

# OREGON WINE PRESS

EST. 1984

## 2017 RATE CARD



OREGON WINE PRESS was launched in 1984 by Portland-area natives Richard Hopkins and Elaine Cohen. Today, the magazine is owned by the News-Register Publishing Co., a fourth-generation, family-owned company, located in McMinnville, Oregon. OWP is a free publication available at more than 750 locations throughout Oregon and nationwide. It is also accessible by subscription. Monthly distribution ranges from 25,000 to 30,000.

### PRINT ADVERTISING

| 2016 OWP ADVERTISING RATES  |   |         | CONTRACT RATES       |             |              | Color    |
|-----------------------------|---|---------|----------------------|-------------|--------------|----------|
| Ad Size                     | Dimensions (inches)                     | Basic   | 3 Ads (10% Discount) | 6 Ads (20%) | 12 Ads (30%) | Optional |
| <b>1/10 HORZ.</b>           | 4.375 X 1.9                             | \$262   | \$236                | \$210       | \$183        | \$100    |
| <b>1/10 VERT.</b>           | 2.0625 X 4.05                           | \$262   | \$236                | \$210       | \$183        | \$100    |
| <b>1/8 HORZ.</b>            | 4.375 X 2.4444                          | \$331   | \$298                | \$265       | \$232        | \$130    |
| <b>1/8 VERT.</b>            | 2.0625 X 5.125                          | \$331   | \$298                | \$265       | \$232        | \$130    |
| <b>1/5 SQ.</b>              | 4.375 X 4.05                            | \$527   | \$474                | \$422       | \$369        | \$190    |
| <b>1/4 VERT.</b>            | 4.375 X 5.125                           | \$660   | \$594                | \$528       | \$462        | \$220    |
| <b>1/2 VERT.</b>            | 4.375 X 10.5                            | \$1,319 | \$1,187              | \$1,055     | \$923        | \$250    |
| <b>1/2 HORZ.</b>            | 9 X 5.125                               | \$1,319 | \$1,187              | \$1,055     | \$923        | \$250    |
| <b>FULL</b>                 | 9 X 10.5                                | \$2,639 | \$2,375              | \$2,111     | \$1,847      | \$300    |
| <b>FULL (BLEED)</b>         | 10 X 12 (trim)<br>10.25 X 12.25 (bleed) | \$2,639 | \$2,375              | \$2,111     | \$1,847      | \$300    |
| GLOSSY PAGES                |   |         | CONTRACT RATES       |             |              | Color    |
| <b>PREMIUM INSIDE PAGES</b> | 10 X 12 (trim)<br>10.25 X 12.25 (bleed) | \$3,414 | \$3,073              | \$2,731     | \$2,390      | included |
| <b>BACK COVER</b>           | 10 X 12 (trim)<br>10.25 X 12.25 (bleed) | \$4,235 | \$3,812              | \$3,388     | \$2,965      | included |

Contracts can mix sizes. Three- and six-ad contracts can skip months. Prices Effective October 2016.

### CALL TODAY!

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# WEB ADVERTISING

| 2016 INTERNET ADVERTISING RATES       |               |                 | FREQUENCY DISCOUNTS |          |           |
|---------------------------------------|---------------|-----------------|---------------------|----------|-----------|
| Ad Type                               | Size (pixels) | 1 Month (basic) | 3 Months            | 6 Months | 12 Months |
| <b>HALF BANNER</b>                    | 300 X 90      | \$125           | \$113               | \$106    | \$100     |
| <b>BIG BOX (1 FRAME)</b>              | 300 X 250     | \$175           | \$158               | \$149    | \$140     |
| <b>BIG BOX PREMIUM (3 FRAMES)</b>     | 300 X 250     | \$275           | \$248               | \$234    | \$220     |
| <b>HALF BOX</b>                       | 300 X 125     | \$110           | \$99                | \$94     | \$88      |
| <b>LEADERBOARD (1 FRAME)</b>          | 728 X 90      | \$200           | \$180               | \$170    | \$160     |
| <b>LEADERBOARD PREMIUM (3 FRAMES)</b> | 728 X 90      | \$325           | \$293               | \$276    | \$260     |

