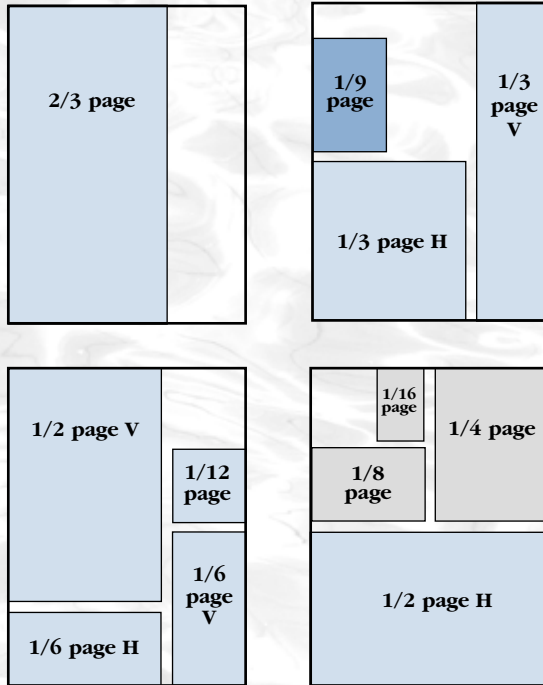


Ad Sizes and Rates



Ad Rates Four color - run of press

SIZE	1X	3X	6X	12X
Full page	\$2,827	2,581	2,335	2,027
Two page	5,371	4,904	4,437	3,851
2/3 page	2,088	1,903	1,719	1,534
1/2 page	1,719	1,534	1,349	1,287
1/3 page	1,349	1,226	1,103	1,041
1/6 page	678	616	554	524
1/9 page	499	445	399	356
1/12	413	370	293	265
Inside Cover	3,393	3,018	2,710	2,458
Back Cover	3,534	3,265	2,957	2,643

Card Insert 1,970 (This price does not include cost of printing the card.) An advertiser can combine insertions in Oregon Coast, Northwest Travel and vacation guides to earn 3-, 6-, and 12-time rates.

AD SIZES (IN INCHES)

Full page (non-bleed trim size*)	8 1/8 W x 10 7/8 D
2 Page Spread (non-bleed)	16 1/4 W x 10 7/8 D
2/3 page	4 7/8 W x 9 3/4 D
1/2 page V	4 7/8 W x 7 1/8 D
1/2 page H	7 1/2 W x 4 3/4 D
1/3 page V	2 3/8 W x 9 3/4 D
1/3 page H	4 7/8 W x 4 3/4 D
1/6 page V	2 3/8 W x 4 3/4 D
1/6 page H	4 7/8 W x 2 1/4 D
1/9 page	2 1/4 W x 3 1/8 D
1/12 page	2 3/8 W x 2 1/4 D

TRAVEL PLANNER

1/4	3 1/2 W x 4 5/8 D
1/8	3 1/8 W x 2 1/4 D
1/16	1 5/8 W x 2 1/4 D

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

Travel planner

SIZE	1X	3X	6X	12X
1/4 page	\$795	733	610	585
1/8 page	462	400	363	345
1/16 page	290	240	216	185

Reader Response Service

As an extra service to our advertisers, we offer an ad information number in conjunction with advertisements. This number, circled by interested readers, provides advertisers with names and addresses for sending more information on their product or services.

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% prepay discount (cash or check only.)

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