

Old Stuff

2023 Advertising Rates

ANTIQUES, COLLECTIBLES, HISTORY AND NOSTALGIA FOR THE PACIFIC NORTHWEST

AD SIZE (DIMENSIONS W" x H")	OPEN RATE	CONTRACT RATE	ADD COLOR
BUSINESS CARD 1/24 (3.1667 X 1.8095)	\$120	\$90	+ \$50
1/16 H PAGE (4.875 X 1.7812)	\$162	\$120	+ \$50
1/16 SQ PAGE (3.1667 X 2.742)	\$162	\$120	+ \$50
1/12 H PAGE (4.875 X 2.4583)	\$200	\$150	+ \$60
1/12 SQ PAGE (3.1667 X 3.8125)	\$200	\$150	+ \$60
1/10 PAGE (4.875 X 3)	\$230	\$180	+ \$65
1/8 PAGE (4.875 X 3.8125)	\$252	\$210	+ \$70
1/6 PAGE (4.875 X 5.166)	\$312	\$270	+ \$75
1/4 PAGE (4.875 X 7.875)	\$420	\$340	+ \$95
1/2 V PAGE (4.875 X 16)	\$792	\$620	+ \$150
1/2 H PAGE (10 X 7.875)	\$792	\$620	+ \$150
FULL PAGE (10 X 16)	\$1440	\$1140	+ \$300
BACK PAGE [INCLUDES COLOR] (7.5 x 10)	\$999	\$799	

WEBSITE ADVERTISING (oldstuffnews.com) (DIMENSIONS W x H IN PIXELS)	RATE FOR THREE-MONTH DURATION
BIG BOX WEB AD (300 X 250 PIXELS)	\$75

Advertising rates include production of ad and one proof for revision/final sign-off. Old Stuff is published quarterly:

❶ **Feb-Mar-Apr** | ❷ **May-June-July** | ❸ **Aug-Sept-Oct** | ❹ **Nov-Dec-Jan**

Reserve by Jan 3 Reserve by Mar 25 Reserve by June 24 Reserve by Sept 26

HOW TO SEND YOUR AD

Email print-ready files directly to your Marketing Consultants

■ **BONNIE** 503-383-5053
bgeorge@newsregister.com

■ **CODY** 503-383-5053
ccottingham@newsregister.com

■ **KATHIE** 541-981-7354
kstamper@newsregister.com

PREFERRED FILE FORMATS

High-resolution (print quality) PDF with all fonts and graphics embedded.

NEED HELP WITH YOUR AD?

Our team of graphic artists can create your ad from 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!

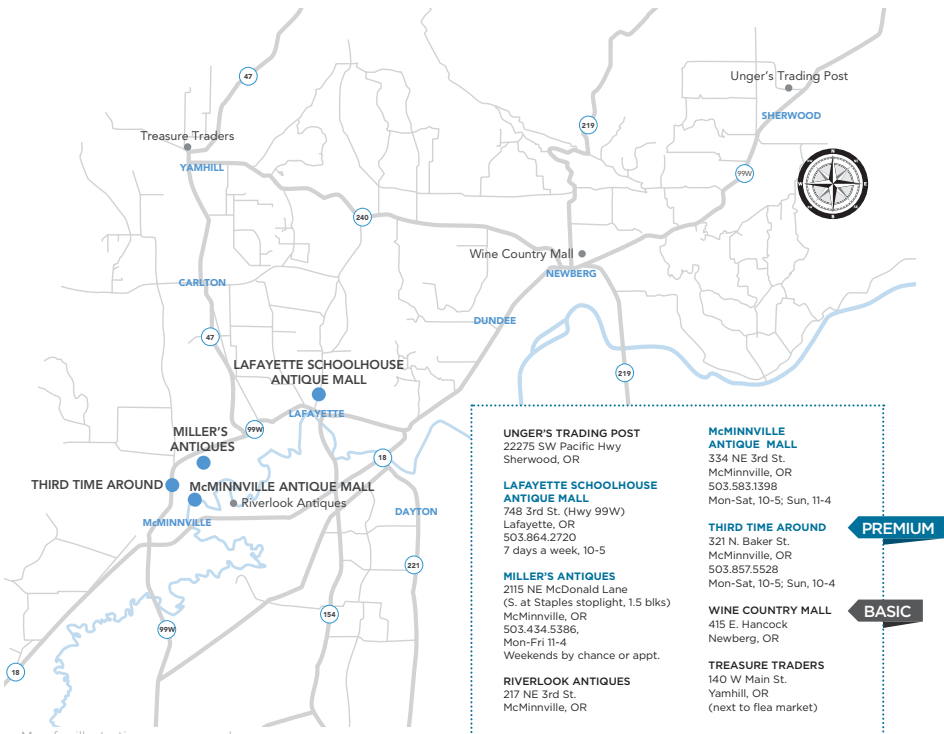
Old Stuff

2023 Mapping Upgrades

ANTIQUES, COLLECTIBLES, HISTORY AND NOSTALGIA FOR THE PACIFIC NORTHWEST

Increase your exposure
with a map upgrade

MAPPING LEVEL	PRICE WITH AD PURCHASE	PRICE WITHOUT AD PURCHASE	INCLUDED WITH LISTING
BASIC	FREE	\$30	NAME, ADDRESS
PREMIUM	\$30	\$75	BOLD NAME, ADDRESS, PHONE, HOURS



Contact your Marketing Consultant today if you have any questions!