



LOCAL OPEN ADVERTISING RATE:
B&W RATE: \$9.50/COLUMN INCH • COLOR RATE: B&W RATE + 25%

SIZE	MEASUREMENTS		COST	
	HORIZONTAL	VERTICAL	B&W	COLOR
Middle Spread	21.5" x 16"	--	\$1824	\$2280
Full Page	10.2" x 16"	--	912	1140
3/4 Page	10.2" x 12"	--	684	855
1/2 Page	10.2" x 8"	5" x 16"	456	570
1/3 Page	10.2" x 5.33"	3.3" x 16"	304	380
1/4 Page	10.2" x 4"	5" x 8"	228	285
1/8 Page	10.2" x 2"	5" x 4"	114	143
1/16 Page	10.2" x 1"	5" x 2"	57	71
2 col x 2"	3.3" x 2"	--	38	48
Business Directory	--	1.75" x 2.25"	9.50/wk	N/A
Church Directory	--	1.367" x 2.25"	5.00/wk	N/A

We have other ad sizes available.

Column Widths

- 1 col = 1.55" 5 col = 8.5"
 - 2 col = 3.3" 6 col = 10.2"
 - 3 col = 5"
 - 4 col = 6.75"
- allow 0.156" for column gutters*

For information and correct specs for CRA (Camera Ready Art), please call or email.

MARKETING/ADVERTISING QUESTIONS:
marketing@rogueriverpress.com • (541) 582-1707

CLASSIFIED AD WEEKLY RATE: \$6 for the first 20 words and 10¢ for each additional word thereafter. The first 2-3 words of your classified ad will automatically be printed in **BOLD CAPS**. Additional bold or capitalized words are 10¢ each. A box around your ad is an additional \$1. Classified ads are straight-line text only (typed into the available space, no additional formatting) and are limited to 100 words. *All classifieds must be pre-paid* (unless other arrangements have been approved prior to ad deadline).

• **CLASSIFIED ADS ARE NOT ACCEPTED VIA EMAIL** •

CIRCULATION

Rogue River Press (Weekly Publication) • 2000 Paid • Published every Wednesday

Serving: Rogue River, Gold Hill, Sams Valley, Grants Pass, Central Point & Medford

The *Rogue River Press* has a larger circulation in the 97537 zip code than the two Southern Oregon daily papers combined.

INSERTS

Insertion Rate: \$125/2000 • Folding Rate*: \$100/2000

*Inserts must be 8½" x 11" or folded down to 8½" x 11". Additional folding charge will apply if not the appropriate size.

DEADLINES:

Classified ads: NOON, Tuesday

Church, Business & Display ads: NOON, Friday (for construction) • NOON, Monday (print ready)

Inserts: 4pm, Friday (Insert for following Wednesday)

Real Estate ads: 4pm, Friday (for construction) • NOON, Monday (print ready)

ACCEPTABLE FORMATS: QuarkXPress (9.3 - 2016), PDF, EPS, tif, jpg or png. Fonts must be embedded with your EPS or PDF files.

We'll gladly accept your:  

AD RATES EFFECTIVE THROUGH DECEMBER 2017

EXAMPLES OF AD
SIZES FOR THE



2 X 3
(2 col x 3")

\$57
\$71

2 X 4
(2 col x 4")

\$76
\$95

2 X 5
(2 col x 5")

\$95
\$119

2 X 2
(2 col x 2")

\$38
\$48

**BUSINESS
DIRECTORY**
(1.75" x 2.25")

\$9.50/wk.
(BW ONLY)

**CHURCH
DIRECTORY**
(1.367" x 2.25")

\$5/wk.
(BW ONLY)

3 X 2
(3 col x 2")

\$57

\$71

3 X 3
(3 col x 3")

\$86

\$107

3 X 4
(3 col x 4")

\$114

\$142

3 X 5
(3 col x 5")

\$143

\$178

1 X 3
(1 col x 3")

\$29

\$36

1 X 4
(1 col x 4")

\$38

\$48

1 X 5
(1 col x 5")

\$48

\$59