

OMN 2015 AD RATE CARD



Oregon Music News launched in October 2009, motivated by the decline of music journalism in print media. Operated completely by volunteers, oregonmusicnews.com has become the most comprehensive site in the state covering music in 10 distinct musical genres.

In late 2014, OMN partnered with the News-Register Publishing Co., a fourth-generation, family-owned publishing company located in McMinnville, Oregon, to produce a monthly print edition of the popular website – long a goal of OMN editors – as well as a redesigned online product.

OMN is a free publication available at over 200 location throughout Oregon. It is also available by subscription. Monthly distribution ranges from 10,000 to 12,000. The website is updated on a daily basis.

2014 OMN ADVERTISING RATES			CONTRACT RATES		COLOR
Ad Size	Dimensions (inches)	Basic	6 Ads (10% Disc.)	12 Ads (20%)	Basic
1/10 Horiz.	4.375 X 1.9	\$160	\$144	\$128	\$45
1/10 Vert.	2.0625 X 4.05	\$160	\$144	\$128	\$45
1/8 Horiz.	4.375 X 2.4444	\$230	\$207	\$184	\$60
1/8 Vert.	2.0625 X 5.125	\$230	\$207	\$184	\$60
1/5 Sq.	4.375 X 4.05	\$320	\$346	\$314	\$90
1/4 Page	4.375 X 5.125	\$450	\$405	\$360	\$105
1/2 Vert.	4.375 X 10.5	\$750	\$675	\$600	\$120
1/2 Horiz.	9 X 5.125	\$750	\$675	\$600	\$120
Full Page	9 X 10.5	\$1,450	\$1,305	\$1,160	\$150
Full Page (bleed)	10 X 12 (trim) 10.25 X 12.25 (bleed)	\$1,450	\$1,305	\$1,160	\$150
PREMIUM PLACEMENTS			CONTRACT RATES		
Back Cover	10 X 12 (trim) 10.25 X 12.25 (bleed)	\$1,850	\$1,665	\$1,480	included
Pages 2 and 3	10 X 12 (trim) 10.25 X 12.25 (bleed)	\$1,600	\$1,440	\$1,280	included
Inside Back Cover	10 X 12 (trim) 10.25 X 12.25 (bleed)	\$1,600	\$1,440	\$1,280	included

Contracts can mix sizes. Six-ad contracts can skip months.

SALES & MARKETING MANAGER

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2014 ADVERTORIAL RATES	Price	Print Size (inches)	Details
Half-Page Advertorial	\$1,200	9 X 5.125	Buy this promo and receive ¼ pg ad
Full-Page Advertorial	\$2,200	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 upload your file to our FTP site.

FTP: <http://transfer.newsregister.com/>

Username: transferOMN • Password: transfer

Free FTP Software

Mac OS X: Cyberduck, <http://cyberduck.ch>

Windows: SmartFTP, www.smartftp.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.

PDF Requirements

- Save as Press Quality OR PDF/X-1^a.
- Select Acrobat 4.0 Compatibility.
- Embed all fonts.

Illustrator/Freehand EPS Requirements

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

Unacceptable Formats

JPEG, BMP, GIF, and PNG formats are designed for web graphics and are not acceptable for print. Word, Works, and Publisher files are not acceptable for quality press output. • Quark, InDesign, and PageMaker native file formats are not accepted—Oregon Music News does not accept outside fonts. Please export your ad

as a PDF with graphics and fonts embedded. Photoshop files are raster based. This means if they need to be resized their quality will deteriorate. Photoshop EPSes are also not ideal for text unless they are saved at 600 dpi or higher, which increases file size.

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.
- 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

- All graphics/photos must be specified as CMYK. RGB is not acceptable.
- Spot colors must be converted to CMYK.
- Four-color black text (Registration or Rich Black) is not acceptable in any case.