

# COIN LAUNDRY NEWS



White Star Laundry, Inc. Publishing • 28125 Brudley Rd Ste 250 • P.O. Box 2175 • Sun City, CA 92586 • (951) 301-7644



## PRESS - MEDIA KIT

# 2010

Now on the WorldWideWeb @ [CLNews.net](http://CLNews.net)



*There's Never Been a Better Time to Advertise in the NEWS*

## There's Never Been a Better Time to Advertise in the NEWS

*We know times are tough, and we're doing our part. We are committed to holding our 2009 Ad Rates for 2010.*

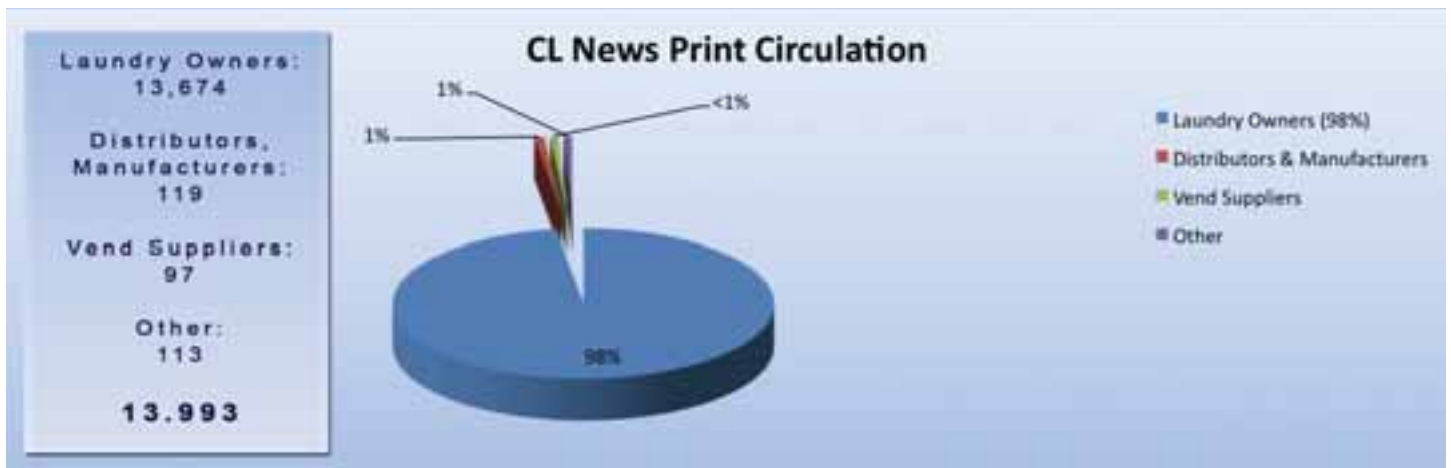
Coin Laundry News is now in its 21st year! Each year, the **NEWS** has continued to grow, with more color, more news, more feature articles, and with a bigger circulation than ever before. In addition, our five years on the World Wide Web means even more readers are accessing the NEWS every month, and that means even more exposure for your advertising dollar. Advertisements in the on-line version of the NEWS are hyper linked directly to your web site, giving coin / card laundry owners another way to contact our advertisers for more information. And for 2010, we are offering even more advertising opportunities on line, with linked in banner ads directly on our web site!

As we continue to grow, changes in our format allow for more use of color advertising than ever before. Color ads do get noticed more, and we are now able to offer color for half, quarter and eighth page ads, and even in our classified section. We are also employing more color within our content, knowing that a more attractive publication means more readership, which in turn leads to even more exposure for our advertisers.

As we continue to improve our magazine, we have not and will not lose sight of what has made the **NEWS** the most widely referenced publication for our industry in the Western United States. As we have always done, Coin Laundry News is written exclusively for the coin / card laundry business, and is mailed only to people within our industry. We police our mailing list monthly, maintaining an accurate list that means more bang for your advertising buck, and lower overall ad rates than any other method that reaches as many coin and card laundry operators.

## There Have Never Been More Reasons to Advertise in the NEWS

- The NEWS is focused exclusively on, and mailed only to the Coin / Card Laundry Industry.
- The NEWS offers more competitive rates, making it the most effective advertising you can buy.
- The NEWS maintains the most diligently policed mailing list in the industry.
- The NEWS is the only industry publication to offer on-line, hyperlinked ads from its web site to yours.
- The NEWS is the only publication of its type published by experienced coin laundry people.
- The NEWS is written and published by a staff with over 80 years of combined industry experience.
- The NEWS is offered free of charge to coin & card laundry operators.
- The NEWS has a print circulation of nearly 14,000, (plus around 5,000 on-line) 97% of whom are coin & card laundry operators.
- The NEWS is small enough to be flexible and responsive, yet large enough to be a respected voice in the Industry.



