

NW Examiner

Serving Portland's Northwest Neighborhoods since 1986

2017 ADVERTISING RATES & PUBLICATION SCHEDULE

Thank you for your interest in advertising with the NW Examiner. We have tens of thousands of loyal readers because we cover the community with in-depth, award-winning reports they can't get elsewhere. Advertising in the NW Examiner not only supports one of the oldest Portland community newspapers but for an affordable price delivers great results. We all look forward to working with you this year.

In every issue:

-  Snapshots
-  New Businesses
-  The Pearl
-  Going Back
-  Business Briefs
-  Going Out
-  Obituaries
-  Community Events



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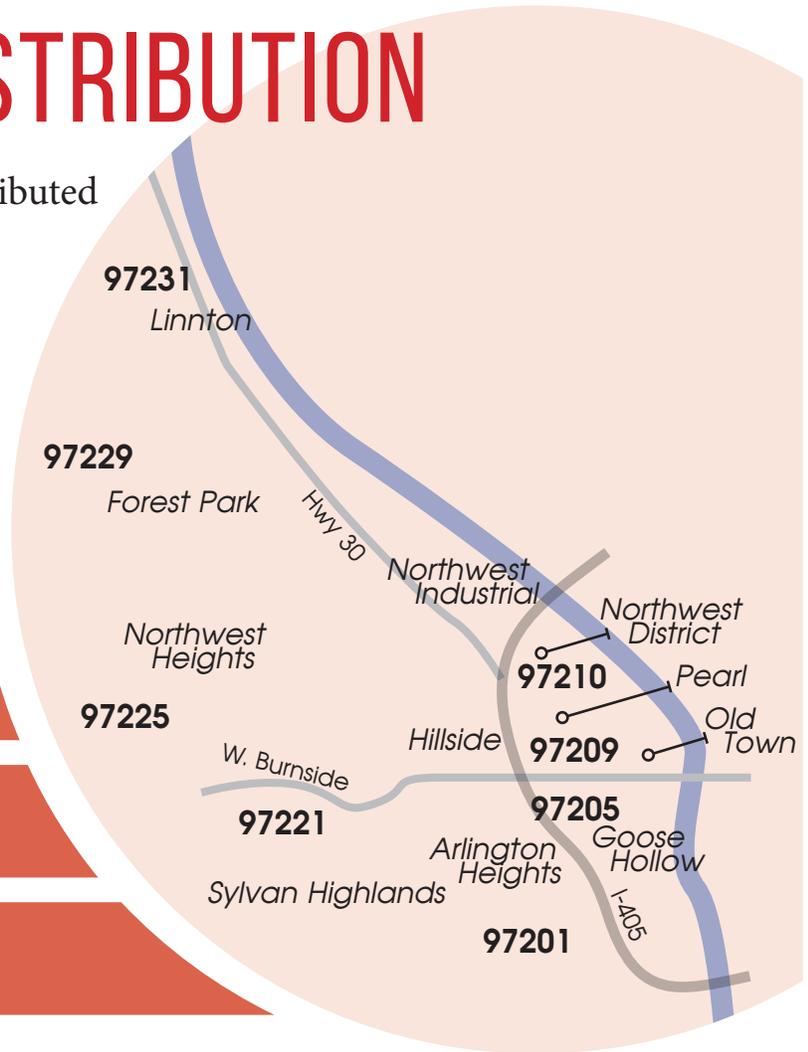
CIRCULATION & DISTRIBUTION

37,000 monthly copies printed/distributed

34,000 mailed to NW Portland residents

+
3,000 available at 100 neighborhood newsstands, libraries, pubs, coffee shops and stores.

