

Build your business before, during and after the closure of the Hood Canal Bridge.

Discover

Your Own Backyard

Release: April 8, 2009

Advertising deadline: February 27, 2009

Distribution: 34,500 Olympic Peninsula homes

Readership: 80,000 people

Reach almost every home in the North Olympic Peninsula with a new regional shopping and transportation guide that links Peninsula residents to Peninsula businesses. This is both a bridge-closure "survival guide" and an invitation for Jefferson and Clallam residents to use the closure to explore and shop closer to home.

Re-Discover

Port Townsend & the Olympic Peninsula

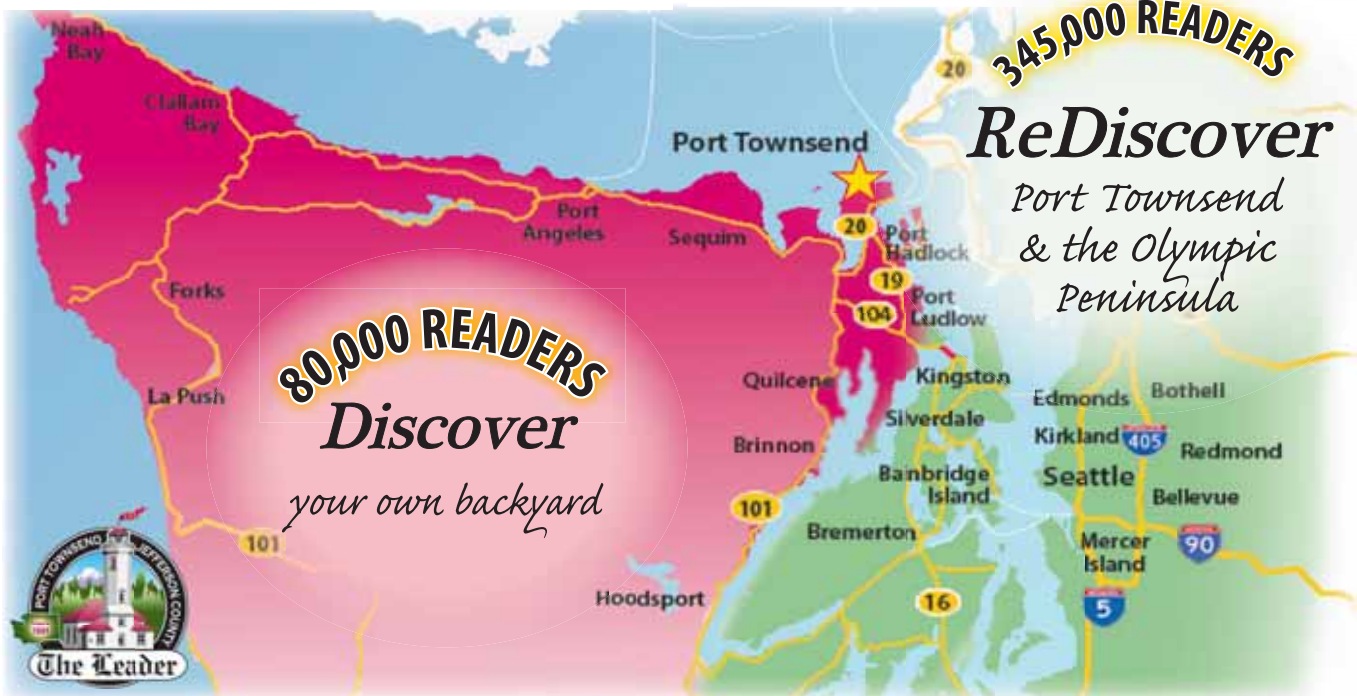
Release: June 15, 2009

Advertising deadline: May 8

Distribution: 150,000 ferries, Seattle Suburbs, Kitsap

Readership: 345,000 people

"Re-Discover" will announce to 345,000 residents of Western Washington that the bridge is open and that Port Townsend and Jefferson County beckon. This unprecedented distribution reaches high-demographic communities of Kitsap County plus King County's Eastside suburbs, along with ferry commuters and regional visitor centers.



Build your business before and after the closure of the Hood Canal Bridge

BEFORE

Discover your own backyard

RELEASE: April 8, 2009

ADVERTISING DEADLINE: February 27, 2009

DISTRIBUTION: 34,500 Olympic Peninsula homes

READERSHIP: 80,000 people in Jefferson and Clallam counties

On April 8 "Discover Your Own Backyard" will go to almost every home on the North Olympic Peninsula – over 34,000 – with an estimated 80,000 readers. It is a complete guide of places to go, see and things to do on the Olympic Peninsula during the closure. It is a shopping guide to connect Sequim and Port Angeles residents to Port Townsend & Jefferson County, to connect local residents to local shops and services, and to introduce Jefferson County residents to new options across the Peninsula. It is also a source of official information about health services, ferry and bus transportation links. It is a "survival guide" for those who can't live without the Bridge, and a guide to unexplored opportunities in our own backyard.

AFTER

Re-Discover Port Townsend & the Olympic Peninsula

RELEASE: June 15, 2009

ADVERTISING DEADLINE: May 8, 2009

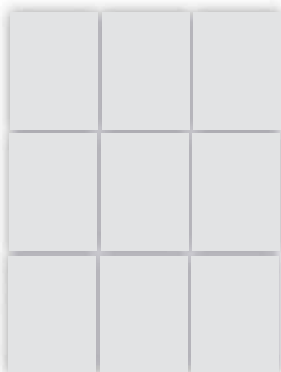
DISTRIBUTION: 150,000 ferries, Seattle Suburbs, Kitsap

READERSHIP: 345,000 people

On or before June 15, 2009 the Hood Canal Bridge will reopen and Jefferson County will be linked to the outside world with a wider, better bridge. "Re-Discover" will invite over 300,000 residents of Western Washington to come back to Port Townsend and Jefferson County, and let the world know the bridge is open again. Its unprecedented distribution throughout high demographic suburbs of the Seattle area will kick-start the return of visitors to our area. The magazine will feature maps, fine dining, accommodations, 21 Local Highlights, and the Passport to Port Townsend to bring them back over the bridge for the summer and fall.

PRICING/DEADLINES

Both magazines are laid out in a modular, 9-block format. Prices have been held to 2008 levels. Full color is included in the price of each ad. If you place the same ad in both publications you obtain 15 percent off the second one.



1 block: \$275
Each additional block: \$195
1/3 page: \$648
1/2 page: \$795
Full page: \$1749
Two full pages: \$3465

PREMIUM POSITION

Back cover
 (full-color gloss): +40 percent
Inside front cover
 (full-color gloss): +30 percent
Inside page 3 (full-color electrobryte): +25 percent
Inside back cover
 (full-color gloss): +25 percent

Deadlines:

Discover your own backyard

Advertising deadline: February 27, 2009
 For delivery April 8, 2009

Re-Discover Port Townsend & the Olympic Peninsula

Advertising deadline: May 8, 2009
 For delivery June 15, 2009

Call your
Leader Ad Representative
today to learn more!
(360) 385-2900
Email: ads@ptleader.com

