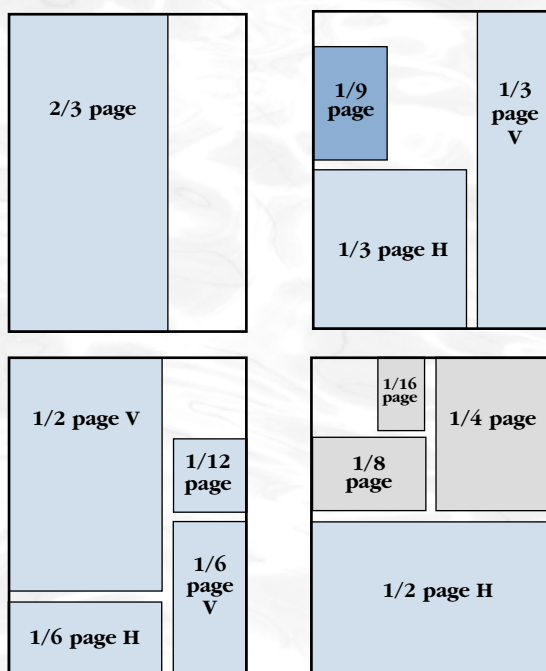


# Ad Sizes and Rates



## AD SIZES (IN INCHES)

Full page (non-bleed trim size*)	8.125 W x 10.875 D
2 Page Spread (non-bleed)	16.25 W x 10.875 D
2/3 page	4.7 W x 9.75 D
1/2 page V	4.7 W x 7.125 D
1/2 page H	7.125 W x 4.75 D
1/3 page V	2.25 W x 9.75 D
1/3 page H	4.7 W x 4.75 D
1/6 page V	2.25 W x 4.75 D
1/6 page H	4.7 W x 2.25 D
1/9 page V	2.25 W x 3.125 D
1/12 page	2.25 W x 2.25 D
1/24 page	2.25 W x 1 D

## TRAVEL PLANNER

1/4	3.47 W x 4 5/8 D
1/8	3.47 W x 2.25 D
1/16	1.625 W x 2.25 D

**V**=vertical ad; **H**=horizontal ad • **W**=width; **D**=depth  
\* copy should be 1/4 inch from trim.

Live copy in .25" from trim on top and bottom; .375" from left and right. Add .25" to page for bleed.

## Ad Rates Four color - run of press

SIZE	1X	3X	6X	12X
Full page	\$2,897	2,582	2,259	2,115
Two page	5,216	4,647	4,067	3,806
2/3 page	2,219	1,976	1,733	1,621
1/2 page	1,811	1,614	1,409	1,324
1/3 page	1,304	1,159	1,014	955
1/6 page	699	626	547	514
1/9 page	499	445	399	356
1/12	375	336	289	271
Inside Cover	3,478	3,098	2,710	2,538
Back Cover	3,767	3,357	2,937	2,748
Card Insert	1,970			

An advertiser can combine insertions in Oregon Coast, Northwest Travel and vacation guides to earn 3-, 6-, and 12-time rates.

## Travel planner

SIZE	1X	3X	6X	12X
1/4 page	\$758	700	582	559
1/8 page	441	382	347	329
1/16 page	277	230	206	177

## Reader Response Service

As an extra service we offer an ad information number in conjunction with your advertisement. Through our website we will capture information from interested readers who go online and make requests. You, as an advertiser, will be provided with a user name and password so you can access our network. You can then download leads of people responding to your ad and send the information requested. We will still be offering the old way of sending and receiving names.

## Payment policies

- Standard discount to all recognized agencies (15/2).
- MasterCard and Visa accepted.
- Standard billing is net due in 30 days, 2% discount for payment within 10 days of billing date, 5% cash prepay discount. No discount for credit card prepay.

# Ad Deadlines

ISSUE	DATE DUE	ISSUE	DATE DUE
Jan/Feb	Nov 10	July/Aug	May 10
Mar/April	Jan 10	Sept/Oct	July 10
May/June	Mar 10	Nov/Dec	Sept 10