

# OUR TOWN

*It's the place where we live, work and play – the place where we raise our children and carve out our lives.*

***Our Town is about our lives.***

*Between its covers you'll find:*

- Something to Talk About
- Something to Think About
- Lots and lots of Something to Do in a complete regional calendar

*There's also:*

- a little humor
- a little history
- Civics 101 to keep you aware of what's happening in the neighborhood
- a look at what the kids are doing
- a spotlight on Arts & Entertainment
- a place for your thoughts and opinions
- a neighbor to neighbor **Marketplace** to promote your yard sales and services

***Want more? Let us know.*** We're here because we care about our community. We're here to serve you. After all, it's ***Our Town***... we make it what it is together!

**IN PRINT. ONLINE.  
ALWAYS ACCESSIBLE.**

***Our Town*** puts your message in front of your customers in the way that works best for them: in their mailbox, at their local hangout, and on their mobile device.

***With a print circulation of 10,000 the first and fifteenth of each month, Our Town is delivered to more than 9,300 homes and businesses in Silverton, Mt. Angel and Scotts Mills area by the US Post Office. Additional copies are distributed to boxes and businesses throughout the region so visitors to our communities can pick one up and get a feel for Our Town, too. Mobile access is made easy: your ad links your customer to your website.***

***We invite you to be a part of it.***

*Paula Mabry, editor/publisher*

*Jim Kinghorn, advertising director*

*Elyse McGowan-Kidd, graphic designer*

*DeeDe Williams, business office manager*

...and a host of contributors and supporters who share our community commitment.

**To participate in  
Our Town, call Jim!**

**Deadlines for advertising  
space reservation are the 20th and  
5th of each month.**

*See reverse for more info.*

**OUR TOWN  
COMMUNITY NEWS**

**Tel: 503-845-9499**

**Fax: 503-845-9202**

**jim.k@mtangelpub.com**

**401 Oak St. Silverton, OR 97381**

**P.O. Box 927 Mt. Angel, OR 97362**

**www.mtangelpub.com**

# ADVERTISING RATES AND SPECIFICATIONS

Ad Size	Measurements	Single ad	3 times	6 times	12 times	18 times	24 times
Full Page	10.25" x 11.25"	\$936	\$851	\$799	\$682	\$625	\$599
1/2 Page	10.25" x 5.5" (H) or 5" x 11.25" (V)	\$499	\$436	\$419	\$364	\$336	\$317
1/3 Page	10.25" x 3.625" (H) or 3.25" x 11.25" (V)	\$358	\$320	\$293	\$256	\$236	\$218
1/4 Page	10.25" x 2.625" (H) or 5" x 5.5" (V)	\$273	\$244	\$225	\$199	\$179	\$173
1/6 Page	5" x 3.625" (H) or 3.25" x 5.5" (V)	\$184	\$164	\$156	\$132	\$125	\$117
1/8 Page	5" x 2.625"	\$139	\$130	\$122	\$109	\$98	\$89
1/16 Page	2.375" x 2.625"	\$71	\$67	\$61	\$52	\$48	\$44

All prices are per issue.

**Add spark to your advertising with color! Spot Color: Add \$100 Full Color: Add \$250**

*Double your audience! Pick up your ad into the Our Town serving Stayton, Sublimity, and the Santiam Canyon area. Ask about our discount packages!*



Tel: 503-845-9499 • Fax: 503-845-9202

Sales: [jim.k@mtangelpub.com](mailto:jim.k@mtangelpub.com) Design: [ads.ourtown@mtangelpub.com](mailto:ads.ourtown@mtangelpub.com)  
 401 Oak St. Silverton, OR 97381 • P.O. Box 927 • Mt. Angel, Oregon 97362

## TECHNICAL SPECIFICATIONS

Design services are included with the price of advertising. However, **Our Town Monthly** can accept your camera-ready or digital press-ready advertisement at the prescribed dimensions (see above for measurements). Ad content materials or camera ready ads can be sent to our designer at [ads.ourtown@mtangelpub.com](mailto:ads.ourtown@mtangelpub.com)

### Digital Files

**PDF:** preferred format for complete advertisements. A minimum DPI of 240 (600 for line art) will ensure best quality printing. Please include art and colors in CMYK (process) format.

**JPEG:** preferred format for photographs. A minimum DPI of 240 at actual size will ensure best quality printing. JPEGs downloaded from internet web sites are generally not of print quality, but those downloaded from a digital camera are fine.

**TIFF:** preferred format for line art and logos. A minimum DPI of 240 for color/grayscale or 600 for line art will ensure best quality printing. TIFFs may also be used to submit whole ads if PDF is unavailable.

**EPS:** please raster all text (convert to paths or lines) and make sure all artwork and colors are in CMYK format.

## ADVERTISING AGREEMENT TERMS

All advertising is at Open Rate unless a contract agreement has been signed prior to advertising publication.

Ad space reservation deadlines are the 20th of the month for the edition of the 1st and the 5th of the month for the edition of the 15th. Space reservations coming in after deadline may be subject to a \$25 late charge.

Advertisers not fulfilling contracted agreements may be billed for the difference between the contracted rate and the actual rate earned on ads placed during the term of the contract.

Contract rates apply to individual Advertisers. Advertising shall be for one business, unless businesses are under a single ownership. Rights or rates may not be assigned or transferred to another business or agency.

The Publisher reserves the right to change advertising rates with 30 days notice to contract holders, who may

accept the new rate or submit written notice of contract cancellation within the 30-day period.

Advertising must be paid in full prior to publication unless a credit application has been submitted and approved.

Payment on a billed account is due the 15th day of the month following publication.

A late charge of 2% will be added to an account past due by 30 days or more.

Past due accounts are subject to suspension of advertising and credit privileges.

The Publisher reserves the right to edit or reject any advertisement at any time. Any advertisement or supplement simulating news content must be labeled as paid advertising.

Ad placement is at the sole discretion of the Publisher unless a guaranteed placement charge has been paid.

Advertiser shall notify the Publisher of any error in time for correction before second insertion. Upon mutual agreement, Publisher may run corrective advertising for any portion of the first insertion that has been rendered valueless by the Publisher's error. Publisher's liability shall not exceed the cost of the space occupied by the advertisement. Except as provided above, Publisher assumes no liability for loss to Advertiser as the result of errors or omission in advertising copy.

Neither party to an agreement shall be held liable for failure to perform as the result of acts of Nature or reasons beyond their control. Under such circumstances, either party shall have the right to terminate an agreement without penalty. However, nothing in this paragraph shall excuse an Advertiser from the obligation to pay for advertising previously published.

Effective: July 1, 2017