

# OWP 2012 AD RATE CARD

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 publication available at over 600 locations throughout Oregon and nationwide. It is also available by subscription. Monthly distribution ranges from 22,000 to 25,000.



2011 OWP ADVERTISING RATES			CONTRACT RATES	
Ad Size	Dimensions (inches)	Basic Per Ad	6 Ads (10% Disc.)	12 Ads (20% Disc.)
Tenth Page Horiz.	4.5625 X 2.15	\$198	\$178	\$158
Tenth Page Vert.	2.1562 X 4.55	\$198	\$178	\$158
Eighth Page Horiz.	4.5625 X 2.75	\$250	\$225	\$200
Eighth Page Vert.	2.1562 X 5.75	\$250	\$225	\$200
Sixth Page	4.5625 X 3.75	\$333	\$300	\$267
Fifth Page	4.5625 X 4.55	\$400	\$360	\$320
Quarter Page	4.5625 X 5.75	\$500	\$450	\$400
Half Page Vert.	4.5625 X 11.75	\$1000	\$900	\$800
Half Page Horiz.	9.375 X 5.75	\$1000	\$900	\$800
Full Page	9.375 X 11.75	\$2000	\$1,800	\$1,600
PREMIUM PLACEMENTS (full color only)			CONTRACT RATES	
Back Cover	10.375 X 13.25 (trim) 10.625 X 13.5 (bleed)	\$3378	\$3040	\$2702
Pages 2 and 3	10.375 X 13.25 (trim) 10.625 X 13.5 (bleed)	\$2691	\$2421	\$2152
Inside Back Cover	10.375 X 13.25 (trim) 10.625 X 13.5 (bleed)	\$2691	\$2421	\$2152
<b>COLOR RATES: Spot color: \$98 • Full color: \$330</b>			Receive a 10% color discount if applied to EVERY ad in 6- and 12-ad contract.	

## ADVERTISING DIRECTOR

**Christy Nielsen** | 503-687-1234  
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## ADVERTISING SALES MANAGER

**Holly Goodman** | 503-687-1247  
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## ACCOUNT EXECUTIVE

**Kristina Stephens** | 503-687-1252  
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Contracts can mix sizes. Six-ad contracts can skip months.

ADVERTISING AND EDITORIAL CALENDARS	
Display Advertising Space/Copy	15th of month prior to issue
Classified Advertising	20th of month prior to issue
Calendar of Events information	20th of month prior to issue



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2012 INTERNET ADVERTISING RATES			FREQUENCY DISCOUNTS		
Ad Type	Size (pixels)	1 Month (basic)	3 Months	6 Months	12 Months
Half Banner	234 X 60	\$150	\$135	\$128	\$120
Big Box (1 Frame)	300 X 250	\$150	\$135	\$128	\$120
Big Box Premium* (3 Frames)	300 X 250	\$300	\$270	\$255	\$240
Half Box	300 X 125	\$85	\$77	\$72	\$68
Leaderboard (1 Frame)	728 X 90	\$75	\$68	\$64	\$60
Leaderboard Premium* (3 Frames)	728 X 90	\$150	\$135	\$128	\$120

\*Animation available for \$50/hour (1 hour minimum) Available only on Big Box Premium and Leaderboard Premium Packages

2012 CALENDAR RATES	Price	Print Size (inches)	Details
Premium Calendar Listing	\$200	2.1562 X 2.5	1 month online + 1 month in print
Premium-Plus Calendar Listing	\$400	2.1562 X 2.5	3 months online + 1 month in print

When you buy an WP Premium Calendar Listing, your event appears at the top of the online Calendar's main page and includes a colored background, a larger headline and an image of your choice. Plus, you will receive a print ad (2.1562 X 2.5 inches) in the month in which your event occurs. Need to get the word out earlier? Run a Premium-Plus Calendar Listing for 3 months online (includes print ad (2.1562 X 2.5 inches) in the month in which your event occurs).

## PRINT AD REQUIREMENTS

### How to Send Your Ad

You may e-mail files to us depending on file size. Maximum size for e-mailing is 5MB. For files over 5MB, you may upload your file to our FTP site.

FTP: <ftp://transfer.newsregister.com/>

Username: transferOWP • Password: transfer

### Free FTP Software

Mac OS X: Cyberduck, <http://cyberduck.ch>

Windows: SmartFTP, [www.smartftp.com](http://www.smartftp.com)

### Acceptable File Formats

PDF (Portable Document Format) is the preferred format for ads. Most current graphics and page layout applications allow you to save or export your document as a PDF.

### PDF Requirements

- Save as Press Quality OR PDF/X-1<sup>a</sup>.
- Select Acrobat 4.0 Compatibility.
- Embed all fonts.

### Illustrator/Freehand EPS Requirements

- Embed all graphics.
- Convert fonts to Outline (Illus.) or to Paths (FH).

### Unacceptable Formats

JPEG, BMP, GIF, and PNG formats are designed for web graphics and are not acceptable for print. Word, Works, and Publisher files are not acceptable for quality press output. • Quark, InDesign, and PageMaker native file formats are not accepted—Oregon Wine Press does not accept outside fonts. Please export your ad as a PDF with

graphics and fonts embedded. Photoshop files are raster based. This means if they need to be resized their quality will deteriorate. Photoshop EPSes are also not ideal for text unless they are saved at 600 dpi or higher, which increases file size.

### Graphics and Color

- For best results, use resolutions of 240 dpi (dots per inch) for black and white photos, 300 dpi for color photos, and 800 dpi for line art.
- Please use TIFFs and EPS graphics in layouts.
- Indexed Color is not acceptable. Indexed Color is designed for web use only and will not separate correctly.

### Black and White Ads

- Four-color black (aka: Registration) is not acceptable.
- Black and white (also known as Grayscale) ads must not contain any CMYK, RGB or spot colors.

### Spot Color Ads

- Spot colors must be selected from the Pantone Matching System (PMS) Uncoated catalog.
- When designing a spot-color ad do not include any CMYK or RGB elements in the ad.

### Process Color Ads

- All graphics/photos must be specified as CMYK. RGB is not acceptable.
- Spot colors must be converted to CMYK.
- Four-color black text (Registration or Rich Black) is not acceptable in any case.