

DEER PARK GAZETTE



**Media Kit
2020**

dpgazette.com

Local newspapers have more engaged readerships than larger national papers. The Gazette distributes over 8,000 copies of each issue. Founded in 2002, the Deer Park Gazette has established a reputation as a trustworthy source of local community news.

Our mission is to inform and promote economic growth in the Greater Deer Park Area. To accomplish this we are hyper focused on the community. Locally owned and operated, all writers are engaged in area activities. We cover the news that makes Deer Park great and the critical stories that impact lives.

We want Deer Park to succeed!



About Deer Park

Deer Park is currently a city of over 4,300, and is soon expected to grow beyond 5,000 residents. There are currently around 300 housing units in development in the Deer Park city limits.



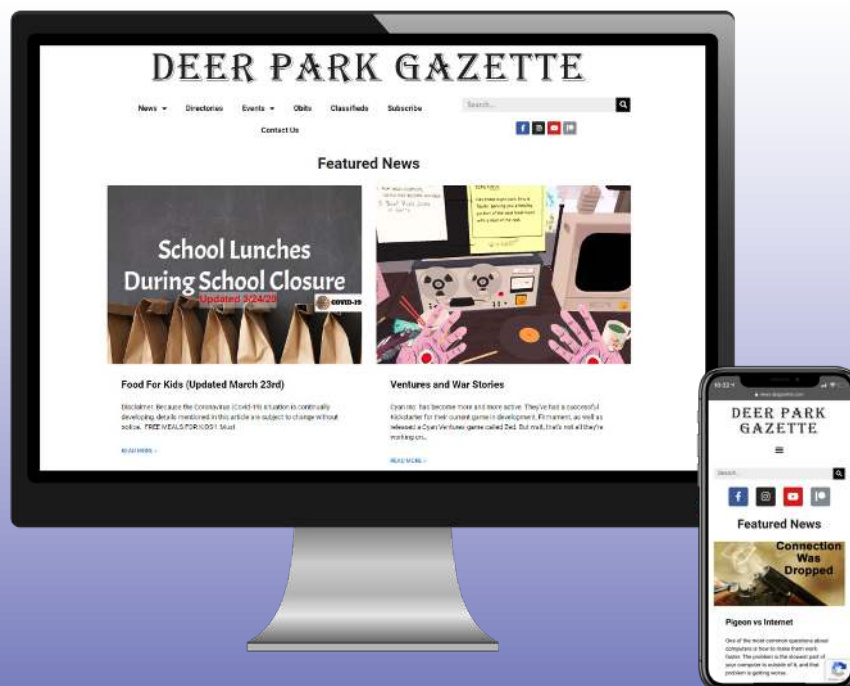
Print & Online



February 2019 Issue



May 2019 Issue



Using both traditional print and digital media, the Deer Park Gazette reaches a diverse audience.

Print Distribution

Every address, both commercial and residential at zip codes 99006, 99110, and 99148 receives a copy of the Deer Park Gazette.

This accounts for the distribution of over 8,000 copies of the paper.

Additionally, subscribers receive the paper in the following zip codes:

Washington

Maple Valley, WA 98038

Lakewood, WA 98499

Aberdeen, WA 98520

Chattaroy, WA 99003

Colbert, WA 99005

Elk, WA 99009

Spokane Valley, WA 99037

Colville, WA 99114

Mead, WA 99201

Spokane, WA 99203, 99205,
99208, 99212, 99218, 99220, 99224

Idaho

Blanchard, ID 83804

Cocolalla, ID 83813

Oregon

St Helens, OR 97051

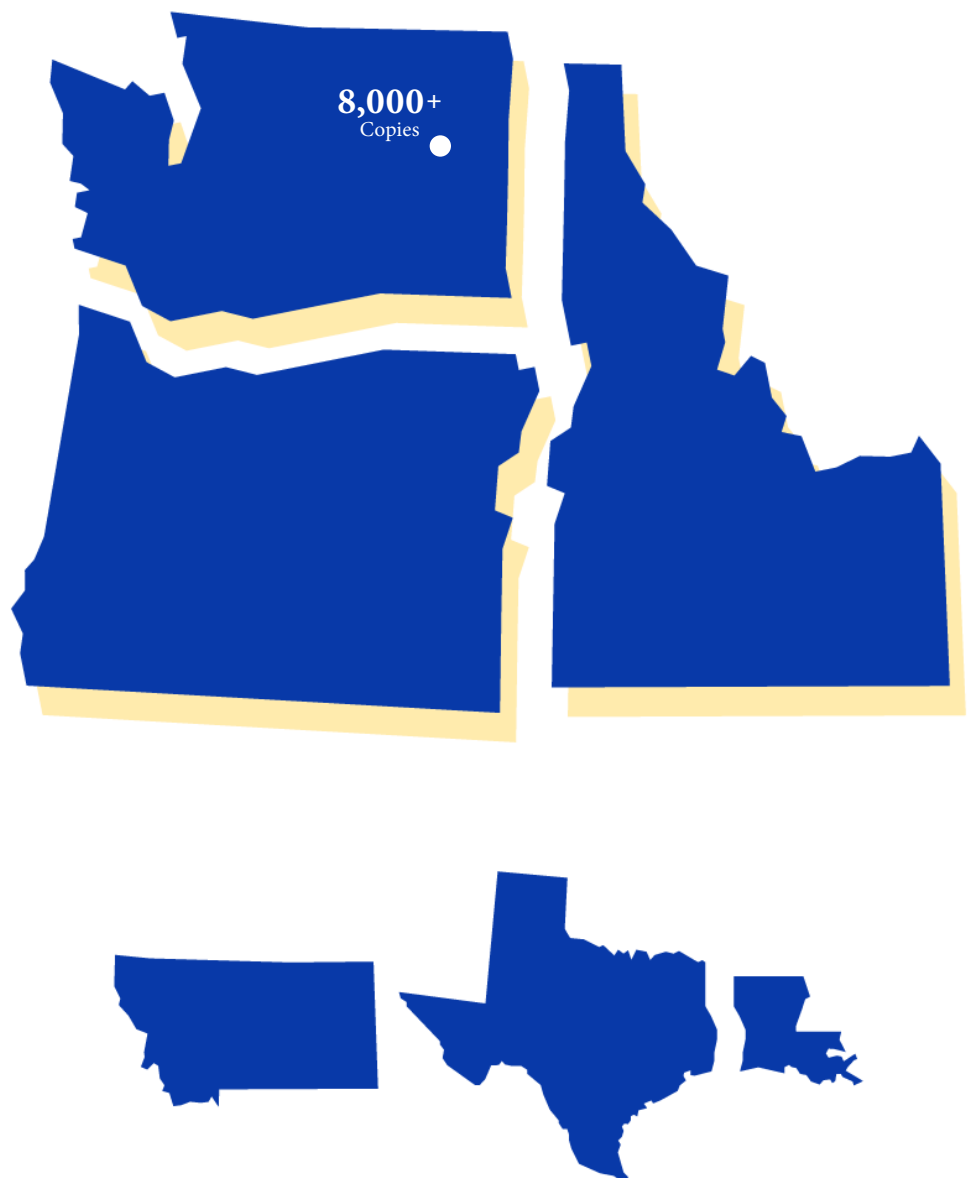
Independence, OR 97351

Others

Bozeman, MT 59718

Youngsville, LA 70592

Killeen, TX 76549



Web & Social Stats

Articles are published daily Monday through Friday on our website and pushed out via social media and Email Newsletters.

