



# 2012 Display Advertising Rates

PRICES IN EFFECT 2/1/2012  
THROUGH 12/31/2012 •  
REVISED JANUARY 29, 2012


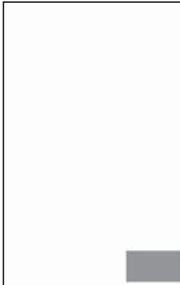

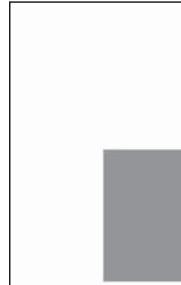


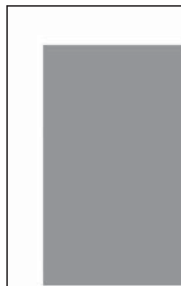

**WOODLAND:**  
Historic Downtown Woodland!  
PO Box 244  
131 Davidson Ave., Ste AA  
Woodland, WA 98674  
Ph: 360 225-1273 • Fax: 360 225-4838

<b>The Review</b>	<b>B&amp;W</b>	<b>Color</b>
Per column inch	\$13.00	\$17.00

**DEADLINES: All ads, materials and content, must be complete by the applicable deadline or a rush fee will be applied.**

For more information about advertising contact:

Gloria Loughry at 360-225-1273 Cheryl Spaulding at 360-442-6405 or contact *The Review* at 360-225-1273.

<b>FRONT PAGE!</b> (One Position)	(6 c.i.)		<b>Business Card</b>	(3.75 c.i.)		<b>1/8th Page</b>	(12.12 c.i.)		<b>1/4 Page</b>	(24 c.i.)	
<b>B&amp;W</b>	<b>Color</b>		<b>B&amp;W</b>	<b>Color</b>		<b>B&amp;W</b>	<b>Color</b>		<b>B&amp;W</b>	<b>Color</b>	
SWWA Edition	n/a	\$279.50	SWWA Edition	\$48.75	\$63.75	SWWA Edition	\$157.56	\$206.04	SWWA Edition	\$312.00	\$408.00
	3 col x 2" only			Sample configurations: 1 col x 3.75" 2 col x 1.875" 3 col x 1.25"			Sample configurations: 1 col x 12.12" 2 col x 6.06" 3 col x 4.04"			Sample configurations: 2 col x 12" 3 col x 8" 4 col x 6" 5 col x 4.8" 6 col x 4"	
<b>1/3 Page Vert.</b>	(32.34 c.i.)		<b>1/2 Pg. (Horiz. or Vert.)</b>	(48 c.i.)		<b>3/4 Page Vert.</b>	(72.75 c.i.)		<b>Full Page</b>	(6 col x 16.125")	
<b>B&amp;W</b>	<b>Color</b>		<b>B&amp;W</b>	<b>Color</b>		<b>B&amp;W</b>	<b>Color</b>		<b>B&amp;W</b>	<b>Color</b>	
SWWA Edition	\$420.42	\$549.78	SWWA Edition	\$624.00	\$816.00	SWWA Edition	\$898.46	\$1200.38	SWWA Edition	\$1194.86	\$1596.38
	Sample configurations: 2 col x 16.125" 3 col x 10.78" 4 col x 8.085" 5 col x 6.468" 6 col x 5.39"			Sample configurations: 3 col x 16" 4 col x 12" 5 col x 9.6" 6 col x 8"			Sample configurations: 5 col x 14.55" 6 col x 12.125"			Sample configurations: 6 col x 16.125"	

## BASIC INFORMATION

Rates Effective 3/1/2012–12/31/2012  
(Revised 1/28/2012—This revision cancels all previous rate cards.)

### The Review Media Group Family of Publications

In Woodland: 131 Davidson Ave. / P. O. Box 244, Woodland, WA 98674-0300  
Phone: (360) 225-1273 • Fax: (360) 225-4838

www.lewisriverreview.com • e-mail: editor@lewisriverreview.com

## CLASSIFIED ADVERTISING

### General Classifieds (Per Word Rates)

(Applies to all publications carrying classified ads)

Number of Words	Rate
20 or less	\$10.00
21 or more	Base + 50¢ per word
Blind Ad charge	\$5.00 additional

## MECHANICAL SPECIFICATIONS

All pages (including Classifieds) = 6 column format  
Columns are 9 picas 5 points wide with 1 pica between

