

Tourism Walla Walla
Comprehensive Ad Value and Impressions
Richmond Public Relations

Sorting by Circulation

Sorting by Ad Value

Total Impressions
12,626,204

Total Ad Worth
\$354,489

*All ad rates are calculated according to publication's base rate

Media	Date	Circulation	Ttl Square Column Inches	Ad Rate	Ad Worth
<i>Preservation</i>	6/0/2006	200,000	Full page (3)	\$22,800/per page	\$68,400
<i>Sunset Magazine</i>	4/0/2006	1,445,407	80	\$15,145/ 1/3 page	\$60,580
<i>The Economist</i>	5/20/2006	569,336	64	\$592	\$37,850
<i>The New York Times</i>	5/0/2006	1,142,464	64	\$585	\$37,440
<i>Association News</i>	4/0/2006	40,000	192/ 2.5 color pages	\$11,685/per page(Color) \$9,825/.5 page	\$33,195
<i>The Seattle Times</i>	2/19/2006	460,024	77	\$382	\$29,414
<i>Men's Journal</i>	7/0/2006	675,452	4	\$29,280/ 1/3 page	\$29,380
<i>Travel Age West</i>	6/0/2006	26,111	40	\$310	\$12,390
<i>Seattle Metropolitan</i>	6/0/2006	50,000	Full page (2)	\$5,548 /per page	\$11,096
<i>Puget Sound Business Journal</i>	6/16/2006	25,254	30	\$4,776 /.5 page	\$4,776
<i>Puget Sound Business Journal</i>	6/30/2006	25,254	22	\$4,776/.5 page	\$4,776
<i>Wallowa County Chieftian</i>	5/11/2006	3,954	535	\$8	\$4,178
<i>The News Tribune</i>	5/8/2006	123,213	18	\$141	\$2,538
<i>Marketing</i>	4/0/2006	8,000	1	\$1,200	\$1,200
<i>Seattle Homes and Lifestyles</i>	6/0/2006	30,000	1	\$1,165	\$1,165
<i>Bainbridge Island Review</i>	2/18/2006	5,846	42	\$20	\$848
<i>The Seattle Times</i>	5/25/2006	460,024	2	\$382	\$764
<i>The Times</i>	6/8/2006	1,400	64	\$8	\$512
<i>The Oregonian</i>	7/2/2006	333,515	2	\$210	\$420
<i>The News Tribune</i>	1/18/2006	123,213	2	\$141	\$281
<i>The Times</i>	1/12/2006	1,400	16	\$8	\$129
<i>Nugget</i>	5/10/2006	7,200	11	\$11	\$121
<i>Coastal Pilot</i>	5/10/2006	8,200	14	\$7	\$98
<i>The Times</i>	3/16/2006	1,400	10	\$8	\$81
<i>The Oregonian</i>	9/18/2005	333,515		\$210	\$0
<i>Tri-City Herald</i>	9/6/2005	41,151		\$58	\$0
<i>Puget Sound Journey</i>	7/0/2006	40,000	2		\$0
<i>Seattle Post-Intelligencer</i>		131,769	275	\$47	\$12,856