

MARKET (indicate one): WHATCOM COUNTY, WASHINGTON			
Basic Demography			
Total Adult Population	142,157	Median Age	35
Number of Households	71,394	Median Household Income	\$45,902
Data Used (pick one): DMA <input type="checkbox"/> MSA <input type="checkbox"/> NDM <input checked="" type="checkbox"/>			
Source Information			
Source(s) with Date(s)	2006 Census Demographics		

COVERAGE		
ABC Audit Info¹	Sunday	Daily
Total Average Paid Circulation	29,950	23,372
Core Newspaper (Total)	30,947	24,183
Home Delivery and Mail (Total)	23,415	18,914
Single Copy Sales (Total)	6,886	3,996
Affiliated Publications (Total)		
Coverage Maps (insert URL for detailed map and zoning information, including delivery areas)	http://bellinghamherald.com/273	
Audit Date (Month & Year)	March 2006	

Audience Demographics

Source: 2005 Market Study
If Other, state source:

Source Date: 2nd Quarter 2005

AUDIENCE COMPOSITION				
<i>Data based on Past 4 Sundays or Past Week Monday-Friday</i>	Sunday		Daily	
	Total Audience	Composition	Total Audience	Composition
Total Adult Readers	83,523	100%	77,037	100%
Men	37,951	45%	37,347	48%
Women	45,573	55%	39,690	52%
Age				
18 to 34	24,022	29%	22,291	29%
35 to 64	42,603	51%	38,298	50%
65+	16,899	20%	16,447	21%

¹ The information and statistics contained in this document are intended to provide a general overview of our products, their market and their readers. While the data is correct overall, a sales representative should be contacted for further details and/or clarification.

<i>Data based on Past 4 Sundays or Past Week Monday-Friday</i>	Sunday		Daily	
	Total Audience	Composition	Total Audience	Composition
Education				
Any College+	62,855	75%	56,454	73%
College Graduate+	29,734	36%	27,355	36%
Post-graduate Degree	10,623	13%	9,924	13%
Occupation/Job Title				
Employed Full-Time	36,935	44%	33,826	44%
Management, Business & Financial Operations	5,570	7%	5,302	7%
Professional and Related	13,562	16%	12,618	16%
Household Income				
< \$35k	29,827	36%	29,172	38%
\$35k – \$75k	32,687	39%	29,978	39%
> \$75k	21,010	25%	17,888	23%
Marital Status				
Married/Partner	57,019	68%	48,815	63%
Single, Never Married	12,121	15%	13,608	18%

Pricing: Open Rates of Most Commonly Used Units

Publication Page Size (standard):	Width:	6 Columns
	Height:	21 Inches

RETAIL						
	Columns	Inches	Black & White Rates		Color Rates	
			Sunday	Daily	Sunday	Daily
Full Page²	6	21.50	\$5,657	\$4,454	\$435	\$400
Half Page Horizontal	6	10.50	\$2,763	\$2,175	\$380	\$350
Half Page Vertical	3	21.50	\$2,828	\$2,227	\$380	\$350
Quarter Page	3	10.50	\$1,381	\$1,087	\$320	\$295
Full-Page Double Truck	13	21.50	\$12,258	\$9,651	\$435	\$400
Horizontal Strip Ad	6	3.00	\$789	\$621	\$320	\$295
Premium Position One			\$	\$	\$	\$
Describe Position: NA						
Premium Position Two			\$	\$	\$	\$
Describe Position: NA						

SECTION (indicate one): TAKE 5 (ENTERTAINMENT TAB)						
	Columns	Inches	Black & White Rates		Color Rates	
			Sunday	Daily	Sunday	Daily
Full Page	5	12.00	\$2,631	\$2,071	\$380	\$350
Half Page Horizontal	5	6.00	\$1,315	\$1,035	\$320	\$295
Half Page Vertical	2	12.00	\$1,052	\$828	\$320	\$295
Quarter Page	3	5.00	\$657	\$517	\$260	\$225
Full-Page Double Truck	11	12.00	\$5,789	\$4,557	\$380	\$350
Horizontal Strip Ad	5	3.00	\$657	\$517	\$260	\$225
Premium Position One			\$	\$	\$	\$
Describe Position: NA						
Premium Position Two			\$	\$	\$	\$
Describe Position: NA						