1,882

AVERAGE MONTHLY
PAGE VIEWS

987

AVERAGE MONTHLY
UNIQUE USERS

42.22%

AGES 25-44

40.64%

AGES 45-64

68.1%

FEMALES

31.9%

MALES

Website & Social Viewer's Locations Include:

Washington

Deer Park, Spokane,
Loon Lake, Clayton, Elk,
Springdale, Chewelah,
Colville, Spokane Valley,
Chattaroy, Nine Mile
Falls, Colbert, Newport,
Valley, Seattle, Liberty
Lake, Pasco, Longview,
Sprague, Vancouver, Mead,
Lynnwood, Covington,
Renton, Olympia, Daisy,
Eatonville, Tacoma, Almira

Oregon

Albany, Bend

Idaho

Post Falls, Priest
River, Pocatello

Montana

Bigfork

Colorado

Grand Junction, Firestone

North Dakota

Powers Lake

California

Desert Hot Springs, Stockton

Arizona

Mesa

New Mexico

Tularosa

Arkansas

Sheridan

Florida

Fort Myers

*Stats sampled from January 2019 to February 2020.
Sources Google Analytics and Facebook Insights.*

Unique Features

The Deer Park Gazette has several unique features both in print and online. Targeting engagement and entertainment has resulted in responsive consumers.

Many of the features are available for sponsorship.

Six Word Stories

Each month's prompt will be in the printed Deer Park Gazette and on our Facebook page. Our favorite stories are published the following month. Responses are judged on creativity and the ability to communicate a story.



Write a six-word story about:

Times You've Needed A Fire Extinguisher

Here are some of our favorites:

- Only when I have known better. - Susan K
- Redlining a car, went too far. - Joseph T.
- Shouldn't have tried that at home... - Maxine W.
- Charred bacon stuck to the pan. - Marie D.
- First time cooking: is it hard? - Joesph B.
- Final step becoming a foster parent. - Monica V.
- Ramen, forgot water: microwave three minutes - Alexia E.
- Before the flames engulfed the house - Vicki S.
- My first date with my husband. Judy M.
- Jet plane in chimney was loud. - Jeff C.
- Ice cream served aflame. That's new. - Roxey Z.
- When my smokin' hot wife appears. - Jake A.

Community Calendar

Each printed issue of the Deer Park Gazette includes a full page calendar of the next month. The calendar includes details about upcoming events, holidays, and closures. The details are collected from school districts, local government, community clubs, chambers of commerce, and libraries.

