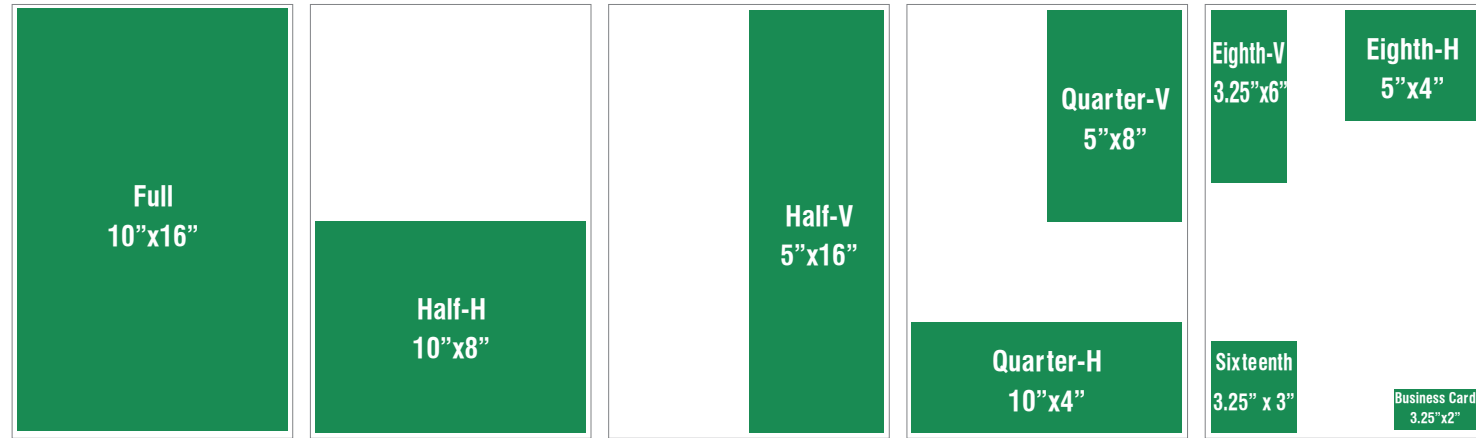


# NW Examiner

Serving Portland's Northwest Neighborhoods since 1986

## 2019 ADVERTISING RATES & PUBLICATION SCHEDULE



## 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.

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

The latest NW dining news . . .

current events . . .

history . . .



