

Concentrate your efforts

with *The Liberty Lake Splash* community newspaper

“I’ve received more than 40 new clients since I began advertising in *The Liberty Lake Splash*. It has helped get my name and my business out into the community.”
 — Karen Pagliaro of “Karen Does My Hair!”

100% SATURATION

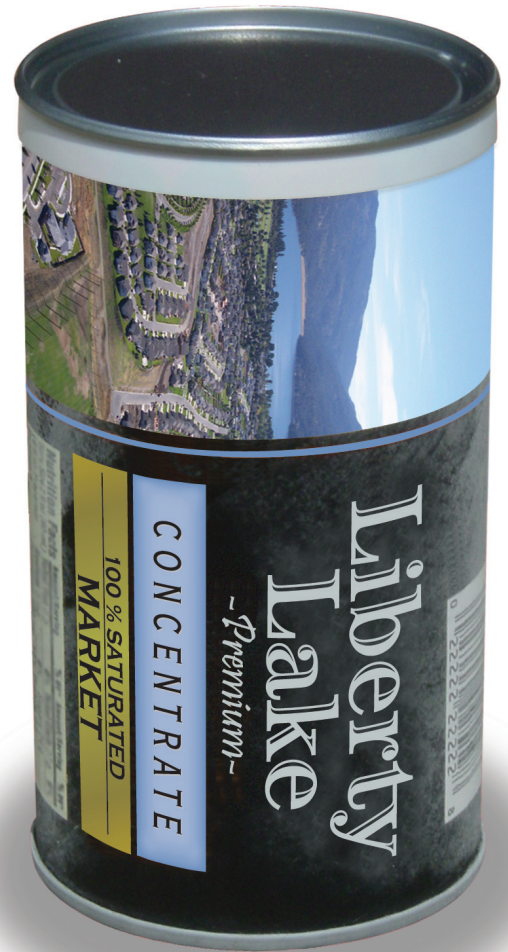
Every business and residence in Liberty Lake (more than 4,000 addresses) receives *The Splash* each Thursday, and hundreds of additional copies are distributed to more than 100 businesses in Liberty Lake and Otis Orchards.

100% LOCAL

Many readers tell us *The Splash* remains on the dining room table all week, where it is read cover to cover. The reason? We believe it's because our newspaper is about community. The content is completely local because people love reading about their friends, their neighbors and themselves.

100% VALUE

A dollar goes further at *The Splash* because, on average, our readers have more dollars to spend with advertisers. Liberty Lake's demographics, viewed in tandem with our reasonable advertising rates (over), give advertisers a way to target an attractive market without diluting their resources.



	MEDIAN HOUSEHOLD INCOME	BACHELOR'S DEGREE OR HIGHER (AGE 25+)
Liberty Lake	\$60,854	42.7%
Spokane	\$32,273	25.4%
Coeur d'Alene	\$33,001	19.5%
Post Falls	\$39,061	15.9%
Spokane County	\$37,308	25.0%
Kootenai County	\$37,754	19.1%

Source: 2000 U.S. Census

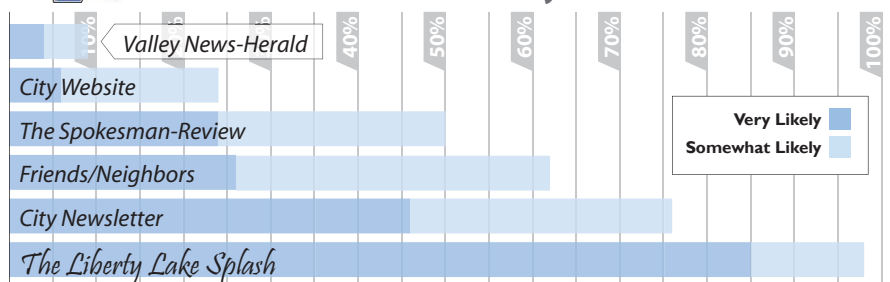
ABOVE AND BEYOND

- “*The Splash* is the most relied upon source of information about the City ...”
 — November 2005 *City of Liberty Lake* newsletter article about city's survey (see chart at right)
- The Liberty Lake community is home to five of the 10 most expensive homes in Spokane County, including the two highest.
 — Feb. 25, 2006, *Spokesman-Review*
- *The Splash* received first place for “Best Series Ad Idea” in the National Newspaper Association's 2006 Better Newspaper Advertising Contest.
- *The Splash* has received numerous advertising design awards in 2005 and 2006 national and state newspaper contests.



