

**LOCAL OPEN ADVERTISING RATE:**  
**B&W RATE: \$10.50 PER COLUMN INCH • COLOR RATE: B&W RATE + 25%**

| SIZE               | MEASUREMENTS                       |                 | COST     |        |
|--------------------|------------------------------------|-----------------|----------|--------|
|                    | HORIZONTAL                         | VERTICAL        | B&W      | COLOR  |
| Middle Spread      | 21.5" x 16"                        | --              | \$2016   | \$2520 |
| Full Page          | 10.2" x 16"                        | --              | 1008     | 1260   |
| 3/4 Page           | 10.2" x 12"                        | --              | 756      | 945    |
| 1/2 Page           | 10.2" x 8"                         | 5" x 16"        | 504      | 630    |
| 1/3 Page           | 10.2" x 5.33"                      | 3.3" x 16"      | 335.75   | 419.75 |
| 1/4 Page           | 10.2" x 4"                         | 5" x 8"         | 252      | 315    |
| 1/8 Page           | 10.2" x 2"                         | 5" x 4"         | 126      | 157.50 |
| 1/16 Page          | 10.2" x 1"                         | 5" x 2"         | 63       | 78.75  |
| 2 col x 2"         | 3.3" x 2"                          | --              | 42       | 52.50  |
| Business Directory | FOUR WEEK<br>MINIMUM<br>COMMITMENT | 1.75" x 2.25"   | 10.00/wk | N/A    |
| Church Directory   |                                    | 1.558" x 2.547" | 6.00/wk  | N/A    |

**We have other ad sizes available.**

*Rates rounded to the nearest quarter dollar.*

**Column Widths**

1 col = 1.55"      5 col = 8.5"  
 2 col = 3.3"      6 col = 10.2"  
 3 col = 5"      allow 0.156" for  
 4 col = 6.75"      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 15 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‡**

‡Deadlines are subject to change in the event of a holiday. Please call for changes or for deadlines not listed below.

**Classified ads:** NOON, Tuesday

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

**Inserts:** 4pm, Thursday (Insert for following Wednesday)

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

**ACCEPTABLE FORMATS:** QuarkXPress (9.3 - 2018), PDF, EPS, TIF, JPG or PNG. Fonts must be embedded with your EPS or PDF files.

**We'll gladly accept your:**  

**AD RATES EFFECTIVE/HONORED THROUGH DECEMBER 2020**