

**Tourism Walla Walla**  
**Comprehensive Ad Value and Impressions**  
**Richmond Public Relations**

Sorting by Circulation

Sorting by Ad Value

**Total Impressions**  
**20,086,394**

**Total Ad Worth**  
**\$650,670**

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

\*\* Impression calculated by total circulation multiplied by 2

Media	Date	Circulation	Ttl Square Column Inches	Ad Rate	Ad Worth
<i>The Times</i>	6/8/2006	1,400	64	\$8	\$512
<i>The Times</i>	1/12/2006	1,400	16	\$8	\$129
<i>The Times</i>	3/16/2006	1,400	10	\$8	\$81
<i>Wallowa County Chieftian</i>	5/11/2006	3,954	535	\$8	\$4,178
<i>Bainbridge Island Review</i>	2/18/2006	5,846	42	\$20	\$848
<i>Nugget</i>	5/10/2006	7,200	11	\$11	\$121
<i>Marketing</i>	4/0/2006	8,000	1	\$1,200	\$1,200
<i>Coastal Pilot</i>	5/10/2006	8,200	14	\$7	\$98
<i>Union-Bulletin</i>	6/2/2006	14,756	60	\$17	\$1,020
<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
<b>Travel Age West</b>	6/0/2006	26,111	40	\$310	\$12,390
<i>Bulletin</i>	5/6/2006	29,734	51	\$21	\$1,048
<i>Seattle Homes and Lifestyles</i>	6/0/2006	30,000	1	\$1,165	\$1,165
<b>Association News</b>	4/0/2006	40,000	192/ 2.5 color pages	\$11,685/per page(Color) \$9,825/.5 page	\$33,195
<i>Puget Sound Journey</i>	7/0/2006	40,000	2		\$0
<i>Tri-City Herald</i>	9/6/2005	41,151		\$58	\$0
<b>Seattle Metropolitan</b>	6/0/2006	50,000	Full page (2)	\$5,548 /per page	\$11,096
<i>The News Tribune</i>	5/8/2006	123,213	18	\$141	\$2,538
<i>The News Tribune</i>	1/18/2006	123,213	2	\$141	\$281
<b>Preservation</b>	6/0/2006	200,000	Full page (3)	\$22,800/per page	\$68,400
<b>The Oregonian</b>	7/2/2006	333,515	2	\$210	\$420
<i>The Oregonian</i>	9/17/2006	333,515	48	\$210	\$10,080
<i>The Oregonian</i>	9/18/2005	333,515		\$210	\$0
<b>The Seattle Times</b>	2/19/2006	460,024	77	\$382	\$29,414
<i>The Seattle Times</i>	5/25/2006	460,024	2	\$382	\$764
<i>The Seattle Times</i>	9/7/2006	460,024	2	\$382	\$764
<i>The Seattle Times</i>	9/14/2006	460,024	2	\$382	\$764
<i>The Seattle Times</i>	9/20/2006	460,024	120	\$382	\$45,840
<i>The Seattle Times</i>	9/21/2006	460,024	2	\$382	\$764
<b>The Economist</b>	5/20/2006	569,336	64	\$592	\$37,850
<b>Men's Journal</b>	7/0/2006	675,452	4	\$29,280/ 1/3 page	\$29,380
<b>The New York Times</b>	5/0/2006	1,142,464	64	\$585	\$37,440

<b>Sunset Magazine</b>	4/0/2006	1,445,407	80	\$15,145/ 1/3 page	<b>\$60,580</b>
<b>Seattle Post-Intelligencer</b>		131,769	275	\$47	<b>\$12,856</b>
<b>Travel Agent Magazine</b>	9/0/2006	49,354	108	30325 / 1/4 page	<b>\$7,581</b>
<b>The New York Post</b>	9/5/2006	673,379		\$574	
<b>Money Magazine; CNN.com</b>	9/14/2006				
<b>Everyday with Rachael Ray</b>	10/0/2006	750,000	Full page (4)	\$49,800	<b>\$199,200</b>
<b>Seattle Magazine</b>	10/0/2006	39,261	Full page (4)	\$7,280	<b>\$29,120</b>



