

2015 - 2016 ADVERTISING RATE CARD

All prices are per month and assume artwork is camera-ready. Popular sizes are listed below. For additional sizes see Ad Design Specifications.

DEADLINES

Month	Space Reservations	Camera-ready Artwork
November 2015	Tuesday, October 20	Monday, October 26
December 2015	Wednesday, November 18	Monday, November 23
January 2016	Monday, December 14	Friday, December 18
February 2016	Wednesday, January 20	Monday, January 25
March 2016	Friday, February 19	Wednesday, February 24
April 2016	Monday, March 21	Friday, March 25
May 2016	Wednesday, April 20	Monday, April 25
June 2016	Friday, May 20	Wednesday, May 25
July 2016	Monday, June 20	Friday, June 24
August 2016	Wednesday, July 20	Monday, July 25
September 2016	Friday, August 19	Thursday, August 25
October 2016	Monday, September 19	Friday, September 23
November 2016	Thursday, October 20	Tuesday, October 25
December 2016	Friday, November 18	Tuesday, November 22

AD RATES

AD SIZE	Columns	Width x Depth	Price per month			
			1x	3x	6x	12x
Full Page B&W	4	10.00" x 15.50"	\$842	\$758	\$674	\$589
Full Page Color	4	10.00" x 15.50"	\$1010	\$910	\$809	\$707
1/2 Page B&W	4	10.00" x 8.00"	\$558	\$503	\$446	\$391
1/2 Page Color	4	10.00" x 8.00"	\$670	\$604	\$535	\$469
1/4 Page B&W	2	4.90" x 8.00"	\$380	\$342	\$304	\$266
1/4 Page Color	2	4.90" x 8.00"	\$456	\$410	\$365	\$319
1/6 Page B&W	2	4.90" x 6.00"	\$304	\$274	\$243	\$213
1/6 Page Color	2	4.90" x 6.00"	\$364	\$329	\$292	\$256
1/8 Page B&W	2	4.90" x 4.00"	\$211	\$190	\$169	\$148
1/8 Page Color	2	4.90" x 4.00"	\$253	\$228	\$203	\$178
1/16 Page B&W	1	2.35" x 4.00"	\$147	\$134	\$121	\$108
1/16 Page Color	1	2.35" x 4.00"	\$176	\$161	\$145	\$130
Business Card	N/A	3.20" x 2.00"	N/A	\$89	\$79	\$69
Business Card Color	N/A	3.20" x 2.00"	N/A	\$107	\$95	\$83
Open Rate	1	2.35" x 1.00"	\$35 per column inch			

ADDITIONAL SERVICES

BANNER	Front page banner display ad (color), 10.0" wide x 2.0" deep, \$350.
DESIGN	\$75 per hour to prepare your ad digitally to our specifications. Minimum charge is one hour.
COLOR	Add 20% to the cost of any B&W display ad in the color pages for spot color or 4-color process ink.
FREQUENCY	10% discount off the open rate for 3 consecutive months, 20% for 6 months, 30% for 12 months.
POSITION	Preferred position is available for a 15% premium. Minimum ad size is 1/8 page.
INSERT	Finished size of 8.5" x 11" or smaller. You design, print, fold and stitch. \$350 for press run of 7300. See Insert specifications for more information.
SPECIAL SECTIONS	Include The Hillsdale Pancake Breakfast in July, Multnomah Days in August, Halloween in The Village in October, and the Holiday Guide in December. Ask your advertising representative about pricing and seasonal specials throughout the year.