## CALENDAR UPGRADE

| 2016 CALENDAR RATES                  | Price | Print Size (inches) | Details                            |
|--------------------------------------|-------|---------------------|------------------------------------|
| <b>PREMIUM CALENDAR LISTING</b>      | \$200 | 2.1562 X 2.5        | 1 month online + 1 month in print  |
| <b>PREMIUM-PLUS CALENDAR LISTING</b> | \$400 | 2.1562 X 2.5        | 3 months online + 1 month in print |

When you buy an OWP Premium Calendar Listing, your event appears at the top of the online Calendar's main page and includes a colored background, a larger headline and an image of your choice. Plus, you will receive a print ad (2.1562 X 2.5 inches) in the month in which your event occurs. Need to get the word out earlier? Run a Premium-Plus Calendar Listing for 3 months online (includes print ad (2.1562 X 2.5 inches) in the month in which your event occurs).

## ADVERTORIAL

| 2016 ADVERTORIAL RATES       | Price   | Print Size (inches) | Details                            |
|------------------------------|---------|---------------------|------------------------------------|
| <b>HALF-PAGE ADVERTORIAL</b> | \$1,350 | 9 X 5.125           | Buy this promo and receive ¼ pg ad |
| <b>FULL-PAGE ADVERTORIAL</b> | \$2,550 | 9 X 10.5            | Buy this promo and receive ½ pg ad |

## PRINT AD REQUIREMENTS

### ● HOW TO SEND YOUR AD

You may e-mail files to us depending on file size. Maximum size for e-mailing is 5MB. For files over 5MB, you may send us the file via Dropbox. Dropbox Email: [graphics@downtowndigi.com](mailto:graphics@downtowndigi.com)

### ● ACCEPTABLE FILE FORMATS

PDF (Portable Document Format) is the preferred format for ads. Most current graphics and page layout applications allow you to save or export your document as a PDF. Indesign

### ● PDF REQUIREMENTS

- Save as Press Quality OR PDF/X-1a.
- Select Acrobat 4.0 Compatibility.
- Embed all fonts.
- No crop marks.

### ● ILLUSTRATOR/FREEHAND EPS REQUIREMENTS

- Embed all graphics.
- Convert fonts to Outline (Illus.) or to Paths (FH).

### ● UNACCEPTABLE FORMATS

**Word, Works, and Publisher files are not acceptable** for quality press output. BMP, GIF, and PNG formats are designed for web graphics and are not acceptable for print.

- Quark, InDesign, and PageMaker native file formats are not accepted—Oregon Wine Press does not accept outside fonts. Please export your ad as a PDF with graphics and fonts embedded or converted to outlines.

### ● GRAPHICS AND COLOR

- For best results, use resolutions of 240 dpi (dots per inch) for black and white photos, 300 dpi for color photos, and 800 dpi for line art.
- The color build of the entire ad must be under 280%. All small type or the background of reversed type must be under 240% color build. (except for Glossy)
- Fonts must be 8pt or larger.
- Please use TIFFs and EPS graphics in layouts.
- Indexed Color is not acceptable. Indexed Color is designed for web use only and will not separate correctly.
- **BLACK AND WHITE ADS**
  - Four-color black (aka: Registration) is not acceptable.
  - Black and white (also known as Grayscale) ads must not contain any CMYK, RGB or spot colors.
- **SPOT COLOR ADS**
  - Spot colors must be selected from the Pantone Matching System (PMS) Uncoated catalog.
  - When designing a spot-color ad do not include any CMYK or RGB elements in the ad.
- **PROCESS COLOR ADS (NON-GLOSSY)**
  - All graphics/photos must be specified as CMYK. RGB is not acceptable.
  - Spot colors must be converted to CMYK.
  - Build black text (or registration) is not acceptable in any case.