March 2020

DEER PARK GAZETTE

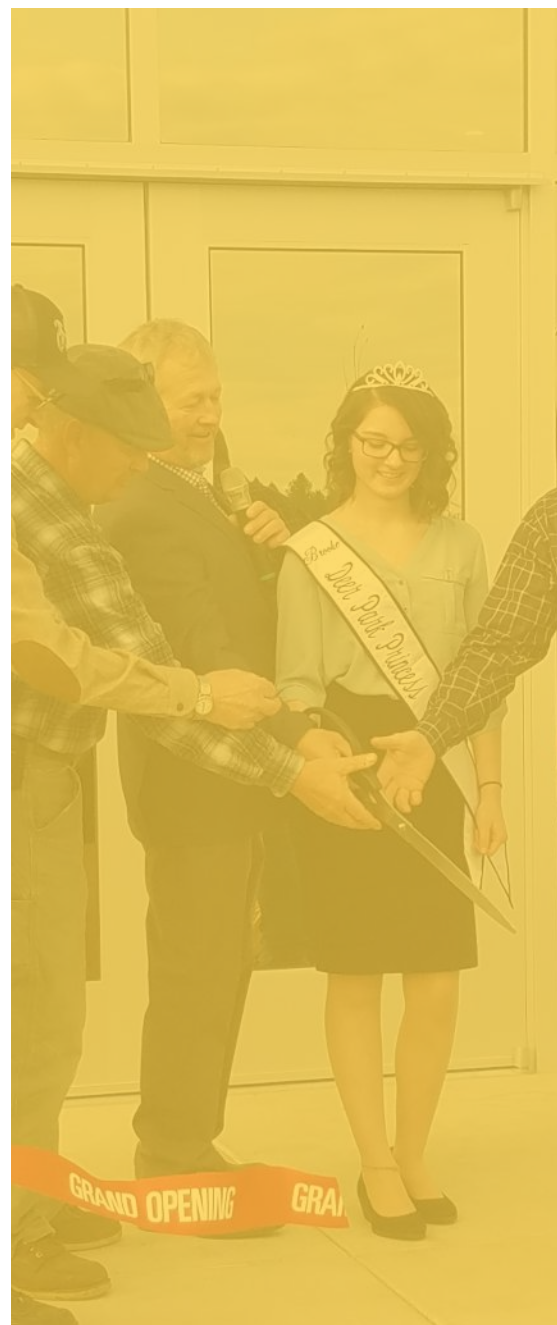
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April Community Events Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 April Fools Day Roundabout Appreciation Day DP City Council Conferences - DPSD, RSD Preschool Play & Learn Storytime - DP SCLD	2 DP Rotary Club Conferences/ No School - DPSD, RSD Piggy Bank Painting - DP SCLD Chamber Meeting - SSCCC	3 Conferences/ No School - DPSD, RSD	4
5 Palm Sunday	6 Spring Break DPSD, RSD, LLSD	7 Spring Break DPSD, RSD, LLSD Toddler Play & Learn Storytime - DP SCLD Blood Drive - SCFD4	8 Passover DP Kiwanis Club Spring Break - DPSD, RSD, LLSD Preschool Play & Learn Storytime - DP SCLD	9 DP Rotary Club Spring Break - DPSD, RSD, LLSD LEGO Club - DP SCLD Tech Hour - LL LSC	10 Good Friday Spring Break - DPSD, RSD, LLSD Story Time - LL LSC	11 Clayton/DP Historical Society
12 Easter All Libraries Closed Fire District Board - SCFD4	13 DP Planning Commission	14 DP Airport Board DP Chamber Board North County Gardeners Toddler Play & Learn Storytime - DP SCLD	15 Tax Day DP City Council Preschool Play & Learn Storytime - DP SCLD	16 DP Rotary Club Board Work Session - RSD Tech Hour - LL LSC Story Time - LL LSC	17	18
19 Orthodox Easter Food for Fines - DP SCLD	20	21 Chamber Luncheon Toddler Play & Learn Storytime - DP SCLD	22 Earth Day Preschool Play & Learn Storytime - DP SCLD	23 DP Rotary Club School Board - RSD Tech Hour - LL LSC	24 Start of Ramadan Story Time - LL LSC Dragon Eggs - LL LSC	25
26	27 DP Planning Commission Fire District Board - SCFD4 Late Start - LLSD	28 Toddler Play & Learn Storytime - DP SCLD	29 Preschool Play & Learn Storytime - DP SCLD Book Club - DP SCLD	30 DP Rotary Club Decorative Garden - DP SCLD	Abbreviation Key DP - Deer Park LL - Loon Lake RSD - Riverside School District MWSD - Mary Walker School District(Springdale) DP SCLD - Deer Park Branch Spokane County Library District LL LSC - Loon Lake Branch Libraries of Stevens County	

