



Left to right: Gloria Dawn Irwin, co-owner of Duchess Hallmark in Everson, looks over the *Foothills Gazette* with area resident Carol Pagels and her son Steve Pagels.

"The Gazette works for me!"

Foothills Gazette Testimonials

"We have been advertising with the *Foothills Gazette* on an ongoing basis since its inception! We have been extremely happy with our ad campaigns and would highly recommend the *Gazette* to anyone wanting to provide excellent exposure of their business within the Mt. Baker Foothills area."

—**DAN GRAHAM,**
Mt. Baker Lodging, President

"I love to advertise locally with the *Foothills Gazette* because I strongly believe in supporting our local businesses. Furthermore, helping to keep residents informed of what is available to them close to home is also very important."

—**MOLLIE PIKE,**
Full Circle Consignment, Owner

"If you want to sell locally and sustain community in the foothills, there is no better place to advertise than the *Foothills Gazette*."

—**KAI JANSON,**
Mt. Baker Coffee Roasters, Owner

"The *Foothills Gazette* is directly marketed to my targeted demographic, eastern Whatcom County. I have had many new customers mention the fact they saw our ad in the *Foothills Gazette*, and were intrigued enough to come and check us out."

—**DAVE HALLIDAY,**
Cross Roads Grocery & Video, Owner

"The *Foothills Gazette* is a quality publication with an unduplicated reach. The advertising is affordable, helping me to reach a unique audience without straining my marketing budget. I'd recommend the *Foothills Gazette* to anyone interested in affordable marketing."

—**DANA BLOZIS,**
Virtually Yourz, Owner

ADVERTISING

Rates & Dimensions

Affordable, creative ads with great exposure!

If there's one thing you need to know about advertising in the *Foothills Gazette* it's that your ad *will* be seen — by thousands of readers each issue. Your ad will not only be affordable and creative, but it will also be designed free of charge and have a two-week shelf life. In addition, the *Foothills Gazette* is locally owned and operated, so you will feel good about placing your ad in an independent publication. Our newspaper staff is here to work with you!

AD SIZE (width by height)	# of inches	Rates based on PRICE PER ISSUE			
		1 x (2 weeks)	6 x (3 months)	12 x (6 months)	24 x (12 months)
Back Page (Color) (10" x 11")	55	\$695	\$629	\$563	\$497
Full Page (BW) (10" x 11")	55	\$550	\$495	\$467.50	\$440
Full Page (Color) (10" x 11")	55	\$585	\$530	\$502.50	\$475
Junior Page (10" x 8")	40	\$400	\$360	\$340	\$320
Half Page (10" x 5.5")	27.5	\$275	\$247.50	\$233.75	\$220
3 columns x 8" (5.93" x 8")	24	\$240	\$216	\$204	\$192
3 columns x 6" (5.93" x 6")	18	\$180	\$162	\$153	\$144
3 columns x 5" (5.93" x 5")	15	\$150	\$135	\$127.50	\$120
3 columns x 4" (5.93" x 4")	12	\$120	\$108	\$102	\$96
3 columns by 2" (5.93" x 2")	6	\$60	\$54	\$51	\$48
2 columns by 8" (3.9" x 8")	16	\$160	\$144	\$136	\$128
2 columns by 6" (3.9" x 6")	12	\$120	\$108	\$102	\$96
2 columns by 5" (3.9" x 5")	10	\$100	\$90	\$85	\$80
2 columns by 4" (3.9" x 4")	8	\$80	\$72	\$68	\$64
2 columns by 3" (3.9" x 3")	6	\$60	\$54	\$51	\$48
Business Card (approx.) (3.9" x 2")	4	\$40	\$36	\$34	\$32
Half Business Card (1.86" x 2")	2	\$20	\$18	\$17	\$16
4" Vertical Strip (1.86" x 4")	4	\$40	\$36	\$34	\$32
3" Vertical Strip (1.86" x 3")	3	\$30	\$27	\$25.50	\$24

Basic Setup

The *Foothills Gazette* is a 5-column style newspaper, with full page dimensions of 11" high and 10" wide.

Dimensions

- 1 column = 1.86 inches
- 2 columns = 3.9 inches
- 3 columns = 5.93 inches
- 4 columns = 7.96 inches
- 5 columns = 10 inches

