

ADVERTISING RATES AND SPECIFICATIONS

Ad Size	Measurements	single ad	3 times	6 times	12 times	18 times	24 times	color
Full Page	10.25" x 11.25"	\$975	\$879	\$835	\$725	\$660	\$630	+\$250
1/2 Page	10.25" x 5.5" (H) or 5" x 11.25" (V)	\$525	\$455	\$442	\$385	\$355	\$335	+\$200
1/3 Page	10.25" x 3.625" (H) or 3.25" x 11.25" (V)	\$380	\$340	\$315	\$275	\$252	\$235	+\$175
1/4 Page	10.25" x 2.625" (H) or 5" x 5.5" (V)	\$290	\$257	\$240	\$215	\$193	\$186	+\$125
1/6 Page	5" x 3.625" (H) or 3.25" x 5.5" (V)	\$196	\$174	\$167	\$142	\$134	\$126	+\$100
1/8 Page	5" x 2.625"	\$150	\$139	\$131	\$115	\$105	\$95	+\$75
1/16 Page	2.375" x 2.625"	\$77	\$72	\$66	\$56	\$51	\$47	+\$50

All prices are for Our Town per issue. Color spaces are limited. First come-First Serve

DOUBLE YOUR AUDIENCE! Add a neighboring market to your advertising plan and earn a discount.



Publishes the 1st and 15th of each month reaching every residence, business and P.O. Box in Silverton, Mt. Angel and Scotts Mills



Publishes the 1st of each month reaching every residence, business and P.O. Box in Stayton, Sublimity, Aumsville, Mill City, Lyons, Mehama, Detroit, Idanha and Gates

Tel: 503-845-9499 • Fax: 503-845-9202

Sales: jim.k@mtangelpub.com Design: 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

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, 2019