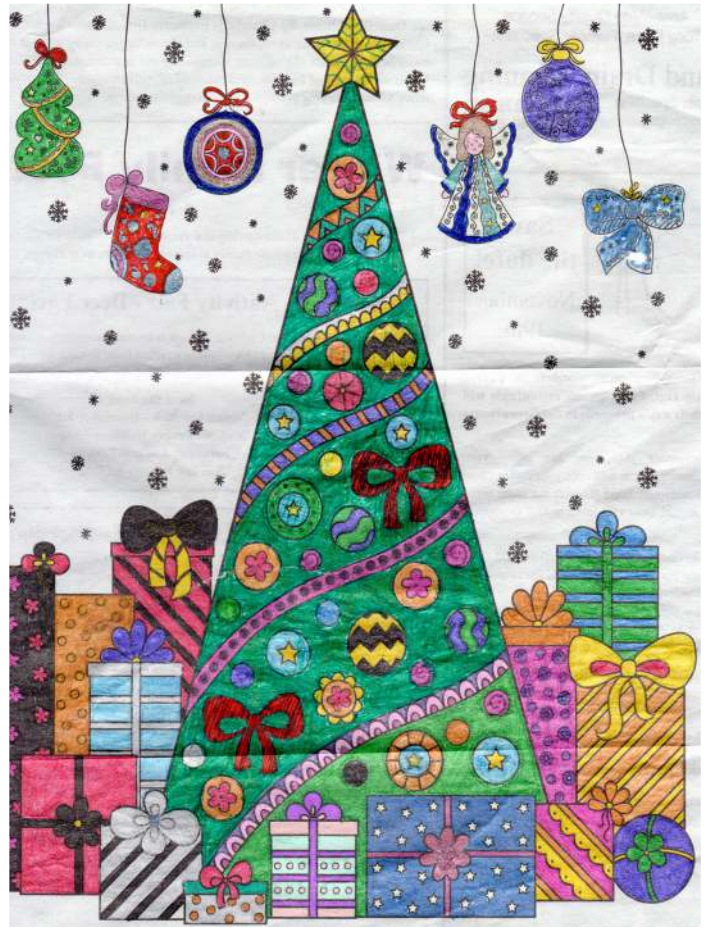
March 2020

DPGAZETTE.COM



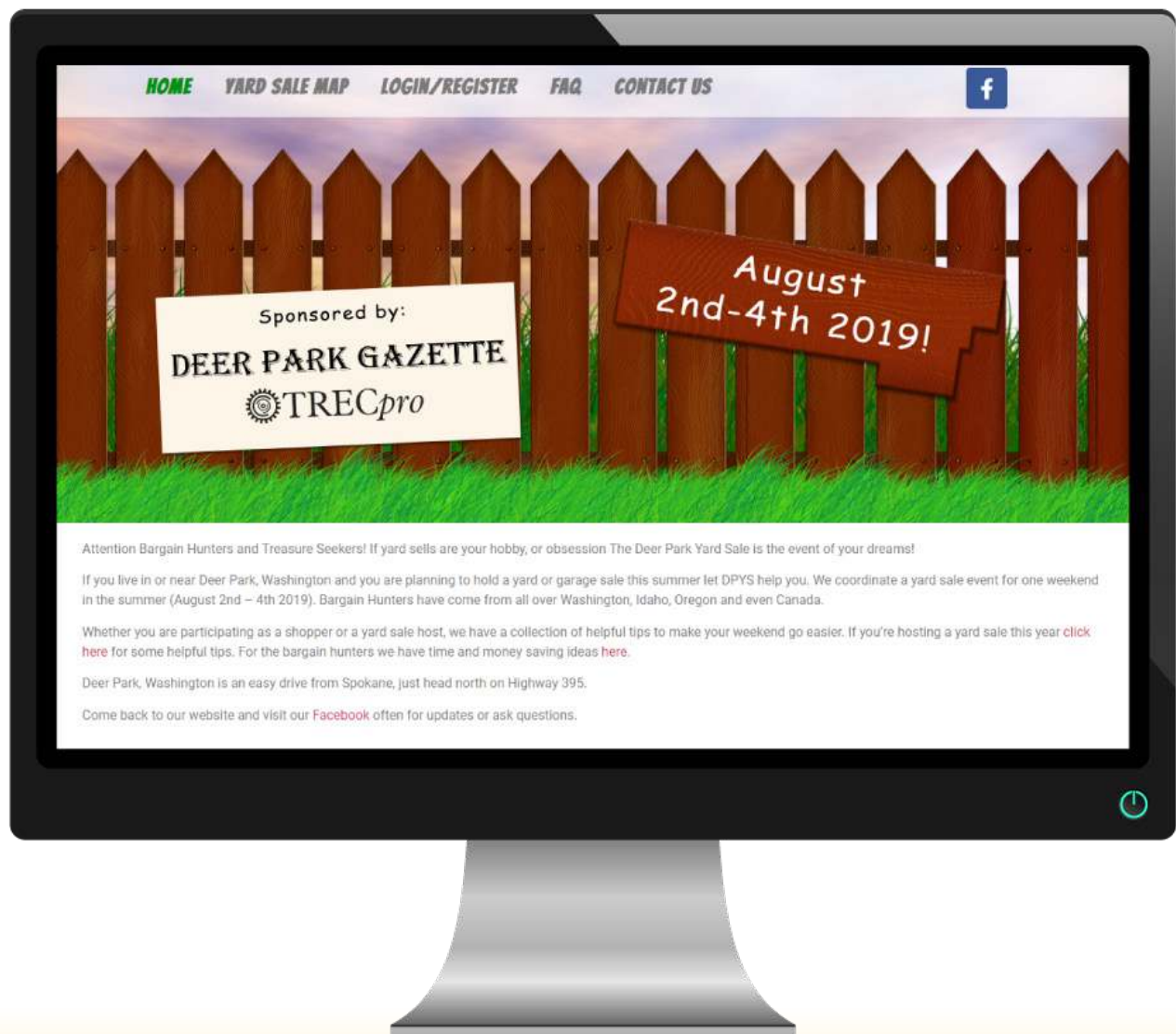
Christmas Coloring Contest

In November each year, the Deer Park Gazette publishes a full page for coloring. Readers mail in the completed coloring pages, with the winning entries published in the December issue of the Deer Park Gazette. A basket of prizes from sponsors is given to one winner from each of the three age groups, Kids, Teens, and Adults.



Deer Park City Wide Yard Sale

Starting in 2009, this has become one of the established events in Deer Park. The event uses a cutting edge dedicated website to list and provide a map to yard sale locations throughout the city. Sponsors ads appear on the website and a range of other locations.



Ad Sizes

Display ads in the Deer Park Gazette provide top of mind awareness. We have a wide variety of sizes and placements available.

Print Display Advertisements Sizes and Prices:

Full Page Ad - BW \$750 or Color \$975
Up to 80 Column Inches
Half Page Ad - BW \$370 or Color \$555
Up to 40 Column Inches
1/3 Page Ad - BW \$255 or Color \$510
Up to 27 Column Inches
Quarter Page Ad - BW \$195 or Color \$390
Up to 21 Column Inches
1/6 Page Ad - BW \$130 or Color \$260
Up to 13.5 Column Inches
1/8 Page Ad - BW \$95 or Color \$190
Up to 10 Column Inches
1/10 Page Ad - BW \$80 or Color \$160
Up to 8 Column Inches
Business Plus - BW \$60 or Color \$120
Up to 6 Column Inches
Business Card - BW \$45 or Color \$90
Up to 4.5 Column Inches

Print Ad Dimensions

The number of column inches for an ad is found by multiplying the number of columns wide by inches tall.

1 Column is 1.86 inches wide
2 Columns are 3.9 inches wide
3 Columns are 5.93 inches wide
4 Columns are 7.96 inches wide
5 Columns are 10 inches wide