1 col = 9p5 wide (1.569")	4 col = 40p8 wide (6.778")
2 col = 19p10 wide (3.306")	5 col = 51p1 wide (8.514")
3 col = 30p3 wide (5.042")	6 col = 61p6 picas wide (10.25")

## PREPRINT (INSERTIONS) RATES

### \$45/thousand

All preprints must be folded to fit inside 8-1/2 x 11" dimension area of this paper. If The Review staff is required to fold and/or mark out bulk mail permit insignia, customer will be charged \$15.00 per hour and the advertiser and/or advertising agency agree to defend, indemnify and hold harmless The Review Media Group Family of Publications, their heirs and assigns, against any and all liability, loss, or expense arising from claims including but not limited to libel, unfair competitions, unfair trade practices, infringements, or trademarks, copyrights, trade names, patents, plagiarism, or proprietary rights or violations of right of privacy resulting from the publication of the advertiser's advertisement.

### \*Non-commissionable

All ads appearing in The Review Media Group's Family of Publications are non-commissionable. The term "non-commissionable" applies to those companies (usually advertising agencies) who might look to the newspaper as a source for a commission on the "sale" of advertising placed in the newspaper.

### Political Advertising

Political advertising shall be paid in full at the time of the insertion of advertising. Ads shall be of good taste and may be refused at the discretion of the Editor.

## THE FINE PRINT

### Advertising Rates Terms and Conditions

1. The term The Review Media Group Family of Publications or The Review Media Group (hereafter referred to as *The Review*) as used herein is meant to include the newspaper

- and its related publications, their employees, owners, officers, agents and contractors.
2. Local retail rates are non-commissionable. Local retail rates are allowed only to local retail and service establishments dealing directly with consumers in our circulation area.
  3. *The Review* is not bound by any terms or conditions printed or otherwise appearing on order blanks, advertising forms or copy instructions when in conflict with the terms and conditions on *The Review* rate cards. The advertiser and/or advertising agency agree to defend, indemnify and hold harmless *The Review* against any and all liability, loss, or expense arising from claims including but not limited to libel, unfair competitions, unfair trade practices, infringements, or trademarks, copyrights, trade names, patents, plagiarism, or proprietary rights or violations of right of privacy resulting from the publication of the advertiser's advertisement.
  4. *The Review* shall not be liable for any failure to print, publish, or circulate all or part of any issue in which advertising accepted by *The Review* is contained if the failure is due to circumstances beyond the control of *The Review*.
  5. *The Review* shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement when composition is provided by *The Review* staff. *The Review* assumes no responsibility for the accuracy of any submitted advertising. In the event of errors that materially affect the value of the advertisement, if at fault, *The Review* will be responsible only for the space in which the error occurred. Liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement. Notification of purported error must be given to *The Review* within two days of publication of ad containing error. Any request for adjustment on billing must be made in writing within the month in which the purported error occurred. In the event of errors in prices, publisher agrees to submit a letter of correction to be posted in the business concerned, but cannot be financially liable for any amount where

items are sold at the incorrect price. In any case, publisher will not be responsible for errors in copy above and beyond the value of the space occupied by erroneous copy.

### **Contract and Copy Regulations**

6. *The Review* reserves the right to reject or cancel any advertisement at any time. All advertising must be in good taste as to form, subject matter, wording, size, illustration, and typography. Advertising that is considered offensive or detrimental to the public, *The Review*, or another advertiser, may be refused for publication.
7. A proof to the advertiser removes responsibility for errors when advertiser or agent approves it, in any event, liability for errors in advertisements shall not exceed the cost of the space occupied by the error. Display advertising is accepted for run-of-the-paper only.
8. *The Review* reserves the right to insert the word "advertisement" in any ad.
9. All advertising copy which represents the creative effort of *The Review* and/or the utilization of its creativity, illustrations, labor, composition or material furnished by it, is and remains the property of *The Review*, including all right of copyright herein. Advertiser understands and agrees that it cannot authorize photographic or other reproductions, in whole or part, of any such advertising copy for use in any other medium without the express written consent of *The Review*.
10. Composition costs will be charged for ads set but cancelled by the advertiser before publication. If ad is cancelled after deadline, advertiser will be charged for the space the ad would have occupied.
11. *The Review* reserves the right to revise rates at any time without prior notification
12. All rates shall be published. There shall be no secret rates, rebates, or agreements affecting rates. Promotional rates, discounts or other considerations offered by the publisher shall be made available to all advertisers of like situation.