

## Ad Rates & Dimensions

### Premiums and Discounts

- **Placement Guarantee** - add 15% (min ¼ pg)
- **Inserts** - \$60/1000 +\$25 set-up fee
- **Non Profit** - 10% discount
- **Rates are NET** - Agencies add commissions

### Display Rates (Full Color Included)

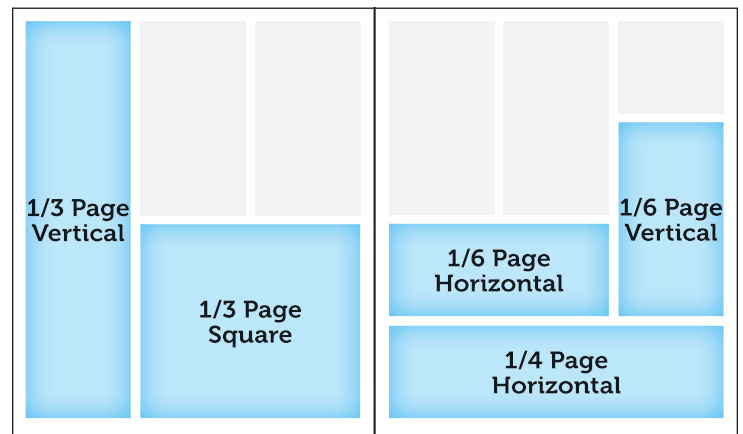
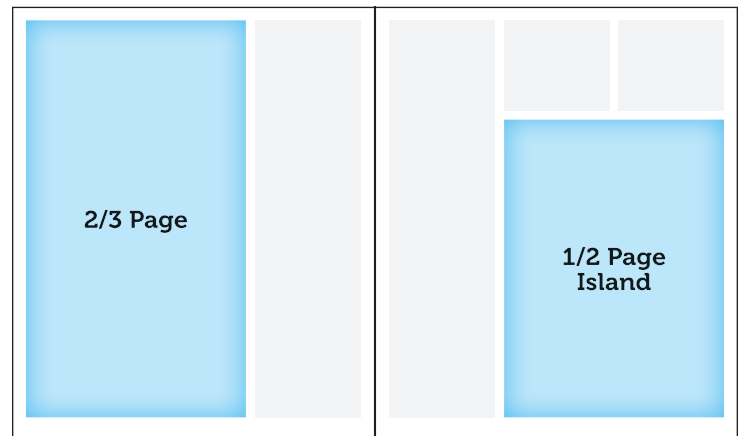
| SIZE/PLACEMENT          | 1-3x<br>COST PER | 4-7x<br>COST PER | 8-12x<br>COST PER |
|-------------------------|------------------|------------------|-------------------|
| Back Cover (Full Page)  | \$2,242          | \$2,242          | \$2,242           |
| Inside Front/Back Cover |                  |                  |                   |
| - Full Page             | \$2,017          | \$2,017          | \$2,017           |
| - 1/2 page              | \$1,258          | \$1,258          | \$1,258           |
| Double Truck            | \$3,131          | \$2,880          | \$2,660           |
| Full page               | \$1,664          | \$1,531          | \$1,414           |
| 2/3 page                | \$1,049          | \$965            | \$890             |
| 1/2 page                | \$774            | \$726            | \$702             |
| 1/3 page                | \$606            | \$576            | \$534             |
| 1/4 page                | \$468            | \$432            | \$384             |
| 1/6 page                | \$336            | \$306            | \$270             |
| 1/8 page                | \$227            | \$209            | \$193             |

