

Sneak Preview

The Rogue Valley's News & Review

2012 RATE & INFORMATION SHEET

31,000 copies once a month

(including 29,600 DIRECT MAILED in the Grants Pass market area;
and 2,000 on the stands - the largest circulation in Josephine County!)

2012 DISPLAY AD RATES

2012 PUBLISHING DATES

NOTE: EACH PRICE IS THE COST OF AN AD FOR ONE ISSUE (ONE MONTH'S COVERGE)

Ad size	One-time price	6 times a year	12 times a year	Prices are for camera-ready ads or "repeat ads" that require minor changes.
1/16	\$103	\$97	\$91	
1/8	\$165	\$155	\$145	
3/16	\$230	\$221	\$207	
1/4	\$308	\$288	\$268	
3/8	\$438	\$413	\$393	
1/2	\$542	\$514	\$486	
3/4	\$756	\$725	\$668	
Full	\$870	\$825	\$800	
Back	\$986	\$956	\$880	

Ads requiring production work will be charged market rate.

IN THE MAIL: THURSDAYS
ON THE STANDS: FRIDAYS

JANUARY 2012:	JANUARY 12
FEBRUARY 2012:	FEBRUARY 2
MARCH 2012:	MARCH 1
APRIL 2012:	APRIL 1 (Mar. 29)
MAY 2012:	MAY 3
JUNE 2012:	JUNE 1 (May 31)
JULY 2012:	JULY 1 (June 28)
AUGUST 2012:	AUG. 2
("Best of Rogue Valley," Part I)	
SEPTEMBER 2012:	SEP. 1 (Aug. 30)
("Best of Rogue Valley," Part II)	
OCTOBER 2012:	OCT. 1 (Sep. 27)
NOVEMBER 2012:	NOV. 1 (Oct. 25)
DECEMBER 2012:	DEC. 1 (Nov. 26)

DEADLINE FOR AD COPY: ONE WEEK BEFORE THE PUBLISHING DATE

AD SIZES

1/16 Horizontal:	4.75" x 1.675" high
1/16 Vertical:	2.25" x 3.25" high
1/8 Horizontal:	4.75" x 3.25" high
1/8 Vertical:	3.125" x 4.875"
1/8 One Column:	2.25" x 6.75" high
3/16 square:	4.75" x 4.875" high
3/16 One Column:	2.25" x 10.25" high
1/4 Horizontal:	6.375" x 4.875"
1/4 Vertical:	4.75" x 6.75" high
1/4 One Column:	2.25" x 13.75" high
3/8 Three Column:	7.25" x 6.75" high
1/2 Two Column:	4.75" x 13.75" high
1/2 Four Column:	9.75" x 6.75" high
3/4 Three Column:	7.25" x 13.75" high
Full Page:	9.75" x 13.75" high

4-COLOR ADS: \$125 EXTRA

(\$50-\$75 for smaller ads)

INSERTING RATES:

- One sheet (under .2 ounce): \$47/1000
- .2 ounce or above: An extra \$3/1000 for every tenth of an ounce over .2 ounce

Please send ads electronically,
preferably as a PDF, although we can
work with JPEGs & TIFFs

For advertising information, call John or Dotti Kochis at 474-3044 or 479-9738

e-mail: bottomline@budget.net