97201 2,450 copies	97205 750 copies	97209 10,500 copies
97210 4,750 copies	97221 1,150 copies	97225 2,250 copies
97229 9,250 copies	97231 2,050 copies	



READER DEMOGRAPHICS

77% of NW Portland residents find that local retailers & services are very accessible

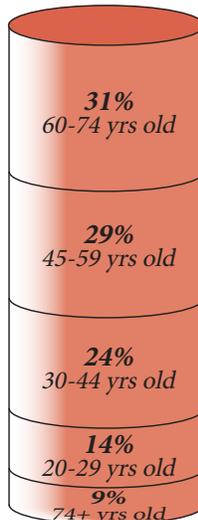


Annual income range is from \$75,000 to \$150,000+

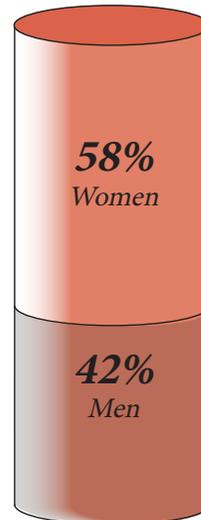


Median home sale price is \$269,000 to \$698,000

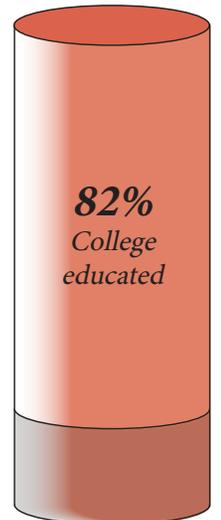
Age



Gender



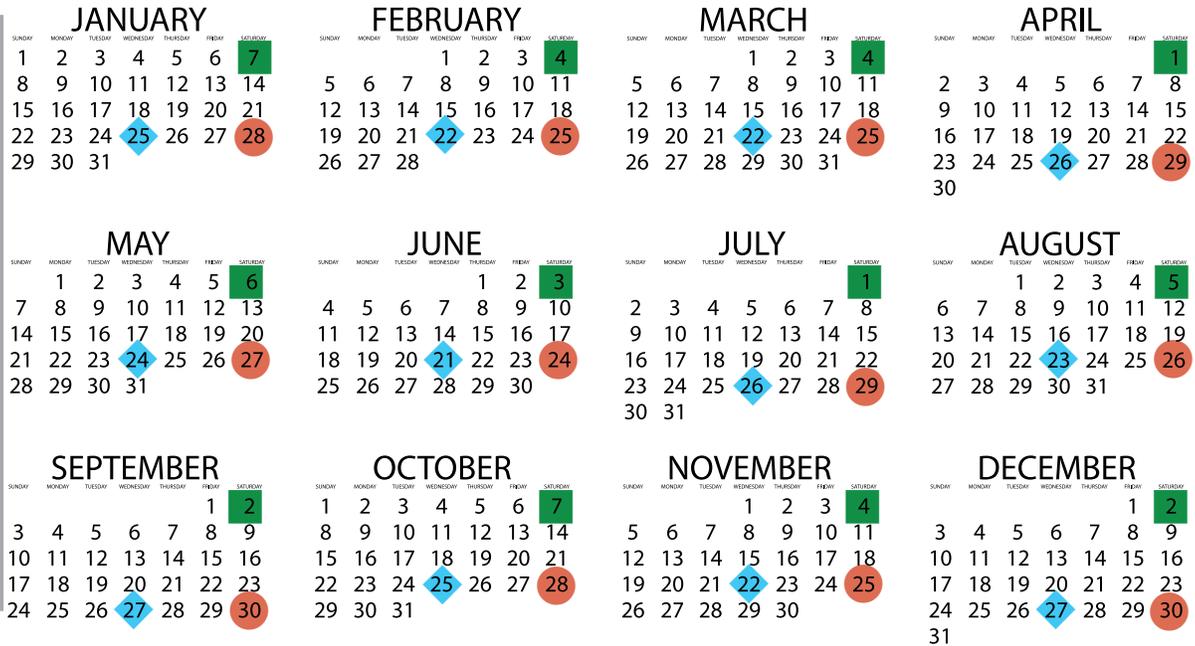
Education



PUBLICATION SCHEDULE/DEADLINES

- Publication Date 
- Space Reservation* 
- Art Deadline* 

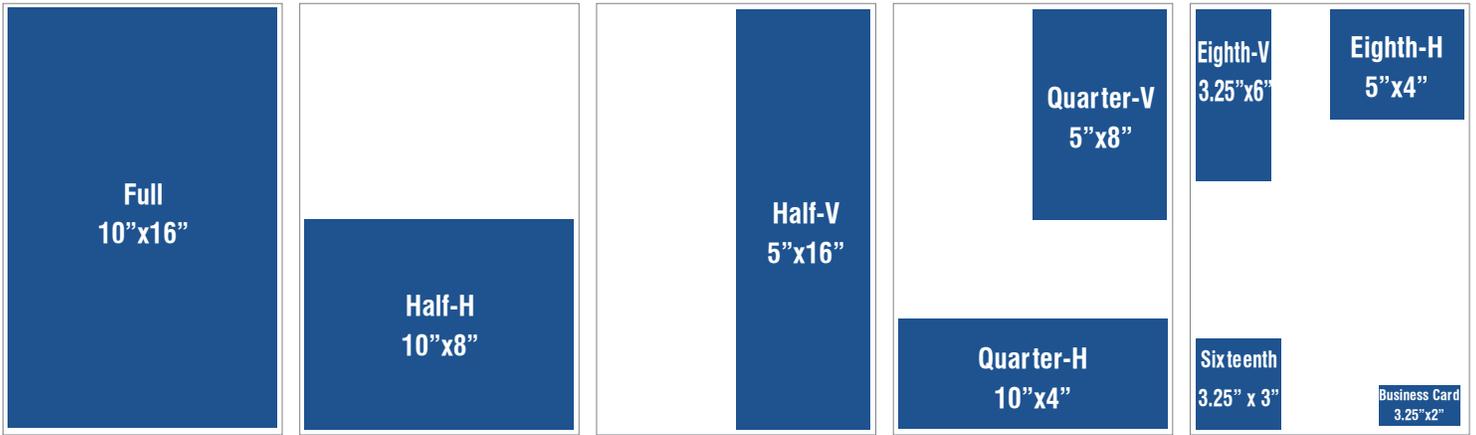
* Space & art deadlines are the month prior to publication



ADVERTISING RATES

Ad Size	Ink	1 month	3 months	6 months	12 months
Full 	B & W	\$1495	\$1350	\$1250	\$1150
	Color	\$1745	\$1600	\$1500	\$1400
1/2 	B & W	\$825	\$775	\$725	\$650
	Color	\$950	\$900	\$850	\$775
1/4 	B & W	\$475	\$425	\$390	\$350
	Color	\$600	\$550	\$515	\$475
1/8 	B & W	\$260	\$240	\$215	\$195
	Color	\$385	\$365	\$340	\$325
1/16 	B & W	\$190	\$170	\$150	\$130
Business Card 	B & W	\$140	\$110	\$100	\$80

Pre-Printed Inserts: 5.5 cents each, must full cover each Zip Code selected, see Circulation for figures. All orders require 250 extra copies.



ADVERTISING SPECIFICATIONS

Advertiser Supplied Press-Ready Art:

Submit press-ready ads digitally in JPEG, PDF, or TIFF format.

To be considered press-ready, files must be the correct size and color mode: CMYK or grayscale, with a preferred line resolution (dpi) of 220. We cannot guarantee the reproduction quality of files under 180 dpi.

Maximum color build is 240%.

Microsoft Publisher documents must be converted to and submitted as a press-ready PDF file.

- A \$10 minimum fee will apply to the following:
- Ads submitted as a hard copy (formerly camera-ready) which require scanning to a digital format.

- Ads submitted in Microsoft Word which must be converted to a different file format.
- Ads that require resizing, color mode changes or other modifications will be charged at the regular artwork rates.

Publication Produced Advertising:

Ad rates do not include graphic design services. The NW Examiner can produce your ad at a rate of \$45 per hour: \$20 minimum for new ads, \$10 minimum for revisions to existing ads. Materials and information for ads to be produced by the NW Examiner must be provided by the space reservation deadline.

Add 10% to cost of ad space for solid black ink coverage over 50% of ad.

The latest NW dining news ...

current events ...

history ...