### Ad Specifications

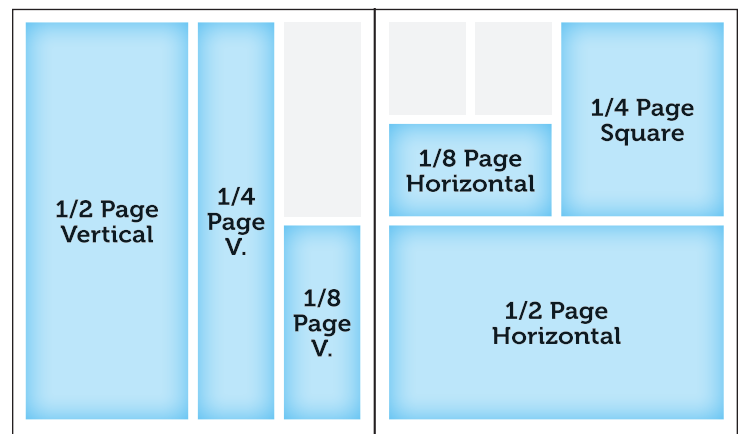
### Dimensions

| SIZE  | MEASUREMENT IN INCHES                        |
|---|--|
| Double Truck - with 1/4" bleed on all sides | 19.5"w x 12.5"h<br>(trim size = 19"w x 12"h) |
| Full page - with 1/4" bleed on all sides    | 10"w x 12.5"h<br>(trim size = 9.5"w x 12"h)  |
| Full page - no bleed                        | 8.75"w x 11"h                                |
| 2/3 page                                    | 5.75"w x 11"h                                |
| 1/2 page Vertical                           | 4.25"w x 11"h                                |
| 1/2 page Horizontal                         | 8.75"w x 5.375"h                             |
| 1/2 page Island                             | 5.75"w x 8.1875"h                            |
| 1/3 page Vertical                           | 2.75"w x 11"h                                |
| 1/3 page Square                             | 5.75"w x 5.375"h                             |
| 1/4 page Vertical                           | 2"w x 11"h                                   |
| 1/4 page Horizontal                         | 8.75"w x 2.5625"h                            |
| 1/4 page Square                             | 4.25"w x 5.375"h                             |
| 1/6 page Vertical                           | 2.75"w x 5.375"h                             |
| 1/6 page Horizontal                         | 5.75"w x 2.5625"h                            |
| 1/8 page Vertical                           | 2"w x 5.375"h                                |
| 1/8 page Horizontal                         | 4.25"w x 2.5625"h                            |

### 3-COLUMN PAGES



### 4-COLUMN PAGES



## PRINT SPECIFICATIONS

### Deadlines

Space Reservations due by the 15th of each month **PRIOR** to publication. Ad copy must be received no later than the 20th at 5PM

### Placement

- Placement Guarantee: add 15% (min ¼ pg)

### Ad Production

Ad design billed at production rate of \$75 per hour. Basic ad production (15 mins) is free.

### Electronic Ad Submissions

To ensure proper reproduction of your ad, please adhere to the following guidelines when preparing electronic files. *Oregon Family* is not responsible for printing errors resulting from failure to follow these guidelines.

- Ads must be built to dimensional size specifications on rate card.
- Preferred file type is a high resolution (300dpi) PDF or EPS digital file with fonts embedded.
- All body text should be 100% black—no color in small type. White type that reverses out of a color background should be bold, and at least 8 pt.
- B/W ads: convert all text/graphics to grayscale before exporting to PDF.
- Full bleed ads: 1/4" bleed on all sides, no trim marks.

### Production E-mail

info@oregonfamily.com

### Proofs

Proofs delivered upon request, and when possible. Proofing is for typographical errors or omissions, not for revisions or additions. Two changes maximum. Further changes billed at regular production rates. Changes must be received 3 days prior to publication. Upon approval, *Oregon Family* is no longer liable.

## TERMS AND POLICIES

- All new accounts pay with insertion until credit is established. Payment is due Net 15.
- 1.5% per month will be applied to all accounts more than 60 days past due.
- Ads created by *Oregon Family* are the property of *Oregon Family*, and may not be used in other publications or media without prior written release and consent. Said ads are subject to a one-time \$95 release fee. Full page release fee: \$175.
- *Oregon Family* reserves the right to refuse any ad or preprinted insert.
- Camera ready ads that do not conform to publishers mechanical specifications may be floated, enlarged, or reduced at the discretion of the publisher.
- Publisher will use reasonable caution to protect any printed material, but cannot be liable for loss or damage.
- Position and placement of ads are at the sole discretion of the publisher (unless specified by contract). No refunds or adjustments will be made due to placement or position.
- Claims for errors must be made within 30 days following publication. Credit is limited to the first insertion only and shall not exceed the cost of space in which the error occurred. No allowance is granted for errors which do not materially affect the value of an advertisement, nor for errors resulting from a failure to adhere to ad submission requirements. Publisher shall not be liable for consequential damages.
- *Oregon Family* reserves the right to revise advertising rates at any time. All advertising placed without a signed insertion order is subject to current rates at the time of production.

### Cancellation

All ads must be cancelled no later than the 15th of the month. *Oregon Family* reserves the right to charge for any cancellation not meeting these terms, including any production time incurred.