

Oregon WINEPRESS

WHO, WHAT, WHEN, WHERE OF WINE IN OREGON

Oregon Wine Press—then named Oregon Wine Calendar—was started in 1984 by Portland-area natives Richard Hopkins and Elaine Cohen. In 2006, the magazine was acquired by News-Register Publishing Co., a fourth-generation, family-owned publishing company, which is located in McMinnville, Oregon.

From its base in the lush Yamhill Valley, Oregon Wine Press continues the long tradition of excellence established by its founders.

Oregon Wine Press is a free and available at over 600 locations throughout Oregon and across the country. It is also available by subscription. Monthly distribution ranges from 22,000 to 25,000.



2010 DISPLAY AD RATES

Ad Size	Dimensions	Basic Per Ad	CONTRACT RATES	
			6 Ads 10% Discount	12 Ads 20% Discount
Tenth Page Horizontal	5" x 2.5"	\$189	\$170	\$151
Tenth Page Vertical	2.375" x 4.9"	\$189	\$170	\$151
Eighth Page Horizontal	5" x 3.1875"	\$238	\$214	\$191
Eighth Page Vertical	2.375" x 6.625"	\$238	\$214	\$191
Sixth Page Horizontal	5" x 4.33"	\$317	\$285	\$253
Sixth Page Vertical	2.375" x 8.9"	\$317	\$285	\$253
Fifth Page	5" x 4.9"	\$381	\$343	\$304
Quarter Page	5" x 6.625"	\$476	\$429	\$381
Half Page Vertical	5" x 13.5"	\$953	\$857	\$762
Half Page Horizontal	10.25" x 6.625"	\$953	\$857	\$762
Full Page	10.25" x 13.5"	\$1,905	\$1,715	\$1,524

PREMIUM PLACEMENTS — FULL PAGES ONLY (WITH FULL COLOR)

Inside Cover (page 3)	10.25" x 13.5"	\$2,563	\$2,306	\$2,050
Back Cover	10.25" x 13.5"	\$3,218	\$2,896	\$2,574
Center Spread	21.5" x 13.5"	\$5,125	\$4,613	\$4,100

Contracts can mix sizes. Six-ad contracts can skip months.

COLOR RATES: Spot Color: \$94 ● Full Color: \$315

10% discount on color if applied to every ad in a six- or 12-ad contract.

ADVERTISING AND EDITORIAL DEADLINES

Display Advertising Space and Copy	15 th of month prior to issue
Classified Transient Advertising	20 th of month prior to issue
Editorial Content / Calendars	20 th of month prior to issue

CLASSIFIED AD RATE *Get two for the price of one!*

Print and Online \$1 a word; 20-word minimum (\$20)

OWP encourages classified advertisers to visit www.oregonwinepress.com and enter their own ads. By doing this, advertisers can pay online, preview ads, add color (web only), add a photo (web only) and add a video (web only) if desired. The ad will immediately be posted online (after approval from the editor) and will appear in the next print edition of the OWP. If you would rather do it over the phone, OWP would be happy to help at 503-883-6266.

ONLINE AD RATES

Please inquire about about rates and sizes by calling Holly Goodman at 503-687-1247

CALENDAR AD RATE

Ad Size	Dimensions	Basic Per Ad
Premium Calendar Ad	5" x 2"	\$199

Calendar ads do not apply to OWP display contracts.

OREGON WINE PRESS CONTACT INFORMATION

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CLASSIFIED SALES

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CALL US TODAY TO RESERVE YOUR SPACE!