

# Advertising Insertion Order



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## STEP ONE

### Contact Information

— This is not a bill —

Advertiser \_\_\_\_\_

Contact \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_ State/City/Zip \_\_\_\_\_

E-mail \_\_\_\_\_

## STEP TWO - WEB ADS

### Frequency AND Size

FREQUENCY →	○	○
↓ SIZE	7-12x	1-6x
○ Header (home page)	75	125
○ Tall (home page)	150	200
○ Tall (inside page)	125	175
○ Medium (home page)	100	150
○ Medium (inside page)	75	125
○ Small (home page)	45	60
○ Small (inside page)	30	45

## STEP TWO - PRINT ADS

### Frequency AND Size

FREQUENCY →	○	○	○	○	
↓ SIZE	11-12x	7-10x	3-6x	1-2x	
○ Full page	1606	1701	1796	1890	
○ 2/3 page	1245	1274	1345	1415	
○ 1/2 page	○ Horizontal ○ Vertical	787	832	879	925
○ 1/3 page	○ Horizontal ○ Vertical	539	569	604	635
○ 1/4 page	○ Horizontal ○ Vertical	354	374	395	416
○ 1/8 page	○ Horizontal ○ Vertical	225	238	251	264
○ 1/16 page	Vertical only	117	125	131	139
○ MarketPlace		42	49	59	69

## STEP THREE

### Ad Schedule

<b>2009</b>	<input type="checkbox"/> January	<input type="checkbox"/> April	<input type="checkbox"/> July	<input type="checkbox"/> October	<b>2010</b>	<input type="checkbox"/> January	<input type="checkbox"/> April	<input type="checkbox"/> July	<input type="checkbox"/> October
	<input type="checkbox"/> February	<input type="checkbox"/> May	<input type="checkbox"/> August	<input type="checkbox"/> November		<input type="checkbox"/> February	<input type="checkbox"/> May	<input type="checkbox"/> August	<input type="checkbox"/> November
	<input type="checkbox"/> March	<input type="checkbox"/> June	<input type="checkbox"/> September	<input type="checkbox"/> December		<input type="checkbox"/> March	<input type="checkbox"/> June	<input type="checkbox"/> September	<input type="checkbox"/> December

## STEP FOUR

### Calculate, sign, date and return

**Cost Per Month** \$ \_\_\_\_\_

Ad Design \$ \_\_\_\_\_

Placement \$ \_\_\_\_\_

Color \$ \_\_\_\_\_

Pre-printed Inserts \$ \_\_\_\_\_

Business CLOSE-UP \$ \_\_\_\_\_

Discount \$ \_\_\_\_\_

**Total Per Month** \$ \_\_\_\_\_

Signature of advertiser or representative \_\_\_\_\_

Date \_\_\_\_\_

Publisher Copy White • Client Copy Yellow

## TERMS AND POLICIES

- All new accounts pay with insertion order until credit is established (3 months). Payment is due within 15 days of invoice date. 1.5% per month is applied to all accounts past due more than 60 days.
- Ads created by Oregon Family are subject to a \$35 release fee. They may not be used in other publications without prior written release and consent.
- Oregon Family reserves the right to refuse any ad or preprinted insert.
- Camera ready advertising submitted which does not conform to publishers mechanical conditions may be floated, enlarged, or reduced at the discretion of the publisher, unless previously arranged or discussed.
- Artwork, copy, and drawings for reproduction (scanning) should be clearly marked to facilitate return. Publisher will use all reasonable caution to protect printed material, but cannot be liable for loss or damage.
- Proofs can be made available, when possible. Proofing is for correction of typographical errors and/or deviations from original layout... *not* for changes or additions.
- Positions of ads are at the option of the publisher and no adjustment or refunds will be made because of position.
- Claims for error must be made within 30 days following publication. Credit shall be limited to 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, and the publisher shall not be liable for consequential damages.
- Oregon Family reserves the right to revise advertising rates at any time, however, this will NOT affect contracts in place for future issues. All advertising placed without a signed insertion order is subject to current rates at time of production.