



131 Davidson Ave./P.O. Box 244, Woodland, WA 98674-0300 • Phone: (360) 225-1273 • Fax: (360) 225-4838 • E-mail: editor@lewisriverreview.com

Advertising Rates and Information

Rates effective October 1, 2009 – September 1, 2010 • Subject to change without notice.

(Revised November 11, 2009. This rate card cancels all previous rate cards.)

BASIC INFORMATION

Rates Effective Oct. 1, 2009 – Sept. 1, 2010

(Revised August 1, 2008. This revision cancels all previous rate cards.)

The Review

Serving the Communities neighboring Woodland, WA, USA

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

Gloria Loughry, Publisher

Published once a month with scattered special editions. Please see our website for deadline information or see the Publication Deadline chart on the Classifieds page of *The Lewis River Review*. (all dates are firm, except by special prior arrangement)

Circulation

Approx. 20,000 issues in Woodland, WA metro areas. Delivery is by subscriptions and drop sites (for the location of a drop site near you, please call our offices). Please see your rep for current information.

CLASSIFIED ADVERTISING

General Classifieds (Per Word Rates)

| Number of Words | Rate |
|-----------------|---------------------|
| 20 | \$10.00 |
| 20+ | 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

10% savings will be given to those advertisers contracting 10 or more inserts per year. Contact us directly for more information.

All preprints must be quarter folded to meet insertion specifications of this paper. If *The Lewis River Review* staff is required to quarterfold and/or mark out bulk mail permit insignia, customer will be charged \$15.00 per hour.

DISPLAY ADVERTISING

Space for color is limited and is sold on a first-come, first-served basis. Color is not available on Classified Ad pages. No ads will be placed on the cover page.

REGULAR PER COL. INCH RATE (OPEN RATE)

B&W: \$12.75/col. inch • Four (full) Color: \$17.50/col. inch

SOME USEFUL SIZES AND THEIR COST

Undiscounted Per Issue Price

| Ad Size* | B&W* | Color* |
|----------------------------|-----------|---------|
| Business Card Ad (3.75 ci) | 47.81 | 65.63 |
| 1/24th page ad (3.75 ci) | 47.81 | 65.63 |
| 1/16th page ad (5.625 ci) | 71.72 | 98.44 |
| 1/8th page ad (11.25 ci) | 143.44 | 196.88 |
| 1/4th page ad (24 ci) | 306.00 | 420.00 |
| 1/3 page ad (32 ci) | 408.00 | 560.00 |
| 1/2 page ad (48 ci) | 612.00 | 840.00 |
| 2/3 page ad (64 ci) | 816.00 | 1120.00 |
| 3/4 page ad (72 ci) | 918.00 | 1260.00 |
| Full page ad (97 ci) | \$1236.75 | 1697.50 |

For exact ad dimensions, please call our advertising department at (360) 225-1273 or visit our website at www.lewisriverreview.com and look for the "Display Advertising" tab. You can download needed files there.

SAVE MONEY!

Combine Ad Size with Frequency for your Best Discount! Find out if there's a discount for YOU!

Ask your ad rep how you can save!

*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.

SPECIAL-RATE ADVERTISING

SOCIAL BETTERMENT/NON-PROFIT RATE

Rate (b&w): \$10.20/col. inch (20% Savings!)

Rate (color): \$14.00/col. inch (20% Savings!)

Ads receiving the Social Betterment/Religion rate are restricted to local (Woodland area) organizations. Content is restricted to non-business advertising containing social betterment/religious content or advertising of a non-profit/social betterment nature and is accepted at the discretion of the Editor.

This category is intended to enable these organizations to promote activities which better our society to the community. An example would be: a social group or fraternal organization which is having fund-raising to gather monies used in buying toys for sick children; a church group which is promoting their church Christmas pageant; etc.

FRIENDS & FAMILY RATE

Rate (b&w): \$6.38/col. inch (50% Savings!)

Rate (color): \$8.75/col. inch (50% Savings!)

Intended for non-business use to invite the general public to use the newspa-

per as a means to celebrate their family and friends. Ads could include events such as birthday announcements, cards of thanks, announcement of a graduate's accomplishments, etc., and are placed in particular sections, depending on type and content of ad. Content is restricted to non-business advertising and is accepted at the discretion of the Editor.

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 Lewis River 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 Lewis River 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 Lewis River Review* rate cards. The advertiser and/or advertising agency agree to defend, indemnify and hold harmless *The Lewis River 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 Lewis River 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 Lewis River Review* is contained if the failure is due to circumstances beyond the control of *The Lewis River Review*.
5. *The Lewis River 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 Lewis River Review* staff. *The Lewis River 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 Lewis River 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 Lewis River 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 sub-

mit 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 Lewis River 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 Lewis River 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 Lewis River Review* reserves the right to insert the word "advertisement" in any ad.
9. All advertising copy which represents the creative effort of *The Lewis River Review* and/or the utilization of its creativity, illustrations, labor, composition or material furnished by it, is and remains the property of *The Lewis River 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 Lewis River 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 Lewis River 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.

Contact us with any questions at:

Phone: (360) 225-1273, or Fax: (360) 225-4838

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