

# Concentrate your efforts

Our special formula:

## 100% LOCAL

Focused Liberty Lake news content — because people love to read about friends, neighbors and themselves.

## 100% SATURATION

We distribute free of charge to everyone in the greater Liberty Lake area.

## 100% VALUE

Your dollars aren't diluted; Splash advertising blankets the Inland Northwest's best market.

## The Splash comes highly recommended as part of your business' marketing diet

*"Before becoming a Realtor®, I enjoyed reading The Liberty Lake Splash from cover to cover. So, as a resident of this community, when I started my real estate career I couldn't think of a better place to consistently advertise myself and now our team. People often recognize us, and it typically comes back to our Splash ads. We're grateful for the many opportunities we have to serve Liberty Lake residents as a result."*

— JoAnn Zyph, Realtor/Broker

*"The Splash helps me reach my target demographic and gets my name and business out into the community. I continue to have a positive response and great results from my Splash advertising."*

— Karen Pagliaro, Owner of Karen Does My Hair



## LIBERTY LAKE

Numbers at a glance

**About 10,000 residents**

**Over 6,000 jobs**

**Demographics\*:**

- Median Household Income \$76,497
- Average Home \$364,000
- Median Age 39
- 76% Family Households
- 42% with Bachelors, Masters or Professional Degree

\* Demographics category represents City of Liberty Lake statistics only.

## Award-winning

In the past five years, The Splash 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.



# What you need to know about your Splash ad

All ads in The Splash come with full color and full design services. We want to work with you to fine-tune your message for maximum impact once it arrives in Liberty Lake homes.

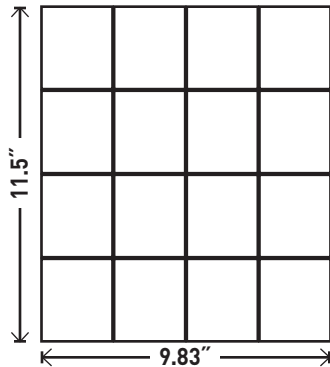
About **7,000** copies of The Splash are distributed around the end of each month, 4,600 of those through direct mail to every home and business in the greater Liberty Lake community. The remaining copies are hand-delivered to approximately 140 businesses, waiting rooms and gathering places in Liberty Lake, Otis Orchards and Greenacres.

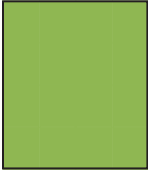
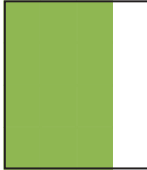
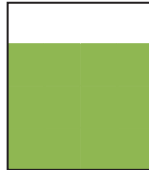
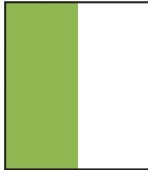

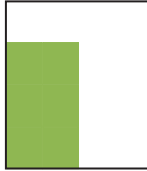
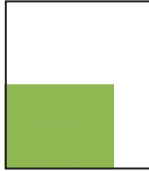
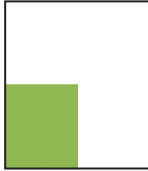
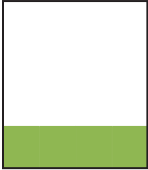
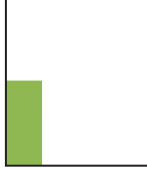
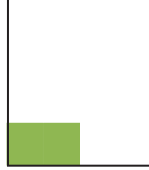
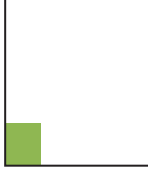
**All Splash ads  
include FULL  
COLOR!**

## SIZING

The Splash 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. Contact The Splash for custom pricing and dimensions.



			
9.83" w x 11.5" h <b>FULL PAGE:</b> \$928	7.33" w x 11.5" h <b>3/4 PAGE:</b> \$696	9.83" w x 8.6" h <b>3/4 PAGE:</b> \$696	4.83" w x 11.5" h <b>1/2 PAGE:</b> \$464
			
9.83" w x 5.66" h <b>1/2 PAGE:</b> \$464	4.83" w x 8.6" h <b>3/8 PAGE:</b> \$348	7.33" w x 5.66" h <b>3/8 PAGE:</b> \$348	4.83" w x 5.66" h <b>1/4 PAGE:</b> \$232
			
9.83" w x 2.75" h <b>1/4 PAGE:</b> \$232	2.33" w x 5.66" h <b>1/8 PAGE:</b> \$116	4.83" w x 2.75" h <b>1/8 PAGE:</b> \$116	2.33" w x 2.75" h <b>1/16 PAGE:</b> \$58

## 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 Splash for details.

**Premium placements:** The open rate prices for ads on pages 2, 3 and the back page are 10 percent higher than a standard ad. Any other placement request can be guaranteed for a 10 percent surcharge. All premium placement requests are subject to approval and availability.

**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 Splash at a rate of \$85 per 1,000 (cheaper than direct mail). 7,000 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 Splash for deadlines or with questions.

## 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).

## TERMS AND CONDITIONS

1. The deadline to guarantee inclusion of an ad in The Splash 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. If it is learned at the conclusion of a contract that an advertiser purchased enough advertising to qualify for a higher discount level than originally signed up for, the savings that would have been realized over the course of the year at the higher discount level will be credited to the advertiser's account for future Splash advertising. Conversely, 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. 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.

THE  
**Splash**

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