far less of a concern, but we still recommend using built blacks and reverse type with caution. Contact Jeff Miller (jeff.miller@djc.com) with concerns.**

Electronic Ad Submission

Ads can be received via e-mail, Dropbox or Flash drive. We accept Mac and PC files created in the following applications: Illustrator, InDesign, Photoshop or in PDF, TIF and EPS formats. Ads submitted in Microsoft Word, Publisher or Power Point or other formats not intended for professional printing **will not** be accepted.

Deadlines & Cancellations

B&W ads for the daily paper must be received two full day before the ad is to run. 4-color ads must be received three full days before.

Column widths for daily paper and special sections

- | | |
|----------------------|------------------------|
| 1 column - 2 in. | 4 columns - 8 3/8 in. |
| 2 column - 4 1/8 in. | 5 columns - 10 1/2 in. |
| 3 column - 6 1/4 in. | 6 column - 12 5/8 in. |

Color Ads

- Black and one spot color, flat charge \$100.00
- 4-color process \$200.00
(added to the regular rate)

Front Page Ads

- 4 1/8 wide by 5 inches deep, 4-color \$300.00
- Only two front ads allowed each day - check availability

Preprinted Inserts

- Varying sizes.** \$700.00
- Inserts may be a minimum of 6 inches x 9 inches up to up to a maximum of 11.5 inches x 11 inches
- Inserts must be at printer at least 3 days in advance for them to inspect. Contact matt.brown@djc.com for details.

Special section rates

For a list of our special sections see editorial calendar

Rates listed are net.

- Full Page - 10" wide x 12" deep \$1200.00
- 1/2 Page - 10" x 6" \$600.00
- 1/4 Page - 6" x 6" \$400.00
- 1/8 Page - 4" x 5" \$220.00
- Online Featured Ad (400px x 800px) \$300.00

Special section advertisements run in both print AND online editions

Mechanical Requirements for Printing

- Column width is 2 inches for the daily paper
- Space between columns — 1/8 inch (Special Section column widths differ)
- 6 Column page • Column length is 21 inches
- Printing process — printed on 28 pound newsprint.
- No bleeds / crop marks.**



Daily Paper Advertising Rates

Prices shown are per insertion

Other sizes available

Full Page 12 5/8" wide x 21" deep	\$1900.00
Half Page 12 5/8" x 10 1/2"	\$1000.00
Quarter Page 8 3/8" x 9"	\$590.00
1/8 Page 6 1/4" x 6"	\$330.00
1/16 Page 4 1/8" x 5"	\$200.00