Additional Rate Information (insert URLs): <http://www.bellinghamherald.com/273>

² The information and statistics contained in this document are intended to provide a general overview of our products, their market and their readers. These rates only represent an overview of rates and ad units this newspaper accepts. Please contact a sales representative (or refer to the Media Kit) for a complete listing of all category rates, ad units and other specifications. While the data is correct overall, a sales representative should be contacted for further details and/or clarification.

Products

DAILY AND WEEKLY SECTIONS AT-A-GLANCE	
Sunday	
Full-run Sections	Homefinder - USA Weekend - - - - - Additional Weekly Sections:
Part-run Sections	- - - - - Additional Weekly Sections:
Monday	
Full-run Sections	- - - - - Additional Weekly Sections:
Part-run Sections	- - - - - Additional Weekly Sections:
Tuesday	
Full-run Sections	- - - - - Additional Weekly Sections:
Part-run Sections	- - - - - Additional Weekly Sections:
Wednesday	
Full-run Sections	- - - - - Additional Weekly Sections:
Part-run Sections	- - - - - Additional Weekly Sections:
Thursday	
Full-run Sections	Take Five - NW Homes - NW Autos - - Additional Weekly Sections:
Part-run Sections	- - - - - Additional Weekly Sections:
Friday	
Full-run Sections	Wheels - Life - - - Additional Weekly Sections:
Part-run Sections	- - - - - Additional Weekly Sections:
Saturday	
Full-run Sections	- - - - - Additional Weekly Sections:
Part-run Sections	- - - - - Additional Weekly Sections:

Additional Properties with Integrated Sales:

PREPRINTS AND RELATED PRODUCTS**General**

TMC Available? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	If so, Day(s) of Week: Wednesday	Zoning Available? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
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Freestanding Inserts

Days of Week Available: All	Zip-level Zoning? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Zip+4 Zoning? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Rates and Other Details (insert URL)	http://www.bellinghamherald.com/273	

Catalog and Product Sample Distribution

Days of Week Available: All	Zip-level Zoning? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Zip+4 Zoning? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Rates and Other Details (insert URL)	http://www.bellinghamherald.com/273	

Printed Home Delivery Bags

Days of Week Available: All	Zip-level Zoning? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Zip+4 Zoning? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Rates and Other Details (insert URL)	http://www.bellinghamherald.com/273	

DIGITAL PRODUCTS

Online Products (insert URLs)	TheBellinghamHerald.com
Unique Visitors per Month	178,915 Source: Omniture, October 2006
Page Views per Month	2,982,367 Source: Omniture, October 2006
Digital Rate Card (insert URL)	http://www.bellinghamherald.com/273
Net Reach (print & online)	17% Source: 2005 Market Study
Print-online Duplication	13%%
Online Targeting Capabilities	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If yes, please describe: Target variety of pages or features.

Production**PRODUCTION GUIDELINES**

Info on production specifications, acceptable electronic file formats and column-inch conversions (insert URLs)	http://www.bellinghamherald.com/273
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Additional Info

Reserving an Ad (insert URL)	http://www.bellinghamherald.com/273
Closing Times (insert URL)	http://www.bellinghamherald.com/273

Contracts/Credits

Contract Information – Statement of commissions, terms of payments and rate policies (insert URLs):
<http://www.bellinghamherald.com/273>

Credit Application – Guidelines and application (insert URLs):
<http://www.bellinghamherald.com/273>

Advertising Contacts – List of locations, contacts and contact information (insert URL):
<http://www.bellinghamherald.com/273>