What reaches strategically targeted audiences?

What’s the #1 digital news network in the region?

What reaches twice as many adults as a prime-time TV spot in the market?

What reaches more Northwest adults than any other local news media?

What website gets more than 40 million page views monthly?

What reaches more than 40 million page views monthly?

What gets more unique visitors and page views than any other local digital media?

What reaches twice as many adults as a prime-time TV spot in the market?

What reaches 2 out of 3 adults in King and Snohomish Counties?

What reaches more Northwest adults than any other local news media?

What has the largest readership of any publication in Washington State?

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AUDIENCE FINDER

HOW TO FOLD

Step 1: Cut out the square. Make two folds, one along the horizontal axis and one along the vertical axis. Crease well and unfold.

Step 2: Make another two folds, this time along the diagonal axis. Crease well and unfold.

Step 3: Flip paper over. Starting with the bottom right corner (where the word “Buck” is located), fold the paper in to meet the center point.

Step 4: Repeat for the other three corners.

Step 5: Flip paper over.

Step 6: Fold the bottom tip to meet the center point.

Step 7: Repeat for the other three corners.

Step 8: Fold paper in half so “Bang for your Buck” appears on the outside.

Step 9: Start to pry open the paper with your thumb and index fingers under the words “Bang for your Buck.”

Your origami Audience Finder is complete!

HOW TO PLAY

Step 1: Ask “How can I reach 1.8 million consumers right now?”

Step 2: Choose a word, for example, “Bang,” “for,” “your” or “buck.”

Step 3: Spell out the word, for example, B-A-N-G, opening the audience finder horizontally on “B,” vertically on “A” and so on.

Step 4: Choose a question from the inside.

Step 5: Open the flap to find the answer.