

# OREGON WINE PRESS

EST. 1984



## 2018 RATE CARD

OREGON WINE PRESS was launched in 1984 by Portland-area natives Richard Hopkins and Elaine Cohen. Today, the magazine is owned by the News-Register Publishing Co., a fourth-generation, family-owned company, located in McMinnville, Oregon. OWP is a free publication available at more than 750 locations throughout Oregon and nationwide. It is also accessible by subscription. Monthly distribution ranges from 25,000 to 30,000.

2018 OWP ADVERTISING RATES			CONTRACT RATES			Color
Ad Size	Dimensions (inches)	Basic	3 Ads (10% Discount)	6 Ads (20%)	12 Ads (30%)	Optional
<b>1/10 HORZ.</b>	4.375 X 1.9	\$262	\$236	\$210	\$183	\$100
<b>1/10 VERT.</b>	2.0625 X 4.05	\$262	\$236	\$210	\$183	\$100
<b>1/8 HORZ.</b>	4.375 X 2.4444	\$331	\$298	\$265	\$232	\$130
<b>1/8 VERT.</b>	2.0625 X 5.125	\$331	\$298	\$265	\$232	\$130
<b>1/5 SQ.</b>	4.375 X 4.05	\$527	\$474	\$422	\$369	\$190
<b>1/4 VERT.</b>	4.375 X 5.125	\$660	\$594	\$528	\$462	\$220
<b>1/2 VERT.</b>	4.375 X 10.5	\$1,319	\$1,187	\$1,055	\$923	\$250
<b>1/2 HORZ.</b>	9 X 5.125	\$1,319	\$1,187	\$1,055	\$923	\$250
<b>FULL</b>	9 X 10.5	\$2,639	\$2,375	\$2,111	\$1,847	\$300
<b>FULL (BLEED)</b>	10 X 12 (trim) 10.25 X 12.25 (bleed)	\$2,639	\$2,375	\$2,111	\$1,847	\$300
GLOSSY PAGES			CONTRACT RATES			Color
<b>PREMIUM INSIDE PAGES</b>	10 X 12 (trim) 10.25 X 12.25 (bleed)	\$3,414	\$3,073	\$2,731	\$2,390	included
<b>BACK COVER</b>	10 X 12 (trim) 10.25 X 12.25 (bleed)	\$4,235	\$3,812	\$3,388	\$2,965	included

Contracts can mix sizes. Three- and six-ad contracts can skip months. Prices Effective January 2018.

## CALL TODAY!

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# WEB ADVERTISING

2018 INTERNET ADVERTISING RATES			FREQUENCY DISCOUNTS		
Ad Type	Size (pixels)	1 Month (basic)	3 Months	6 Months	12 Months
<b>HALF BANNER</b>	300 X 90	\$125	\$113	\$106	\$100
<b>BIG BOX (1 FRAME)</b>	300 X 250	\$175	\$158	\$149	\$140
<b>BIG BOX PREMIUM (3 FRAMES)</b>	300 X 250	\$275	\$248	\$234	\$220
<b>HALF BOX</b>	300 X 125	\$110	\$99	\$94	\$88
<b>LEADERBOARD (1 FRAME)</b>	728 X 90	\$200	\$180	\$170	\$160
<b>LEADERBOARD PREMIUM (3 FRAMES)</b>	728 X 90	\$325	\$293	\$276	\$260

## CALENDAR UPGRADE

2018 CALENDAR RATES	Price	Print Size (inches)	Details
<b>PREMIUM CALENDAR LISTING</b>	\$200	2.1562 X 2.5	1 month online + 1 month in print
<b>PREMIUM-PLUS CALENDAR LISTING</b>	\$400	2.1562 X 2.5	3 months online + 1 month in print

When you buy an OWP 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).

## ADVERTORIAL

2018 ADVERTORIAL RATES	Price	Print Size (inches)	Details
<b>HALF-PAGE ADVERTORIAL</b>	\$1,350	9 X 5.125	Buy this promo and receive ¼ pg ad
<b>FULL-PAGE ADVERTORIAL</b>	\$2,550	9 X 10.5	Buy this promo and receive ½ pg ad

## 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 send us the file via Dropbox. Dropbox Email: [grpahics@oregonwinepress.com](mailto:grpahics@oregonwinepress.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. Indesign

### ● PDF REQUIREMENTS

- Save as Press Quality OR PDF/X-1a.
- Select Acrobat 4.0 Compatibility.
- Embed all fonts.
- No crop marks.

### ● ILLUSTRATOR/FREEHAND EPS REQUIREMENTS

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

### ● UNACCEPTABLE FORMATS

**WORD, WORKS, AND PUBLISHER FILES ARE NOT ACCEPTABLE** for quality press output. BMP, GIF, and PNG formats are designed for web graphics and are not acceptable for print.

- 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 or converted to outlines.

### ● 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.
- The color build of the entire ad must be under 280%. All small type or the background of reversed type must be under 240% color build. (except for Glossy)
- Fonts must be 8pt or larger.
- 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 (NON-GLOSSY)

- All graphics/photos must be specified as CMYK. RGB is not acceptable.
- Spot colors must be converted to CMYK.
- Build black text (or registration) is not acceptable in any case.