

## Insertion charge per issue

### Four Color - Run of press

Size	1x	3x	6x	12x
Full page	\$2,570	2,346	2,122	1,842
2/Page Spread	\$4,627	4,224	2,812	3,316
2/3 page	1,898	1,730	1,562	1,394
1/2 page	1,562	1,394	1,226	1,170
1/3 page	1,226	1,114	1,002	946
1/6 page	616	560	504	476
1/12 page	375	336	267	241
Inside cover	3,024	2,744	2,464	2,234
Back cover	3,304	2,968	2,688	2,402
Card Insert	1,226			

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

We will do our best to place ads in requested position. However, to guarantee a certain placement an additional 15% is required.

### Travel Planner

Size	1x	3x	6x	12x
1/4 page	\$722	666	554	532
1/8 page	420	364	330	314
1/16 page	263	218	196	168

## Classified Ad Rates

All classified advertisements must be prepaid. No commissions or discounts apply.

**Display Classified:** \$70/inch, first insertion; \$60/inch subsequent insertions of the same ad.

**Word Classified:** \$2/word, \$40 minimum. Rate for three consecutive issues; \$4.50 word, \$90 minimum. For centered lines standard point size, each line is a minimum of five words, regardless of actual count. For larger point sizes, see Display Classified rates.

## Online Highways

To place your ad on our extensive internet site we need the following: One or two images (logo counts as one image) and about 100 words of descriptive copy. We can link to your previously developed page. Call for current rates.

Visit us at [www.ohwy.com](http://www.ohwy.com)

## Advertising Deadlines

These deadlines are for space reservation and advertisements requiring production. Ads on disk are due on the 10th of the second month preceding publication. Cancellations are accepted only up to deadline date.

Issue	Date due	Issue	Date due
Jan/Feb	Nov 5	July/Aug	May 5
Mar/April	Jan 5	Sept/Oct	July 5
May/June	Mar 5	Nov/Dec	Sept 5

## 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 for ad payments.
- Standard billing is net due in 30 days, 2% discount for payment within 10 days of billing date, 5% prepay discount.

## Technical Information

*Oregon Coast magazine* is published bi-monthly. Trim size is 8 1/8 by 10 7/8 inches, copy should be 1/4 inch from trim. Printed by web offset, saddlestitched. We are an electronically produced magazine and our rates are based on receiving ads electronically. For those unable to submit electronically, please call for film specification. There may be a surcharge for converting film to an electronic file.

## Specifications for submitting ads electronically:

PREFERRED PROGRAMS	PREFERRED STORAGE MEDIUM
Quark Express	Compact Disk
Adobe Illustrator	Mac Zip Cartridge
Adobe Photoshop	FTP
Freehand	e-mail: <a href="mailto:alicia@presys.com">alicia@presys.com</a>

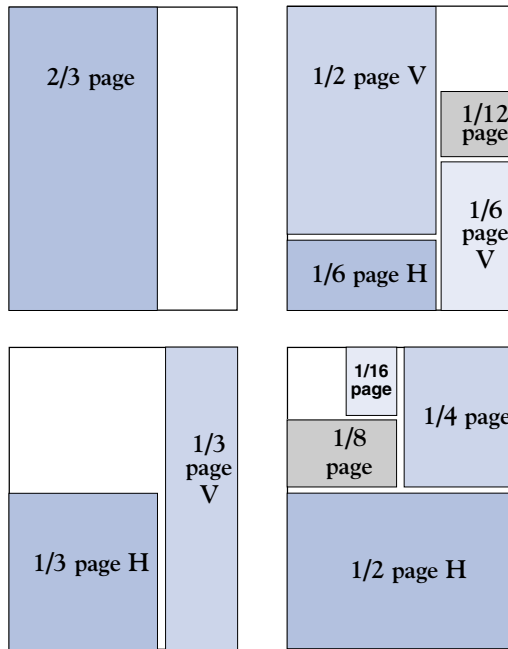
We are not able to read IBM fonts. If sending a file created on a IBM please convert all fonts to outline.

Please telephone first for FTP site location.

Please convert all color to CMYK and save all color/grayscale images at 300dpi. If possible convert fonts to outline. Please include a laser or better proof. We do not guarantee an exact color match.

## Circulation

Rate base is 50,000 paid. Circulation is approximately 55% in Oregon, 15% in Washington and 15% in California.



# OREGON COAST MAGAZINE

## Ad Sizes (in inches)

Full page (non bleed trim size)	8 1/8 W	x	10 7/8 D
Two page spread (non bleed )	16 1/4 W	x	10 7/8 D
2/3 page	4 3/4 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
1/4 page	3 5/8 W	x	4 5/8 D
1/12 page	2 3/8 W	x	2 1/4 D

## Special Section Ad Sizes

### Co-op Ads

1/12	2 1/4 W	x	2 1/4 D
1/6 V	2 1/4 W	x	4 1/2 D
1/6 H	4 3/4 W	x	2 1/4 D
1/3 H	4 3/4 W	x	4 1/2 D

### Travel Planner

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

V=vertical ad; H=horizontal ad

W=wide; D=depth

## OREGON COAST MAGAZINE

Mailing Address  
4969 HWY 101 #2  
Florence, Oregon 97439

Offices located at  
4969 HWY 101 #2  
Florence, Oregon 97439

(541) 997-8401  
1-800-348-8401  
Fax (541) 902-0400  
or Fax (541) 997-1124  
ohwy.com

## ADVERTISING RATE CARD

Rates Effective:  
November 1, 2001