Online Rates

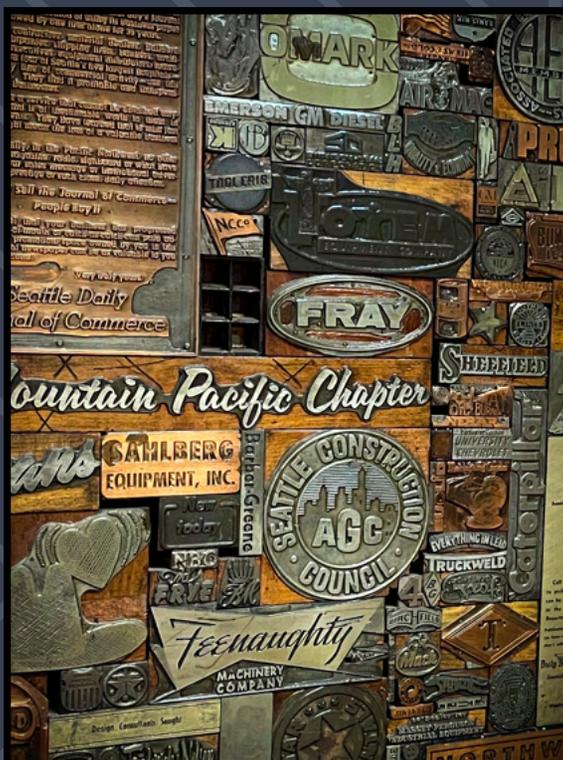
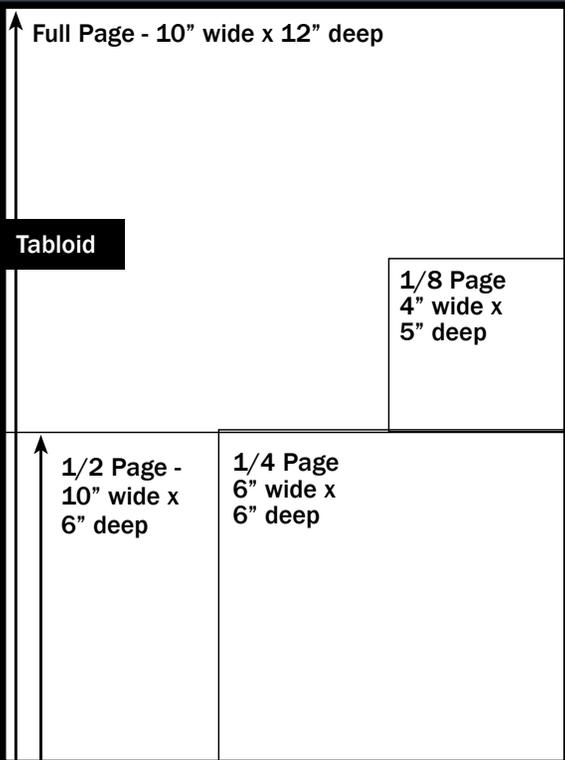
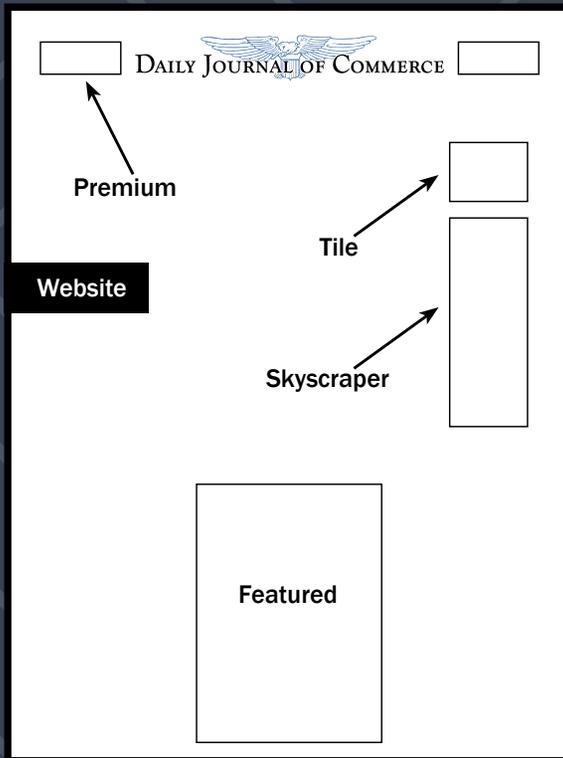
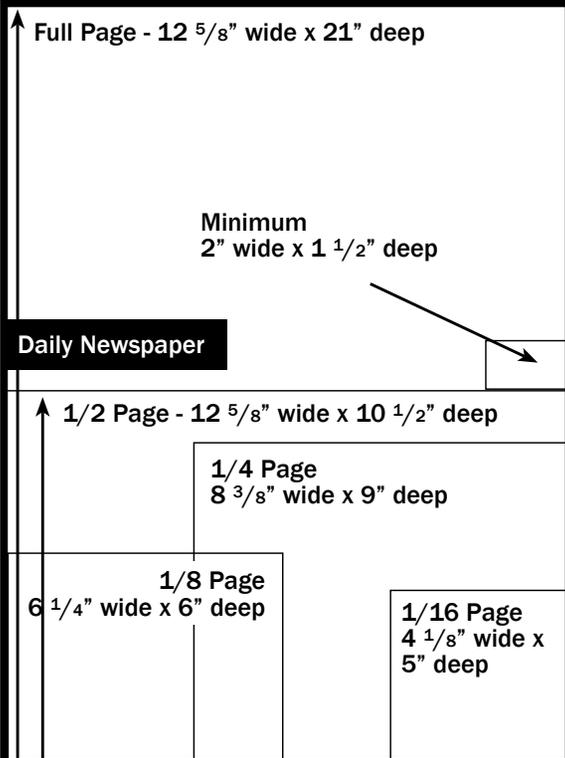
Online Ad Sizes

- Premium ads 184x90 pixels prominently displayed at top of page
- Tile Ads- 150 x 145 pixels (DJC.com offers tile advertising opportunities on a full site rotation basis)
- Skyscraper Ads- 150 x 600 pixels
- Featured Ads- 550 x 800 pixels

Online Ad Pricing

- Premium - \$300 per week
- Tile ads - \$150 per week
- Skyscraper ads - \$300 per week
- Featured ads - \$300 per week





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DISPLAY
AD RATES

ONLINE • PRINT

Photos by Nina Milligan