### Advertising

**JOLEEN JENSEN-CLASSEN** Sales Manager  
503-804-1573 joleen@nwexaminer.com

### Editorial

**ALLAN CLASSEN** Executive Publisher  
503-241-2353 allan@nwexaminer.com

**www.NWExaminer.com**

**2825 NW Upshur St, Ste. C  
Portland, OR 97210**

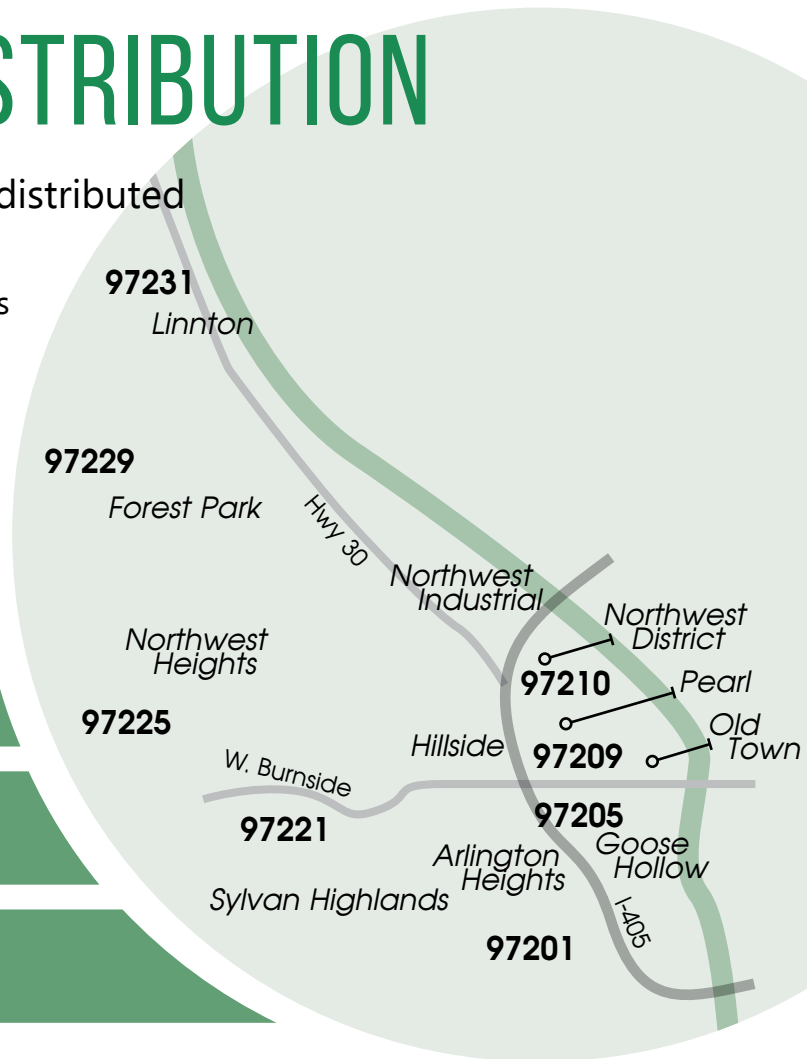
# CIRCULATION & DISTRIBUTION

**34,000** monthly copies printed/distributed

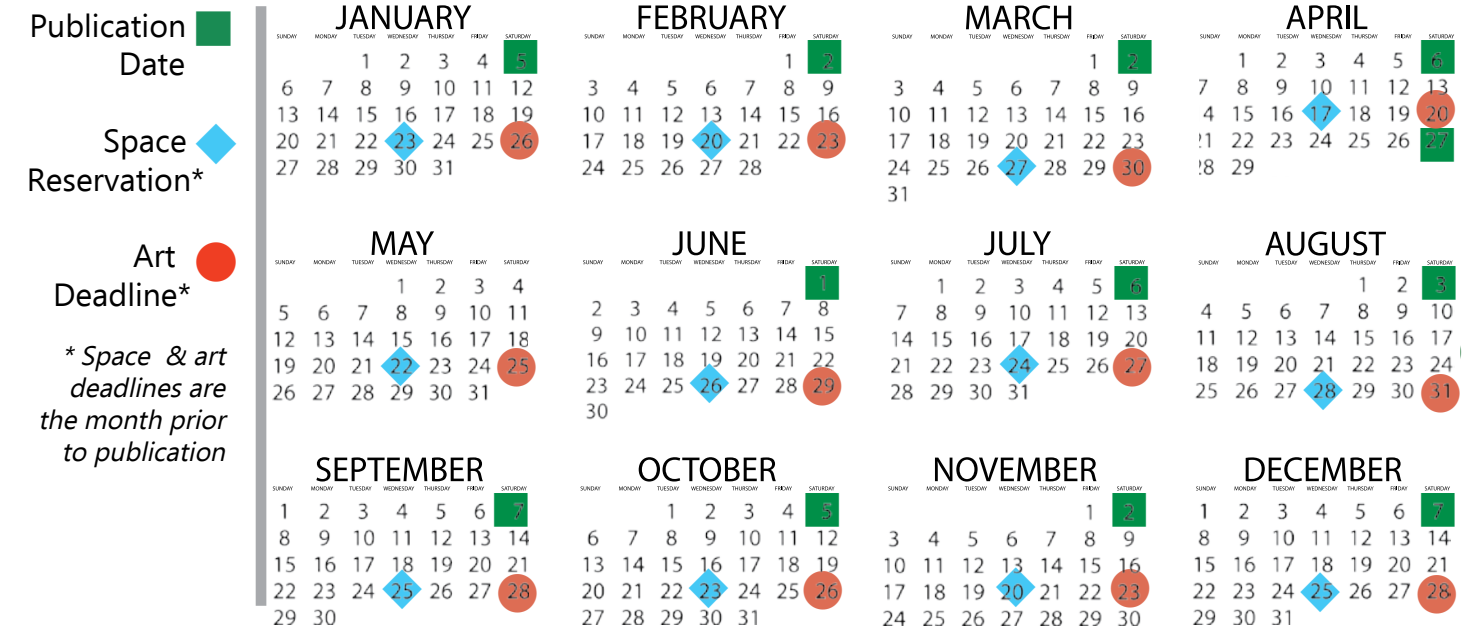
**31,000** mailed to NW Portland residents

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

|                              |                              |                               |
|------------------------------|------------------------------|-------------------------------|
| <b>97201</b><br>2,425 copies | <b>97205</b><br>750 copies   | <b>97209</b><br>11,600 copies |
| <b>97210</b><br>4,675 copies | <b>97221</b><br>1,225 copies | <b>97225</b><br>1,400 copies  |
| <b>97229</b><br>5,100 copies | <b>97231</b><br>2,100 copies |                               |



# PUBLICATION SCHEDULE/DEADLINES



# READER DEMOGRAPHICS

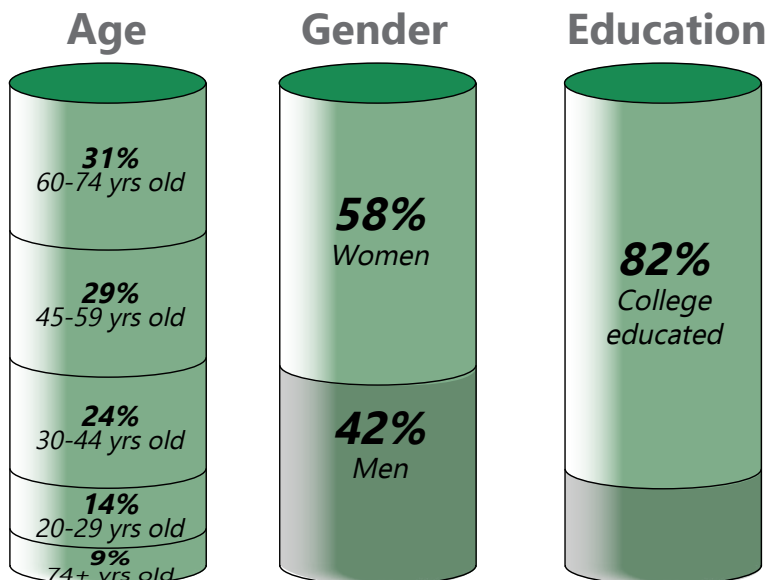
**77%** of NW Portland residents find that local retailers & services are very accessible



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



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



# ADVERTISING RATES

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