

# OREGON BEER GROWLER

OBG 2017 AD RATES

2017 OBG ADVERTISING RATES		CONTRACT RATES	
AD SIZE (DIMENSIONS W x H)	ONE-MONTH RATE	SIX-MONTH RATE	TWELVE-MONTH RATE
1/10 VERTICAL 2.0625" x 4.05"	\$199	\$149	\$99
1/10 HORIZONTAL 4.375" x 1.9"	\$199	\$149	\$99
1/8 VERTICAL 2.0625" x 5.125"	\$439	\$329	\$219
1/8 HORIZONTAL 4.375" x 2.4444"	\$439	\$329	\$219
1/5 SQUARE 4.375" x 4.05"	\$599	\$419	\$279
QUARTER PAGE 4.375" x 5.125"	\$799	\$599	\$399
1/2 VERTICAL 4.375" x 10.5"	\$1439	\$1079	\$719
1/2 HORIZONTAL 9" x 5.125"	\$1439	\$1079	\$719
FULL PAGE 9" x 10.5" (no bleed)	\$2559	\$1919	\$1279
INSIDE FRONT COVER 9" x 10.5" (no bleed)	\$2899	\$2169	\$1449
BACK COVER 10" x 12" (add .25" bleed)	\$3199	\$2399	\$1599
2017 CPM (COST PER THOUSAND REACHED)	\$24.47	\$18.35	\$12.23

## PRINT AD REQUIREMENTS

### DEADLINE FOR AD SPACE RESERVATION & AD COPY:

15<sup>TH</sup> OF EACH MONTH

### HOW TO SEND YOUR AD:

E-mail print ad files directly to [kelly@oregonbeergrowler.com](mailto:kelly@oregonbeergrowler.com)  
Payment information will be on your insertion order.

### PREFERRED FILE FORMAT:

PDF with all fonts and graphics embedded. Most current graphics and layout programs allow you to export your document as a PDF.

**INSTRUCTIONS:** Save as a Press Quality or PDF/1Xa; no crop marks; Acrobat 4.0 compatibility; embed all fonts.

### ACCEPTABLE FILE FORMATS:

EPS, TIFF, PDF, AI, PSD. For best results, Image resolution should be 300ppi.

### HELP WITH ADVERTISING:

Our graphic designer can create your ad from art information you provide, or convert your current ads to our format. Let us know what you need, and we are here to make it happen!

### EMAIL:

[kelly@oregonbeergrowler.com](mailto:kelly@oregonbeergrowler.com)  
or call 503.687.1253 for more info.

**FULL PAGE (NO BLEED)**  
9" X 10.5"

**1/2 VERTICAL**  
4.375" X 10.5"

**QUARTER PAGE**  
4.375" X 5.125"

**1/5 SQUARE**  
4.375" X 4.05"

**1/2 HORIZONTAL**  
9" X 5.125"

**AD SCALE EXAMPLES**  
(NOTE: NOT ACTUAL SIZE)

**1/10H**  
4.375" x 1.9"

**1/8v**  
2.0625"  
x  
5.125"

**1/10V**  
2.0625"  
x  
4.05"

**1/8H**  
4.375" X 2.4444"