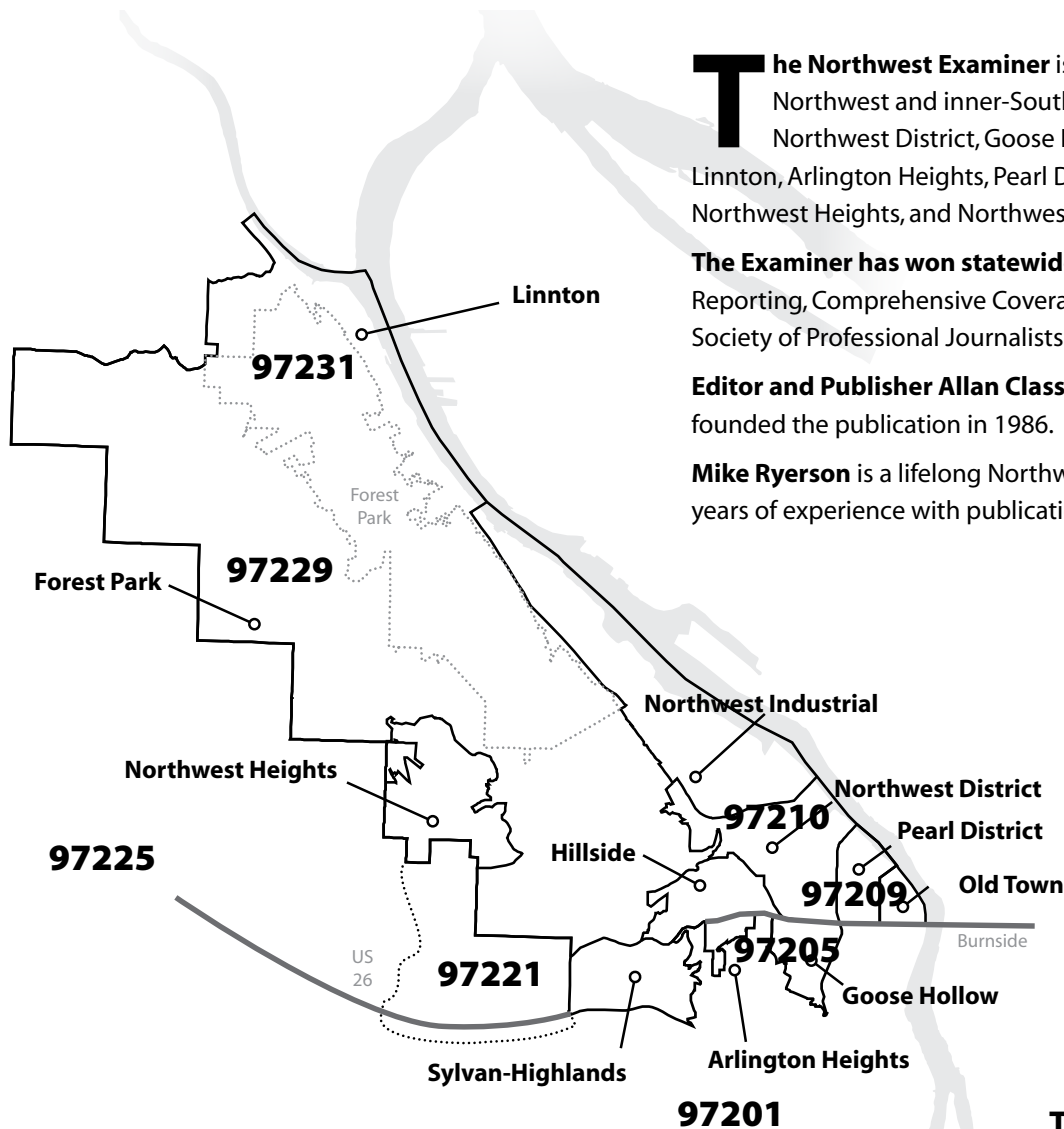


2012 Advertising Rates & Information



The Northwest Examiner is a monthly paper serving 11 Northwest and inner-Southwest Portland neighborhoods: Northwest District, Goose Hollow, Hillside, Forest Park, Linnton, Arlington Heights, Pearl District, Old Town, Sylvan Highlands, Northwest Heights, and Northwest Industrial.

The Examiner has won statewide honors for Investigative Reporting, Comprehensive Coverage and Feature Writing from the Society of Professional Journalists.

Editor and Publisher Allan Classen, a Northwest Portland resident, founded the publication in 1986.

Mike Ryerson is a lifelong Northwest Portland resident who has 30 years of experience with publications in this neighborhood.

You can see
The Northwest Examiner
 online
 at www.nwexaminer.com

Circulation

36,000 including direct mail to **32,000** westside homes and over 100 news stands.

- 97201** 2,150 copies (south of SW Jefferson)
- 97205** 1,125 copies (south of West Burnside, Arlington Heights and Goose Hollow)
- 97209** 8,250 copies (east of 21st Ave., Pearl District and Old Town/Chinatown)
- 97210** 4,425 copies (west of 21st Ave., Nob Hill, West Hills, Willamette Heights and Industrial Area)
- 97221** 1,350 copies (SW Hills and Sylvan-Highlands)
- 97225** 2,800 copies (SW Hills)
- 97229** 9,950 copies (Forest Heights and Skyline)
- 97231** 2,025 copies (Hwy 30 north to Linnton and Forest Park)

To advertise:

Contact Mike Ryerson
mikeryerson@comcast.net
503-381-8050

Northwest Examiner
 503-241-2353
 2825 NW Upshur St., Ste. C
 Portland, OR 97210

2012 Advertising Rates & Specifications

FORMAT: Tabloid, 10" wide by 16" deep with 6 columns.

