

The Sneak Preview

The Rogue Valley's News & Review

2009 RATE & INFORMATION SHEET

30,000 copies once a month

(including 28,000 DIRECT MAILED in the Grants Pass market area; and 2,000 on the stands - the largest circulation in Josephine County!)

2009 DISPLAY AD RATES

2009 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
1/16	\$96	\$90	\$84
1/8	\$150	\$140	\$130
3/16	\$207	\$198	\$185
1/4	\$280	\$260	\$240
3/8	\$400	\$375	\$350
1/2	\$486	\$458	\$430
3/4	\$687	\$652	\$625
Full	\$757	\$712	\$685
Back	\$944	\$914	\$838

Prices are for camera-ready ads or "repeat ads" that require minor changes.

Ads requiring production work will be charged slightly higher.

IN THE MAIL: THURSDAYS	
ON THE STANDS: FRIDAYS	
JANUARY 2009:	JANUARY 15
FEBRUARY 2009:	FEBRUARY 5
MARCH 2009:	MARCH 5
APRIL 2009:	APRIL 2
MAY 2009:	MAY 1 (Apr. 30)
JUNE 2009:	JUNE 4
JULY 2009:	JULY 2
AUGUST 2009:	AUG. 1 (July 30)
("Best of Rogue Valley," Part I)	
SEPTEMBER 2009:	SEP. 3
("Best of Rogue Valley," Part II)	
OCTOBER 2009:	OCT. 1
NOVEMBER 2009:	NOV. 1 (Oct. 29)
DECEMBER 2009:	DEC. 1 (Nov. 27)

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 Three Column:	7.25" x 8.75" 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: \$75 EXTRA

INSERTING RATES:

- One sheet (under .2 ounce): \$45/1000
- .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 Kochis (474-3044),
Dotti Kochis (479-9738) or Curtis Hayden (482-0368) • sneakpre@mind.net