

All ads in The Current come with full color and full design services. We want to work with you to fine-tune your message for maximum impact. Let us brainstorm ideas for your business!

# the Current

A VALLEY-WIDE COMMUNITY NEWSMAGAZINE

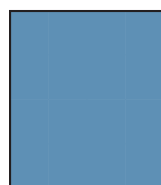
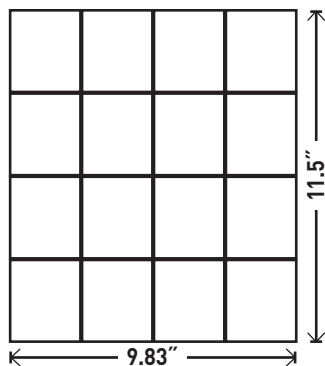
All Current ads include **FULL COLOR!**

About **10,000** copies of The Current are distributed at more than 230 high-traffic locations in Spokane Valley, Liberty Lake, Millwood, Otis Orchards, Newman Lake and Rockford. Others are mailed to subscribers. Distribution begins on the final Wednesday of each month.

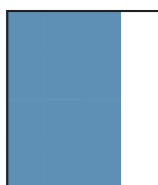
## SIZING

The Current is designed for impact. We organize pages and ad stacks to make them highly accessible and reader-friendly. To help us achieve this clean, organized look, we offer our best prices for the modular ad sizes in the illustrations below.

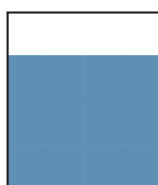
Custom sizing is also available. Custom ads do not qualify for special placement.



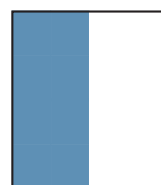
9.83" w x 11.5" h  
**FULL PAGE:**  
**\$928**



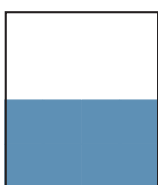
7.33" w x 11.5" h  
**3/4 PAGE:**  
**\$696**



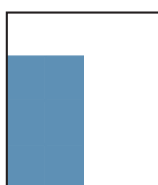
9.83" w x 8.6" h  
**3/4 PAGE:**  
**\$696**



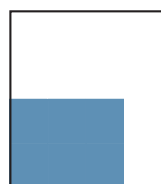
4.83" w x 11.5" h  
**1/2 PAGE:**  
**\$464**



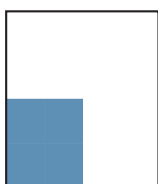
9.83" w x 5.66" h  
**1/2 PAGE:**  
**\$464**



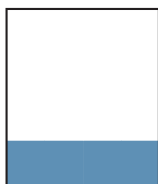
4.83" w x 8.6" h  
**3/8 PAGE:**  
**\$348**



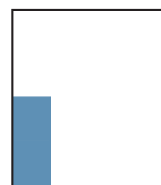
7.33" w x 5.66" h  
**3/8 PAGE:**  
**\$348**



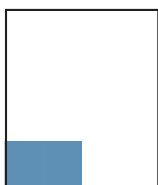
4.83" w x 5.66" h  
**1/4 PAGE:**  
**\$232**



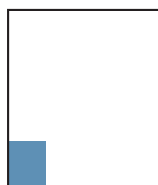
9.83" w x 2.75" h  
**1/4 PAGE:**  
**\$232**



2.33" w x 5.66" h  
**1/8 PAGE:**  
**\$116**



4.83" w x 2.75" h  
**1/8 PAGE:**  
**\$116**



2.33" w x 2.75" h  
**1/16 PAGE:**  
**\$58**

## CONTRACT 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.

TOTAL AD VALUE	DISCOUNT
\$500-\$999	10%
\$1000-\$2499	15%
\$2500-\$4999	20%
\$5000-\$9999	25%
\$10,000+	30%

Advertising placed in any Peridot Publishing publication counts toward contract fulfillment. Ad value is measured prior to discount (i.e., a \$100 ad for which you paid \$75 after discount counts as \$100 toward achieving your contract amount.)

## SPECIAL PRICING

**Churches and non-profits:** Documented non-profit organizations and churches receive a 30 percent discount.

**Advertising agencies:** Commissions are available to approved advertising agencies. Contact The Current for details.

**Premium placements:** Ads placed on pages 2, 3, the back cover and inside back cover have special pricing entered into by agreement. The open rate prices for special requests on other pages is 10 percent higher than a standard ad. All premium placement requests are subject to approval and availability. For more information on premium placement ads, see reverse.

**Pay upfront:** All advertising paid before an ad runs receives an additional 5 percent discount (new advertiser discount doesn't apply).

## INSERTS

Flyers, coupon sheets, menus or other preprints may be inserted into The Current at a rate of \$85 per 1,000 (less than direct mail). 10,000 inserts is considered a full run, though runs as small as 1,000 are accepted. Inserts must be no larger than 12.25 inches by 10.5 inches (can be folded). Inserts that alter the shipping cost due to weight will be assessed additional charges. Some preprinted items insert better than others. Inserts must be received well in advance of planned insertion. Contact The Current for deadlines or with questions.

