

# OUR TOTAL REACH AT JBLM IS UNEQUALED



## NEWSPAPER RATES

Price is for both the Ranger & NW Airlifter (15,000 copies every Thursday, plus digital versions)

1 unit: \$85 per unit b/w  
\$95 per unit color

2 units: 170 b/w  
\$185 color

Large square: \$320 b/w  
\$340 color

1/4 page: \$480 b/w  
\$510 color

1/2 page: \$930 b/w  
\$990 color

3/4 page: \$1,395 b/w  
\$1,485 color

Full page: \$1,795 b/w  
\$1910 color

Front page banner:  
\$495 color

Front page, top Left:  
\$195 color

Multi run discounts:

4x: 5% per ad

8x: 8% per ad

12x: 10% per ad

26x: 15% per ad

52x: 18% per ad



## MILITARY & FAMILY FACE-TO-FACE EVENTS

Since 2003, we have produced events for couples, families and spouses inviting clients to set up booth space to interact face-to-face with the JBLM market. Our events typically draw 350 to 650 military members and their families.

10x10 booth space is \$495 per event. Discounts are 10% for 2-4 events, 15% 5-7, and 20% for 8 or more.

### More Information

sales@northwestmilitary.com

PO Box 731294

Puyallup, WA 98373

Rates effective 4/1/2023

## DIGITAL & CONTENT



### BRANDING CAMPAIGN

New military and their families move here constantly. Introduce yourself, and stay relevant. Promote across our social, e-mail, text and web for \$15 per thousand impressions. (minimum 20,000).



### PROMOTIONAL CAMPAIGN

Leads, store traffic, coupons - we'll build a targeted campaign with analytics across our platforms for \$19 per thousand impressions. The key? Have an offer they can't refuse. (Minimum 50,000 impressions)



### CONTENT STRATEGY

Build your own, legal database of e-mails and text numbers\* with a plan to use them for newsletters and promotions. We are experts in campaigns that build an audience.

Package includes engagement campaigns, content creation & delivery, strategy sessions, and analytics. \$2,950 a month.

- Includes meeting compliance and SPAM laws



## A SUCCESSFUL EVENT AT YOUR PLACE

How do we drive hundreds of military families to each of our events? We have 25 years of experience, the best multi-media platforms in and around JBLM, and profound connections with local performers and activities. And, we can bring this to your place or another location on a small to large scale.

Intimate Event (5-20 military): \$1,950

Small Event (50-100 military): \$3,500

Medium Event (150-250 military): \$6,000

Large Event (300+): \$7,500

These rates include everything - theme & strategy decisions, promotions, activities, data collection, post-promotions and more.

\* Crowd sizes are estimates.