**Preferred Placement is an
extra 25%.**

**Classified Ads \$6 for first 20 words,
\$.10 for each additional word.**

Print and Online Ads

Directory Ads

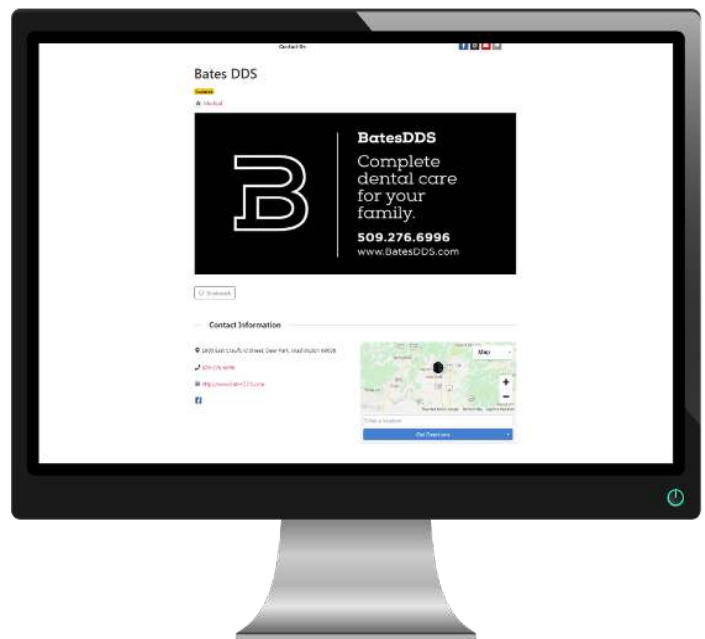
The printed version includes several directories, including Business, Health, Faith, and Real Estate. The Deer Park Gazette website includes a directory page listing all businesses with a link to a dedicated page with more details about each business.

Directory \$24*

- Print Black & White Only –
One column wide by two inches tall
- Online – Color Logo & Photos
- Include optional business details including: phone, fax, email, address with map, website, social media, description, hours, youtube videos, and date established.

Directory x2 \$40*

- Print Black & White Only –
Two columns wide by two inches tall
- Online – Color Logo & Photos
- Include optional business details including: phone, fax, email, address with map, website, social media, description, hours, youtube videos, and date established.



Directory is listed alphabetically with featured ads first.

**Directory ads are billed in 6-month increments. One month is free when you pay for 11 months.*

Sponsored Articles

Share important news about your businesses from a Grand Opening to Employee Promotions or new Products and Services. Sponsored articles are published in print and online; they are also distributed via our social channels on Facebook and Instagram.

Writing and editing services are also available upon request.

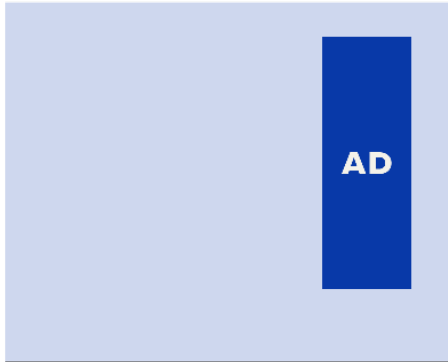
Sponsored Articles Print & Online

\$0.30 a word for print and online includes 1 photo. Extra photos \$10. Writing & Editing services available upon request.

To comply with Federal Trade Commission regulations, all sponsored articles are identified with a disclaimer.

Online Advertisements

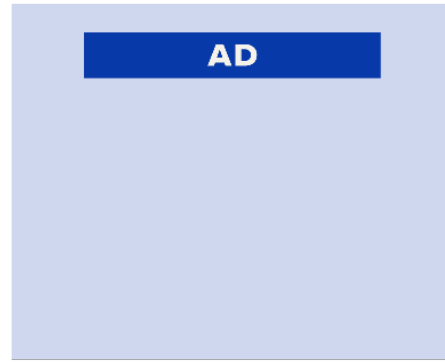
Online ads provide more options and transparent results. All online ads are full color and can include videos or animations.



**Wide Skyscraper \$45
per 30 days**

Appearing at the top right of pages, the Wide Skyscraper ads are visible to everyone viewing the website, even if they don't view the entire page.

Size is 160x600 pixels.



**Leaderboard \$30
per 30 days**

Pages with ads most often include 1 or 2 of these ads between section breaks. That puts them directly in the line of sight of our loyal readers.

Size is 728x90 pixels.

Design Services



Optional design services are provided by TRECpro, the parent company of the Deer Park Gazette. Ad designs are free once per year. Otherwise, graphic design services are billed at TRECpro's current hourly rate.

Contact Us

Email – Sales@TREC.pro

Phone – 509-292-6767

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