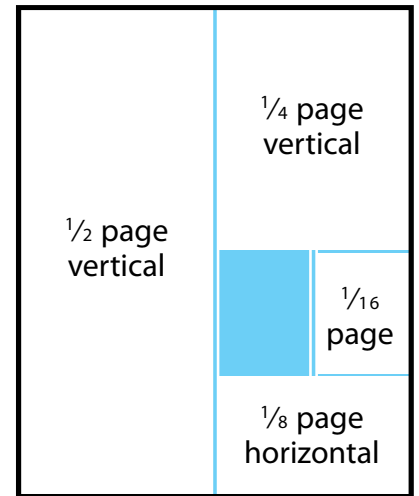
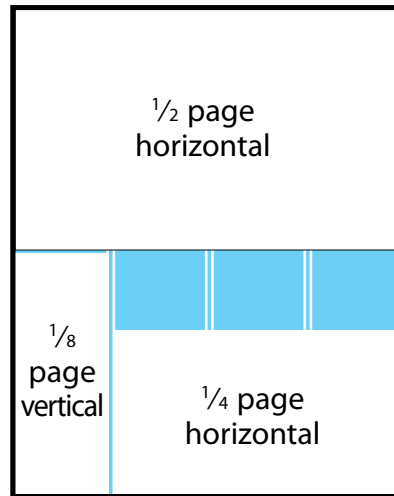


## DISPLAY RATES AND SIZES

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

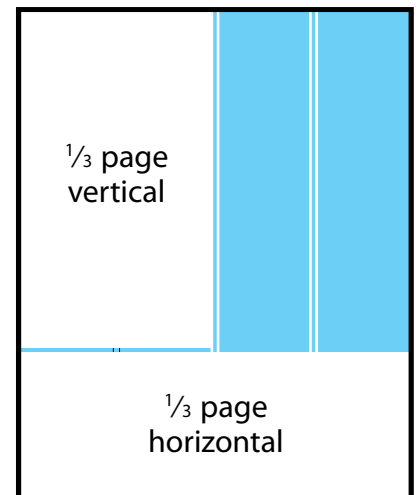
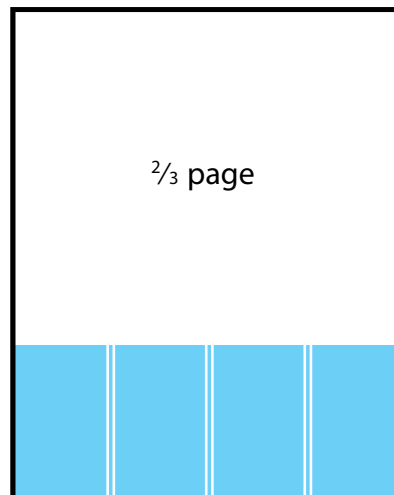


**Pre-printed Inserts:** \$25/1,000

**Discounts:** 10% Non-profit discount

## Size Dimensions (Modular)

SIZE	COLUMN INCHES	MEASUREMENT IN PICAS
Full page	4 col. (10.25") x 16.5"	61p6 x 99p
2/3 page	4 col. (10.25") x 10.75"	61p6 x 64p6
1/2 page V	2 col. (5") x 16.5"	30p x 99p
1/2 page H	4 col. (10.25") x 8.0"	61p6 x 48p6
1/3 page V	2 col. (5") x 10.75"	30p x 64p6
1/3 page H	4 col. (10.25") x 5.25"	61p6 x 31p6
1/4 page V	2 col. (5") x 8.0"	30p x 48p6
1/4 page H	3 col. (7.625") x 5.5"	45p9 x 33p3
1/8 page V	1 col. (2.375") x 8.0"	14p3 x 48p6
1/8 page H	2 col. (5") x 3.875"	30p x 23p3
1/16 page	1 col. (2.375") x 3.875"	14p3 x 23p3
MarketPlace	1.95" x 2.0"	11p8 x 12p



### Deadlines

Space reservation due by the 10th of month **PRIOR** to publication. Electronic files due no later than the 15th.

### Placement and Color

- Full color Display ad: \$275
- Full color Marketplace ad: +20%
- Placement Guarantee: 15% premium. Minimum 1/8th page.

### Agency Fees

All rates are NET. Agencies much add commissions or fees to published rates.

### Ad Production

\$35 per hour with no charge for the first 15 minutes. Ads taking longer than 15 minutes will be billed at \$35/hr with a 1 hour minimum.

### Cancellation

All ads must be cancelled by the 15th of the month to defer billing. Multiple month contracts are cancelable with 30-days notice. OF reserves the right

to bill for any ad cancelled not meeting these terms, including any production time incurred.

### Electronic Ad Submission

To ensure the 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 a failure to follow these guidelines.

- Preferred file type is a print resolution PDF. A 300 dpi grayscale TIF file is also acceptable.
- Create your document size to the exact dimension of the ad size.
- B/W ads: convert all text/graphics to grayscale before exporting to a PDF.
- Color ads, be sure text is 100% black (no color in body text) and graphics are in CMYK mode, not RGB (except web ads, which should be RGB mode).
- Always convert type to outlines/paths before exporting to a PDF.
- E-mail ads to info@oregonfamily.com.

## 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.