SIZE width x height in inches	INK	FREQUENCY			
		1 MONTH	3 CONSECUTIVE MONTHS	6 CONSECUTIVE MONTHS	12 CONSECUTIVE MONTHS
Full Page 10 × 16	B&W	\$1,315 PER MONTH	\$1,150 PER MONTH	\$1,070 PER MONTH	\$925 PER MONTH
	Color	\$1,565 PER MONTH	\$1,400 PER MONTH	\$1,320 PER MONTH	\$1,175 PER MONTH
½ Page 10 × 8 or 5 × 16	B&W	\$705 PER MONTH	\$625 PER MONTH	\$590 PER MONTH	\$550 PER MONTH
	Color	\$830 PER MONTH	\$750 PER MONTH	\$715 PER MONTH	\$675 PER MONTH
¼ Page 5 × 8 or 6 ⅝ × 6	B&W	\$410 PER MONTH	\$360 PER MONTH	\$330 PER MONTH	\$300 PER MONTH
	Color	\$535 PER MONTH	\$485 PER MONTH	\$455 PER MONTH	\$425 PER MONTH
⅛ Page 5 × 4 or 3 ¼ × 6	B&W	\$225 PER MONTH	\$205 PER MONTH	\$190 PER MONTH	\$175 PER MONTH
	Color	\$350 PER MONTH	\$330 PER MONTH	\$315 PER MONTH	\$300 PER MONTH
⅙ Page 3 ¼ × 3	B&W	\$165 PER MONTH	\$145 PER MONTH	\$135 PER MONTH	\$115 PER MONTH
Business Card	B&W	\$140 PER MONTH	\$110 PER MONTH	\$100 PER MONTH	\$80 PER MONTH

Add 10% to monthly rate for preferred position placement.

2012 Schedule & Deadlines (5 pm on date specified)

ISSUE DATE	DELIVERY DATE	SPACE RESERVATION	PRESS-READY ART DEADLINE
JANUARY	Sat., Jan. 7	Wed., Dec. 28	Sat., Dec. 31
FEBRUARY	Sat., Feb. 4	Wed., Jan. 25	Sat., Jan. 28
MARCH	Sat., Mar. 3	Wed., Feb. 22	Sat., Feb., 25
APRIL	Sat., Apr. 7	Wed., Mar. 28	Sat., Mar. 31
MAY	Sat., May. 5	Wed., Apr. 25	Sat., Apr. 28
JUNE	Sat., Jun. 2	Wed., May 23	Sat., May 26
JULY	Sat., Jul. 7	Wed., Jun. 27	Sat., Jun. 30
AUGUST	Sat., Aug. 4	Wed., Jul. 25	Sat., Jul. 28
SEPTEMBER	Sat., Sep. 1	Wed., Aug. 22	Sat., Aug. 25
OCTOBER	Sat., Oct. 6	Wed., Sep. 26	Sat., Sep. 29
NOVEMBER	Sat., Nov. 3	Wed., Oct. 24	Sat., Oct. 27
DECEMBER	Sat., Dec. 1	Wed., Nov. 21	Sat., Nov. 24
JANUARY '13	Sat., Jan. 5	Wed., Dec. 26	Sat., Dec. 29

Artwork

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.

Preferred line resolution is 220.

Maximum color build is 240%.

We cannot guarantee the reproduction quality of files under 180 dpi.

We cannot accept Microsoft Publisher documents unless they are converted to PDF format.

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 described above.

Publication Produced Advertising:

Ad rates do not include graphic design services. The NW Examiner can produce your ad at a rate of \$30 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 space.

Inserts

6 cents each, must fully cover each Zip Code selected, see Circulation for figures.

All orders require 250 extra copies.

Where to find the Northwest Examiner

Street racks

NW 10th and Burnside (Powell's)
NW 11th and Couch (Powell's)
NW 11th and Glisan (TeaZone)
NW 11th and Lovejoy (Starbucks)
NW 12th and Glisan (Starbucks)
NW 13th and Lovejoy (Office Max)
NW 20th Place and Burnside (Fred Meyer)
NW 21st and Flanders (Ken's Bakery)
NW 21st and Johnson (City Market)
NW 21st and Lovejoy (BP)
NW 21st and Northrup (Paley's Place)
NW 21st and Glisan (Trader Joe's)
NW 22nd and Marshall (Good Samaritan)
NW 23rd and Glisan (Pizzicato)
NW 23rd and Irving (Papa Haydn)
NW 23rd and Kearney (Mio Gelato)
NW 23rd and Marshall (Shogun's Gallery)
NW 23rd and Pettygrove (Café Vivace)
NW 23rd and Savier (McMenamins)
NW 23rd Place and Thurman (Food Front)
NW 27th and Wilson (Montgomery Park)
SW Fifth and Madison (City Hall)
SW 19th and Salmon (Multnomah Athletic Club)

Other major drop points

NW Ninth and Davis (Fuller's)
NW 21st and Irving (Coffee Time)
NW 21st and Johnson (Beau Thai)
NW 23rd and Savier (Lompoc)
NW 23rd Place and Burnside (Postal Annex)
NW 23rd and Thurman (Northwest Library)
NW 23rd Place and Vaughn (Kobos)
NW 26th and Thurman (Friendly House)
NW 28th and Yeon (Tubby's Deli)
NW 29th and Yeon (Guild's Lake Inn)
SW 19th and Jefferson (Goose Hollow Inn)
SW Vista and Burnside (Uptown Chevron Food Mart)

Your mailbox

If you live or have a business in Northwest Portland (or north of Southwest Jefferson and Highway 26) and are not getting the paper mailed to you, please email allan@nwexaminer.com.

Online

You can also read The Examiner online at:
www.nwexaminer.com

