

# BECAUSE YOUR MESSAGE DESERVES A SHELF LIFE

Reach Spokane Valley and Liberty Lake with the  
2018 Community Yearbooks



## HOW WE HELP YOU

"Many community businesses feel like their marketing efforts go out like white noise into a black hole. Our anticipated yearbooks for Spokane Valley and Liberty Lake not only deliver neighborhood business information to the right mailboxes, but they are welcomed inside — so that you can be confident local consumers find value in your message."

— **Josh Johnson**  
Chief Storyteller, Peridot Publishing



## DATES TO KNOW

**Advertising Deadline:** March 23  
**Distribution:** April 2018

## HOW WE REACH THEM

Unlike spam, junk mail or social media ads, we aren't trying to trick anyone into a "click" or "open." By celebrating the community with glossy photos, local stories and ways to give back, this publication is known for its shelf life. Indeed, this is the community's annual yearbook — a keepsake, not the latest marketing bait. If you are a part of Spokane Valley and Liberty Lake, we would love to spotlight you in our trusted section featuring community businesses and organizations.

We will be printing a record 17,000 publications this year, as follows:

- 7,000 of the Liberty Lake Yearbook: This includes distribution by direct mail to every single residential and business address in greater Liberty Lake, as well as to local businesses.
- 10,000 of the Spokane Valley Yearbook: Approximately 90% of this number will go out by direct mail to some of the best single-family neighborhoods in the greater Spokane Valley. The balance will be distributed to local businesses, mostly by the Greater Spokane Valley Chamber of Commerce.

## The Yearbooks



**Spread:**  
One Book: \$1,650  
Both Books: \$2,450  
8.375" h x 10.75" w  
(add 1/8" bleed on all four sides)



**Full:**  
One Book: \$1,100  
Both Books: \$1,650  
8.375" h x 5.375" w  
(add 1/8" bleed on all four sides)



**Half:**  
One Book: \$750  
Both Books: \$1,125  
3.8" h x 4.5" w



**Quarter:**  
One Book: \$450  
Both Books: \$675  
1.8" h x 4.5" w



**Listing:**  
One Book: \$70  
Both Books: \$105  
text only  
(info and color options)

## FAST FACTS ABOUT THE 2018 YEARBOOKS

### NEW NAME, SAME GREAT PUBLICATION

While these publications have literally been around for years and years, they are being rebranded with the "yearbook" term in 2018 to reflect their longtime role as a community keepsake celebrating local names and faces.

### MENTORS WANTED

2018's community spotlight is mentoring in local schools. In partnership with Communities in Schools of Spokane County, our yearbooks will provide inspiration and invitation to raise up mentors to work with at-risk students in Spokane Valley schools through this established and respected PrimeTime Mentoring program. If you want more information about how your employees can invest in local kids over the convenience of a lunch hour, let us connect you — or check out the Yearbook when it comes out in April!

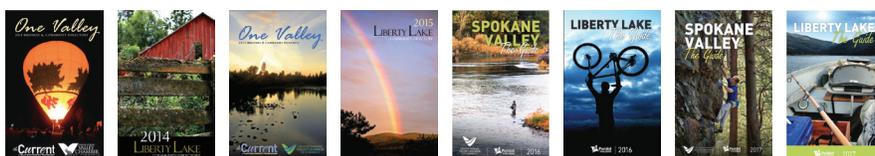
### SAY THANKS

Are you thankful for that coworker who always goes the extra mile, that volunteer who puts in so many hours at the food bank, or even the local server who always nails your favorite order — then say thanks publicly in the 2018 Yearbooks. It's simple and free! Fill out the form at [peridot.info](http://peridot.info) or email [josh@peridot.info](mailto:josh@peridot.info) your thank you note of 250 words or fewer.

### MORE LOCAL CONTENT THAN EVER!

While the Yearbooks are trusted for local information (including for your business), the great local content makes this so much more than a simple directory. It's a one-stop, glossy source for photos, food, Q&A, fun, history, quizzes, maps and much more — all original and customized to Liberty Lake and Spokane Valley.

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**Peridot**  
PUBLISHING  
Love your community!