

- Established 1990
- Published Every Friday
- Circulation 15,000
- Readership 50,000+

The echo

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Largest weekly in Whatcom & Skagit County **2009 RATE CARD**

Display Advertising Rates

Width X Height in Inches	Total Inches	Open Rate	Short Term 4x	High Impact 12x
Front COVER	---	\$950*		
Back COVER -sml	---	\$800	\$700	\$600
Color FP ~ 10 x 16	160	\$1500	\$1250	\$1050
Full Page ~ 10 x 16	160	\$1200	\$1050	\$900
8 x 12	96	\$900	\$800	\$750
Island ~ 6 x 10	60	\$750	\$625	\$500
6 x 7	42	\$500	\$400	\$350
4 x 6	24	\$350	\$300	\$195
4 x 5	20	\$300	\$225	\$165
4 x 4	16	\$250	\$175	\$135
4 x 3	12	\$200	\$160	\$110
4 x 2	8	\$150	\$100	\$75
2 x 3	6	\$100	\$75	\$55
2 x 2	4	\$75	\$60	\$40
2 x 1	2	\$50	\$40	\$30

* Based on availability, Includes 4 x 5 B/W ad inside

Rates for premium pages and inserts available upon request.

AD DEADLINE: TUESDAY, 5PM