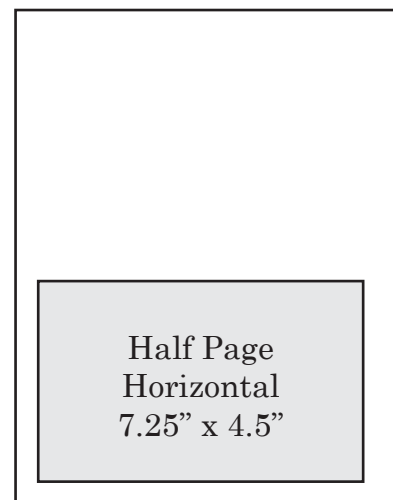
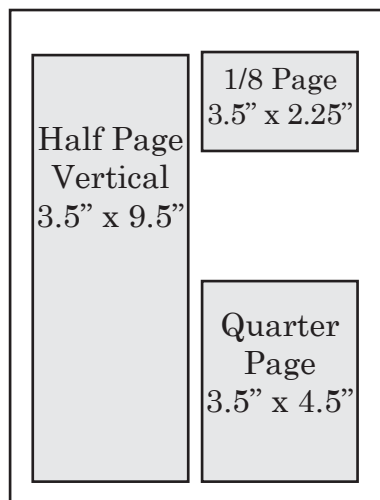
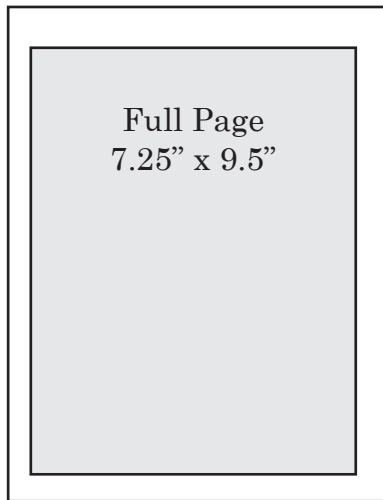
More coin and card laundry owners and operators are turning to Coin Laundry News than ever before. It should come as no surprise that during tough economic times, Laundry owners are looking for every advantage, every savings, and every strategy that will allow them to stay afloat while others around them are sinking. This is exactly why so many turn to CL News. Our simple, direct and well informed content provides the valuable information laundry owners want and need.

Ninety eight percent of our printed copies go directly to coin and card laundries. The same people who buy your products and services. We never dilute our content with articles on other topics, or articles for other industries. Everything we print is chosen with the card and coin laundry operator in mind.

Our presence in the Web has increased every year we have been on line as well. We now have a world wide audience, with more than 5000 full copies of the NEWS downloaded every month! And for 2010, we are offering our valued advertisers another way to reach coin and card laundry owners by making space for linked advertising banners available on our web site. In addition, we will be adding more timely content to our website, including some internet exclusives. Be sure to visit [www.CLNews.net](http://www.CLNews.net) for more details in the coming months.



## Ad Dimensions



<b>CL News 2010 Rate Schedule</b>				
	<i>number of insertions per year</i>			
	1-2 Times	3-5 Times	6-11 Times	12 Times
<b>Black &amp; White Ad Rates</b>				
Full Page	\$ 800.00	\$ 745.00	\$ 735.00	\$ 675.00
Half Page	\$ 520.00	\$ 400.00	\$ 375.00	\$ 355.00
Quarter Page	\$ 315.00	\$ 275.00	\$ 250.00	\$ 228.00
Eighth Page				
<b>Spot Colors</b>				
Add for One Spot Color	\$ 180.00	\$ 180.00	\$ 180.00	\$ 175.00
Add for Two Spot Colors	\$ 250.00	\$ 250.00	\$ 250.00	\$ 240.00
<b>Color Ads</b>				
Center Double Truck	\$ 4,250.00	\$ 4,000.00	\$ 3,750.00	\$ 3,500.00
Alt. Placement Double Truck	\$ 4,000.00	\$ 3,750.00	\$ 3,500.00	\$ 3,250.00
Back Page	Back Page and Inside Cover available			\$ 2,000.00
Inside Cover (front or back)	for Annual (12 times) Only			\$ 1,900.00
Full Page	\$ 2,000.00	\$ 1,850.00	\$ 1,775.00	\$ 1,690.00
Half Page	\$ 1,050.00	\$ 1,025.00	\$ 1,000.00	\$ 975.00
Quarter Page	\$ 575.00	\$ 550.00	\$ 525.00	\$ 500.00
Eighth Page	\$ 375.00	\$ 350.00	\$ 325.00	\$ 300.00
<b>Classified Ads</b>				
B&W Classified (per column inch)	\$ 40.00			
Color Classified (per column inch)	\$ 60.00			

CLNews.net	Rates	
<i>Web Banners</i>	Pages 1 and 2	All Other Pages
320 X 120 Pixel Linked Banner Price per month, minimum 6 Months.	\$ 250.00	\$ 200.00
320 X 200 Pixel Linked Banner Price per month, minimum 6 Months.	\$ 300.00	\$ 250.00

**320 x 120  
Pixels  
\$250 per month**

**320 x 200  
Pixels  
\$300 per month**

# CL NEWS Policies, Terms & Conditions

## Terms & Conditions

**Ad Content:** White Star Publishing reserves the right to refuse any ad material that it deems inappropriate for our publication.

