



The Northern Light

The weekly community newspaper for Blaine, Birch Bay and Semiahmoo

Distribution: 10,300 copies. 8,000 copies direct mailed to all households in 98230 zip code, plus 2,300 copies distributed to Whatcom County businesses.

Dates: Every Thursday

YOUR REASON

WHY ADVERTISE IN THE NORTHERN LIGHT?

- We connect you with an engaged audience – 100% market saturation of 16,257 loyal, active, and attentive readers (fewer than 15% get *The Bellingham Herald*)
- We have the highest percentage of individuals in the county who own their homes outright, translating to higher disposable income**
- The average reader spends 40 minutes reading *The Northern Light* – and a majority keep their copy all week long*
- Our readers typically include Bellingham when purchasing services and products
- More than 73% of our readers regularly purchase goods and services they see advertised in *The Northern Light**
- Circulation Verification Council (CVC) audited every quarter

*Circulation Verification Council (CVC) Reader Survey **U.S. Census

THE NORTHERN LIGHT is the source for community news in the fastest growing area in Whatcom County – with a 54.9% POPULATION GROWTH in the past 10 years.**

Bellingham 20.4%

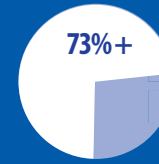
Ferndale 30.3%

Lynden 32.5%

Blaine & Birch Bay 54.9% Growth

100% MARKET SATURATION

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YOUR BUDGET

1/2 10.25" x 7.5" \$550	1/8 4" x 4" \$140
1/4 6" x 6" \$270	1/6 4" x 6" \$185

For Best Value
ADVERTISE 12x

DISPLAY RATES PER INSERTION (B&W)

Size	1x	4x	12x
1/2	\$825	\$675	\$550
1/4	410	342	270
1/6	300	252	185
1/8	200	168	140

Color Costs: 6" x 6" \$100, 4" x 6" \$75, 4" x 4" \$50

DEADLINES

Distributed weekly on Thursdays.
Ad deadline the preceding Thursday at 5 p.m.

YOUR AUDIENCE

SPECIAL SECTIONS

Sharpen your focus, target your audience.

Receive special **12x rate** when you advertise for 12 weeks or more in any combination below:

Special Section	Schedule/Number of Issues
Tax and Finance	January thru April (15)
Health and Wellness	January, April, September (7)
Active Seniors	February, June, August, October (8)
Car Care	March, October (4)
Home and Garden	January thru November (11)
Garden	April (3)
Boat Care	April, May (2)
Pet Care	January, April, June, November (4)
Back to School	August (2)
Buy Local	November, December (6)

WEB ADS

Maximize your message online at thenorthernlight.com
Ask for details!

