



# CONCORDIA NEWS

2012 Fact & Rate Sheet

A free publication of the Concordia Neighborhood Association

### Circulation

6,000 copies of *Concordia News* are distributed monthly (residential via USPS=4800, Businesses=1200). The newspaper is also available for download at our website.

### Payment and Commission

Payment shall be made in full prior to publication.

A 10% discount will be given to advertisers who commit to advertising for a minimum of one year, or 5% for six-months. Payments need to be made in advance to insure inclusion.

### Column Specifications

1	3.25"
2	6.75"
3	10.25"

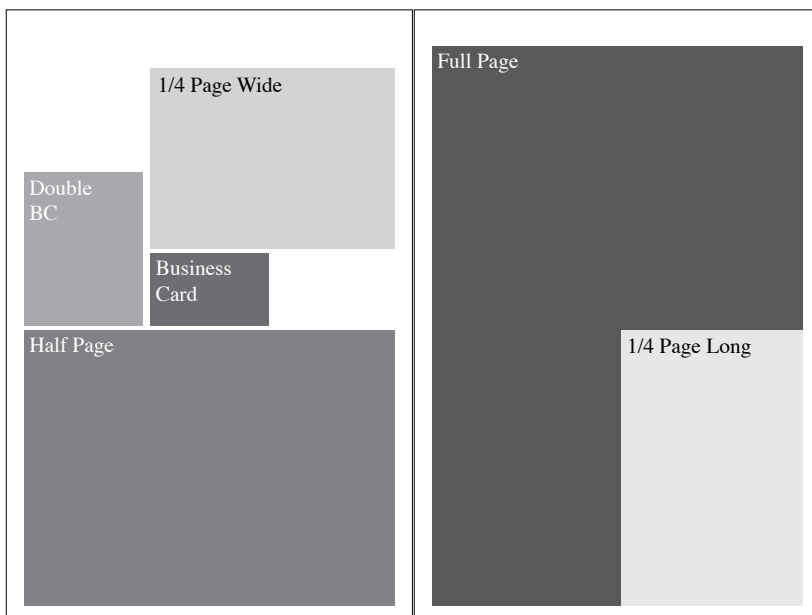
### Standard Rates & Sizes (Run of Paper)

Full Page	10.25" x 15.5"	\$495
1/2 Page	10.25" x 7.625"	\$330
1/4 Page Long	5.0" x 7.625"	\$195
1/4 Page Wide	6.75" x 5"	\$195
Double BC	3.25" x 4.25"	\$100
Business Card	3.25" x 2"	\$50

Contact ad salesperson for additional rates.

### Color Rates

Please contact an ad salesperson for rates.



### Content Requirements

The Concordia News may reject or request changes in any advertisement. Advertising appearing to be editorial material must have advertisement printed above and below the copy. Political advertising must conform to state laws and a line saying who paid for the ad must appear within the advertisement.

### Deadlines\*

All advertising reservations must be made by the 5pm on the 8th of the month prior to publication. Copy must be submitted prior to the 11th. Camera-ready artwork needs to be submitted no later than 5pm of the 15th.

\* Early space reservations are appreciated. Please note that we accept .pdf, .tif, and .jpg electronic file formats (.pdf files should be Adobe Distiller "X-1a" compliant). If your artwork is in another format, please call to verify it can be utilized without conversion errors.

### Position

Position requests will be accommodated if possible. Position can only be guaranteed if the advertiser pays an additional 20%.

### Typeset & Layout

Ad artwork production fees start at \$15.00.

### Artwork/Creative

PDF files should be Adobe Distiller "X-1a" compliant. All black-and-white ads must be submitted in black-and-white (i.e., logos and graphics must be in grayscale, not color). When creating artwork, choose color option CMYK 100% Black.

To insure a quality duplication of your ad, please submit only files with quality of 300dpi or greater. Please create outlines for all fonts.

### Proofs/Quality

Every effort will be made to produce error-free ads and publication in general. In the event of strike, fire, act of nature or other causes beyond the control of CNews that prevents publication, this contract becomes null and void.

### Subscriptions

\$12 per quarter, \$36 per year. Send check with name and address to The Concordia News, PO BOX 11194, Portland, Oregon 97211.