



CONCORDIA NEWS

A free publication of the Concordia Neighborhood Association • ConcordiaPDX.org

2017 Ad Rate Schedule



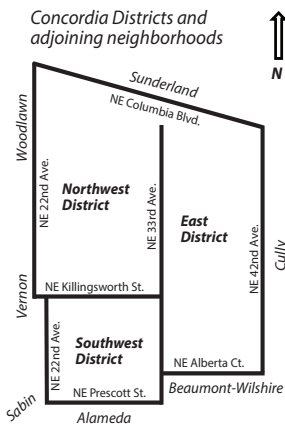
CIRCULATION

NE neighborhood from NE 22nd to NE 42nd Ave and NE Columbia Blvd. to NE Prescott/Alberta Court.

6,500 printed and distributed monthly, February through December.

- 5,500 Residential USPS mail
- 1,000 Businesses

Readership estimated at 10,000



AD SIZE	1x rate	6x rate 10% savings	11x rate 15% savings
Full Page	\$723	\$651	\$615
3/4 Page	\$569	\$512	\$484
1/2 Page	\$396	\$356	\$336
1/4 Page	\$226	\$203	\$192
1/8 Page	\$115	\$103	\$97
1/16 Page	\$60	\$54	\$51
Back Page	\$831	\$748	\$707
Advertising Insert	\$540	Advertiser provides insert due to printer by the 15th of the month prior to publication. Maximum size 8.5" x 11".	

Ad agencies: Rates are net.

Specific Placement: 20% additional, including BACK PAGE ads smaller than FULL PAGE.

MECHANICAL REQUIREMENTS

Ad sizes/dimensions in INCHES

Space	Width		Height
Full Page (4 columns)	10.50	x	15.30
3/4 Page (3 columns)	7.83	x	15.30
3/4 Page (4 columns)	10.50	x	11.45
1/2 Page (4 columns)	10.50	x	7.60
1/2 Page (2 columns)	5.17	x	15.30
1/4 Page (2 columns)	5.17	x	7.60
1/4 Page (1 column)	2.50	x	15.30
1/4 Page (4 columns)	10.50	x	3.70
1/8 Page (2 columns)	5.17	x	3.70
1/8 Page (1 column)	2.50	x	7.56
1/16 Page (2 columns)	5.17	x	1.75
1/16 Page (1 column)	2.50	x	3.70

Artwork/Creative

To ensure quality duplication of your camera-ready ad, please submit in black/gray/white, 300 DPI high resolution. We accept .pdf, tif, .png or .jpg. If your artwork is in another format, please contact us to verify we can use it.

Deadlines

Copy and camera-ready artwork must be submitted no later than the 15th of the month prior to publication. Early space reservations are appreciated.

Proofs/Quality

We strive for excellent; however, in the event any cause beyond the control of CNews prevents publication, your ad contract becomes null and void.

Payments

We invoice through PayPal. You may pay via PayPal, credit card, or check. Mail checks to: Concordia Neighborhood Association, PO Box 11194, Portland, OR 97211.

Content Requirements

CNews may reject or request changes to any advertisement. Advertising appearing to be editorial material must have 'advertisement' printed above and below the copy. We do not accept paid political ads.

For questions and rates contact GINA LEVINE @ CNewsBusiness@ConcordiaPDX.org or call 503.891.7178