**Cancellation:** In general, all ads except those run for special events, used equipment sales and the like are automatically renewed and run unless cancelled or otherwise modified by an insertion order.

**Placement:** In general, specific ad placement is not guaranteed, except for special placements such as the Center Double Truck, Inside Covers, and Back Cover. Commitments made for special placements must be adhered to, and may be billed according to the insertion order even when an ad does not run due to circumstances caused by the advertiser. Ads other than special placement ads may be moved from month to month depending upon editorial and advertising content of a particular month's issue.

**Finance Charges:** Terms for White Star Publishing and The Coin Laundry News are NET 30 days. Payments received after 30 days from date of invoice may incur a finance charge not to exceed 10% of the cost of the advertisement per 30 days late. Payments received after 60 days will incur a finance charge, except where otherwise noted or agreed upon by White Star Publishing and the advertiser. Ads discounted for insertion quantity may be billed at a higher rate if the quantity qualifying for the discount is not met.

**Litigation:** Any litigation resulting from billing or other issues will be settled in a California Court in Riverside County, California.



## How to Contact Us:

Coin Laundry News is located at: 28125 Bradley Rd. Suite 250, Sun City, CA 92586. Mailing address is PO Box 2175, Sun City, CA 92586. We can be reached at: (951) 301-7644 phone (951) 301-7643 fax, or e-mail us at: [CLNews1@verizon.net](mailto:CLNews1@verizon.net).

## Staff:

Lionel J. Bogut - Editor & Publisher

Nancy Temple - Circulation & Advertising Manager

David Bogut- Operations Manager.

Our Web site Address is: [www.clnews.net](http://www.clnews.net). You can find the current and previous month's issue on line, as well as additional information, including a copy of the press kit.

Notes: Prepaid discounts available

Signed Insertion Orders are required in most cases for ads other than Classified. All invoices over 60 days Past Due will forfeit insertion quantity and other discounts. Ad Copy should be e-mailed as Adobe Acrobat PDF files, CMYK Color or Grayscale with at least a 300 dpi resolution. Ad copy files should be e-mailed to: [CLNews1@verizon.net](mailto:CLNews1@verizon.net). Advertising deadline is the 1st of the month, one month prior to Insertion. Example: the due date for the January 2010 Issue is December 1st, 2009.



Did you know that there has never been a better time to take advantage of CL NEWS' direct mail program? We maintain what we believe to be the most accurate and effectively policed mailing list in the coin / card laundry industry. Though we have long maintained that we will never sell or release our subscriber list, that does not mean that you can not take advantage of our list and reach these potential customers directly.

We believe that there is no better way to do direct mail than through our Direct Mail Program. We specialize in a rapid turn around time. Our stated policy is to have your mailer on the way to the intended recipients within 3-4 working days of its arrival at our facilities, but in practice, most if not all of them are turned around more quickly than that. This is especially important if your printer has delays in getting the finished product for your sales event returned to you on time.

It is important to note that we only send out First Class mailings. We do this to ensure a rapid turn around time and timely delivery. In addition, our experience has shown that First Class mail is far less likely to be discarded by the recipient before reading.

Finally, our mailing list is policed on a monthly basis minimum, and is often updated more frequently than that. This ensures that your advertisement reaches the maximum number of readers who are actually interested in your products or services.

### White Star Publishing, Inc. / Coin Laundry News Mailing List Pricing Information

Because we value the privacy and trust of our subscribers, The Coin Laundry News, as policy, does not sell or otherwise make available its mailing list. We will, however, handle direct first class mailings for our advertisers on an individual basis.

Below is a schedule for the fees Coin Laundry News charges for our services.

Up to 1999 pieces	\$550.00*
2000-2999 pieces	\$775.00*
3000-3999 pieces	\$1,050.00*
each additional 1000 pieces	\$275.00*

\*plus first class postage. (44¢ x number of pieces to be mailed. Subject to current first class mailing fees.)

The above pricing is for items that are delivered to CL News ready for mailing. Items that require folding or other additional handling may incur extra charges. Items that require a single fold are billed at .05 per piece, and items that require a double fold are billed at .10 per piece.

Please note: pre-folded items must be wafer sealed per US Post Office Requirements. Wafer sealing is billed @ .25 per two pieces if performed at our facility.

First class postage is currently 44¢ per piece, and must be remitted prior to mailing.  
*Please contact us anytime for additional information on mailing.*