

Advertising Rates & Specifications

Ad Size	Measures	Open rate	3 times	6 times	9 times	12 times
Premium page	7.375" x 9.75" (back cover, inside cover)	\$705	\$645	\$610	\$575	\$550
Full page	7.375" x 9.75"	\$640	\$585	\$555	\$525	\$515
Half page	7.375" x 4.75" (H) or 3.5" x 9.75" (V)	\$433	\$395	\$375	\$350	\$320
Quarter page	7.375" x 2.25" (H) or 3.5" x 4.75" (V)	\$255	\$235	\$215	\$200	\$180
Eighth page	3.5" x 2.25"	\$135	\$123	\$118	\$113	\$104

All ads include full color at no additional charge!

The Home & Garden Journal

Tel: 503-845-9499 • Fax: 503-845-9202

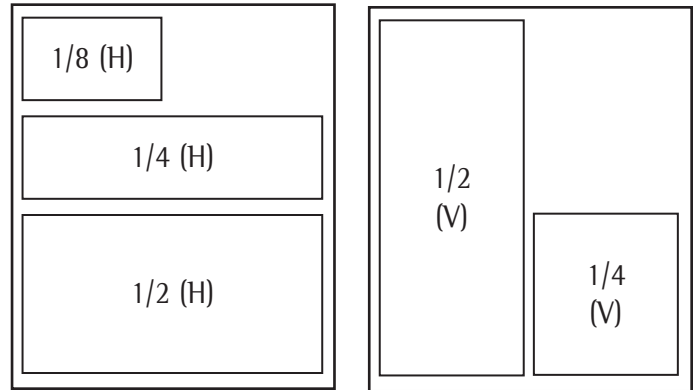
135 N. Main St • P.O. Box 927

Mt. Angel, Oregon 97362

gardenjournal@mtangelpub.com



MT. ANGEL PUBLISHING, INC.



Camera-Ready Advertising & Materials

Design services are included with the price of advertising. However, *The Home & Garden Journal* is glad to accept your camera-ready or digital press-ready advertisement.

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 websites 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 art work and colors are in CMYK format.

Quark, Freehand, Illustrator, Publisher: *The Home & Garden Journal*

is pleased to accept your Quark, Freehand, Illustrator or Publisher file with all associated fonts and images included. Please collect all fonts, images, related information and the file itself on a CD for delivery or mail to our office.

Photographs and Artwork

Photos: your original photographic print, negative or slide is welcome. *The Home & Garden Journal* will keep your materials until composition of your ad is complete and a proof is approved, then return them for your convenience.

Camera-Ready Art and Advertisements

Positives: print your black and white advertisement using laser printing on high quality paper. If your advertisement contains complex shades of gray or a photograph, you may need to provide the original artwork or photograph along with your laser print.

Film: *The Home & Garden Journal* can accept film in lieu of a camera-ready positive with three weeks' advance notice.

Advertising Agreement Terms

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

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 with 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 1.5% 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.