## TERMS AND CONDITIONS

1. The deadline to guarantee inclusion of an ad in The Current is 5 p.m. on the 15th of the month for the following month's issue.
2. Peridot Publishing publications strive to be family friendly. As such, the content of any ad is subject to review by the publisher. Any ad may be deemed inappropriate at the publisher's discretion and thereby will not run. Ads with content that is suggestive, risqué, manipulative, deceptive or promotes themes, products or services that are not "family-friendly" in the eyes of the publisher are among the types of ads that will not run in our publications. Businesses that cater mainly to adults are asked to keep this in mind when choosing how to present content for an ad in a Peridot publication.
3. Advertisers who desire significant design revisions or one-on-one time with a Splash designer will be charged \$75/hour for design time (1/2-hour minimum).
4. Advertisers who do not achieve the discount level they signed up for will be billed for the difference between the discount they were billed and the discount they actually achieved. Advertisers who fulfill their contract early are encouraged to start a new contract at a greater discount level.
5. Accounts more than 60 days past due will have all discounts, contracts or special rates forfeited and will be rebilled at the open rate. Accounts more than 90 days past due that have not reached a mutual agreement with The Splash for payment will be turned over to a collections agency.
6. Rates subject to change at any time.

## PREMIUM PLACEMENTS

Premium advertising opportunities are strategically placed with content to draw the reader to the page. All premium placements are sold on a first-come, first-serve basis with priority given to the largest ad sizes.

**Pages 2 and 3:** These traditionally strong premium placement opportunities bookend a monthly feature called "A Cup of Joe," which is an interview with a newsmaker on a timely issue in a reader-friendly Q&A format.

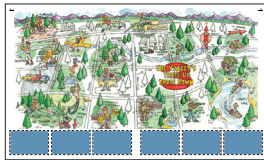
- 1/4 page (4.83" w x 5.66" h) - \$275
- 1/2 page horizontal (9.83" w x 5.66" h) - \$550
- 1/2 page vertical (4.83" w x 11.5" h) - \$550
- Full page (9.83" w x 11.5" h) - \$1,100



**3/3 Coupons:** The Current's popular, information-rich feature, "3 Up, 3 Down," is now the go-to place for coupons in The Current. Readers looking for wonderful discounts have a trustworthy destination with 3/3 Coupons, and advertisers receive a premium placement at a great value. All six ads across the bottom of this two-page spread must feature a clip-and-redeem coupon.

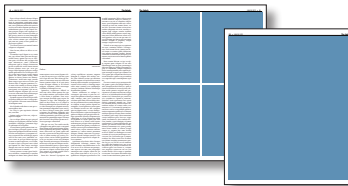
- Cost per ad (3.17" w x 2" h): \$70

\*Contract discounts apply. Ad placement can't be guaranteed, but can be requested on a first-come, first-serve basis.



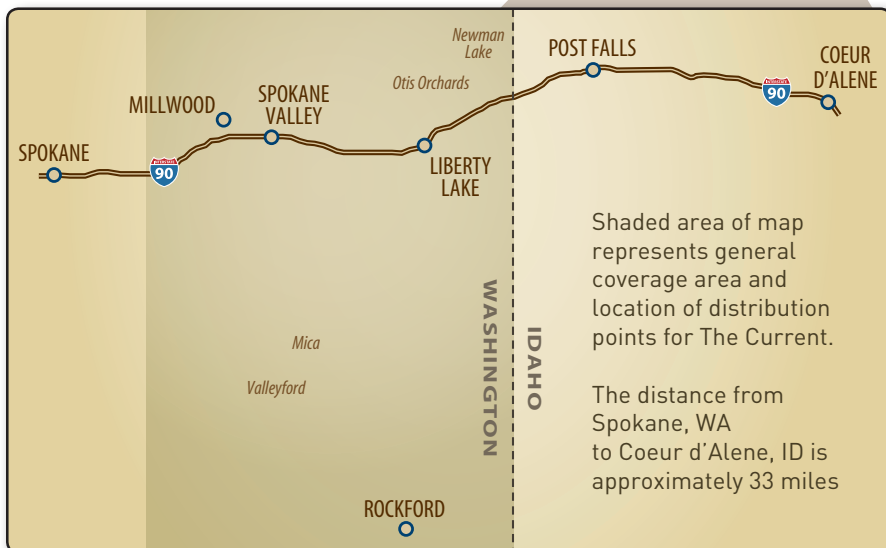
**Back Page, Inside Back Page:** The inside back page runs beside some of our best community writing, including a monthly column celebrating life in the Valley. The back page will continue to be what it is for all publications, the most highly visible of premium placements.

- 1/4 page (4.83" w x 5.66" h) - \$275
- 1/2 page horizontal (9.83" w x 5.66" h) - \$550
- 1/2 page vertical (4.83" w x 11.5" h) - \$550
- Full page (9.83" w x 11.5" h) - \$1,100



## Award-winning

In the past five years, the Peridot Publishing team has received numerous awards for advertising design and excellence from national and state newspaper contests. Let us help you build an advertising campaign that will achieve results.



Shaded area of map represents general coverage area and location of distribution points for The Current.

The distance from Spokane, WA to Coeur d'Alene, ID is approximately 33 miles

The Padden for Senate Campaign decision to advertise in The Splash was a key factor in the campaign's ability to reach the Liberty Lake voter. The Splash's market coverage and its excellent reputation in the Liberty Lake community helped our campaign get the most for its advertising dollar. It is exciting news that The Splash is expanding into the Spokane Valley.

— Senator Mike Padden,  
4th District, Spokane Valley

Since I started advertising in The Splash my business has increased immensely. On a regular basis I see coupons from the Splash, and most of them are new customers. I really like what they offer to me and my customers, and I'm excited to see them taking this same philosophy to the greater Valley area through The Current.

— Chris Clark,  
owner of Clark's Tire & Automotive



The Current is brought to you by Liberty Lake-based Peridot Publishing LLC, which also publishes the annual Community Directory and The Liberty Lake Splash weekly newspaper.



**the Current**  
A VALLEY-WIDE COMMUNITY NEWSMAGAZINE

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