CITY of LIBERTY LAKE SURVEY

I rely on the following sources for information about the city:



Question taken from fall 2005 survey sent to 2,151 municipal households and returned by 8.6 percent



THE LIBERTY LAKE SPLASH

1421 N. Meadowwood Lane, Suite 160

Liberty Lake, WA 99019

509.242.7752; fax 509.927.2190

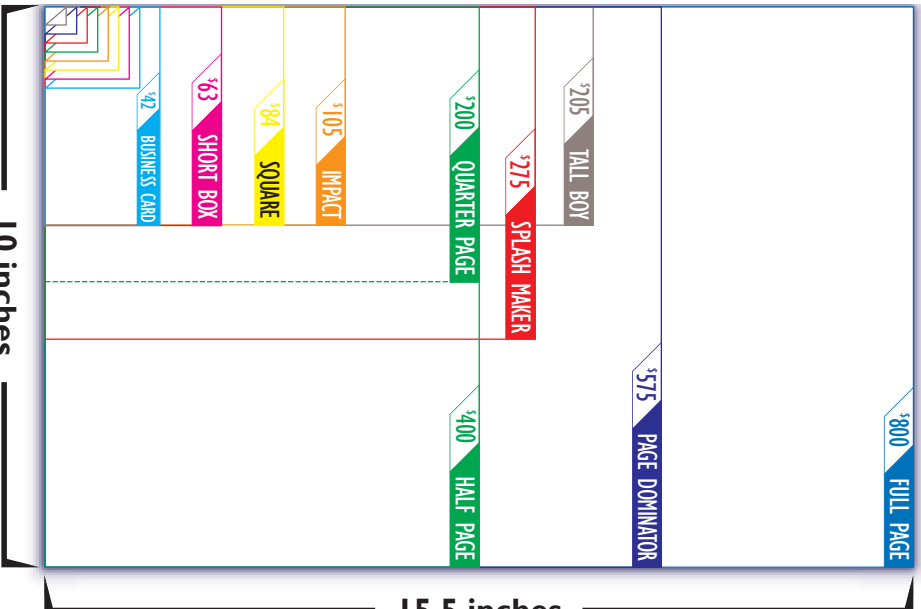
advertise@libertylakesplash.com

www.libertylakesplash.com



The Liberty Lake Splash is a
Peridot
PUBLISHING LLC
 community newspaper
 locally owned & operated

MODULAR AD SIZES



DISTRIBUTION & SIZING

Approximately 4,900 copies of The Liberty Lake Splash are distributed each week to every address in the greater Liberty Lake community as well as at more than 100 drop-off locations.

For your convenience, we have a wide variety of modular ad sizes available (see chart at left).

We also offer custom sizing at \$11 per column inch. Contact The Splash for dimension specifications.

DISCOUNTS

Discounts are offered to an advertiser who does all of the following three things:

1. Agrees to run more than one ad;
2. Agrees to run \$500+ worth of advertising within a specified time frame not to exceed one year;
3. Signs a contract specifying the amount of advertising before the discounted advertising begins.

AD VALUE	DISCOUNT
\$500-\$999	10%
\$1000-\$1999	15%
\$2000-\$3999	20%
\$4000-\$9999	25%
\$10,000 or more	30%

Non-profit organizations and churches receive a 25 percent discount regardless of frequency or volume.

INSERTS

Flyers, coupon sheets, to-go menus or other preprints may be inserted into The Splash at a rate of \$85 per 1,000 (cheaper than direct mail). Inserts must be no larger than 8.5 by 11 inches (can be folded). Inserts that significantly alter the shipping cost due to weight will be assessed additional charges. Some preprinted items insert better than others. Call with questions. Inserts must be received by the Tuesday that is nine days before the printed date on the intended issue. Inserts accepted after that time will be assessed a \$75 fee.

EXTRAS

- **COLOR:** One color plus black, \$50; Two color plus black, \$100; full color, \$150.
- **PLACEMENT:** Requests are always considered, but may be guaranteed for an additional placement premium fee (subject to availability). The placement premium for quarter page ads or smaller is \$50. Larger ads are assessed a \$100 placement premium fee.
- **DESIGN:** The Splash offers award-winning graphic design services on most ads free of charge. Those requiring more than 30 minutes of design time are assessed at a rate of \$50/hour.

TERMS AND CONDITIONS

1. The deadline to guarantee inclusion of an ad in the Splash is Friday at noon before the requested issue is printed. Inserts must be delivered to The Splash one week prior to publication date.
2. The Splash's niche is centered on being a community-oriented, family-friendly newspaper. As such, the Splash is not the right fit for businesses marketing adult-only products or services. The Splash and Peridot Publishing LLC reserve the right to reject any ad for any reason and assume no financial liability for errors in advertising or for any omission of any advertisement.
3. A 0.83 percent monthly interest charge will be applied to all past due accounts (10 percent APR). Accounts more than 60 days past due will have all discounts, contracts or special rates forfeited and will be rebilled at the open rate.