

WillametteLive.com

News • Opinion

Arts • Events

Pay by Impression

From PRINT to WEB

\$15 per thousand impressions
Minimum Purchase 5000
impressions = \$50.00

• An impression is made any time a user/reader completely loads a page that contains your ad

Top Horizontal.....570 x 90
Side Vertical160 x 600
Island300 x 250

Island Story Ad

300 x 250

Top Horizontal Ad

570 x 90

Side Vertical Ad

160 x 600

10% upgrade
when you buy any print ad in Salem Monthly Newspaper you can run that same ad on-line for only 10% more.

- See your print ad online
- Link to your web site

Same ad / Same size
Available on any size 5 units or smaller.
Ad runs for the length of that print contract.
No changes can be made to the ad copy once published.

RUN ANY PRINT SIZE
5 units or smaller

Contact our ad department to find the advertising program that will work best for your business

DESIGN / LAY-OUT

\$15 base fee for basic ad creation. Charge for design and illustration work is \$60 per hour. Photography is available by appointment and will be billed at \$60 per hour.

PAYMENT & DEADLINES

Payment due by 15th of the month prior to publication.
Payment due with order, unless credit has been established.
Copy deadline is 5pm On the 23rd of the month prior to publication.
Ads cancelled after deadline may be charged.

PROOFS

Proofs will be delivered upon request when possible. Changes made from advertisers submitted layout or copy are charged \$60 an hour, and are subject to deadline restrictions.

COLOR CHARGES

Spot color.....\$250 per color
Full color (camera ready)...\$450

PREMIUM & GUARANTEED

20% additional charge for premium or guaranteed placement. Please contact marketing consultant regarding premium sections. Minimum 4 unit size accepted for guaranteed placement.

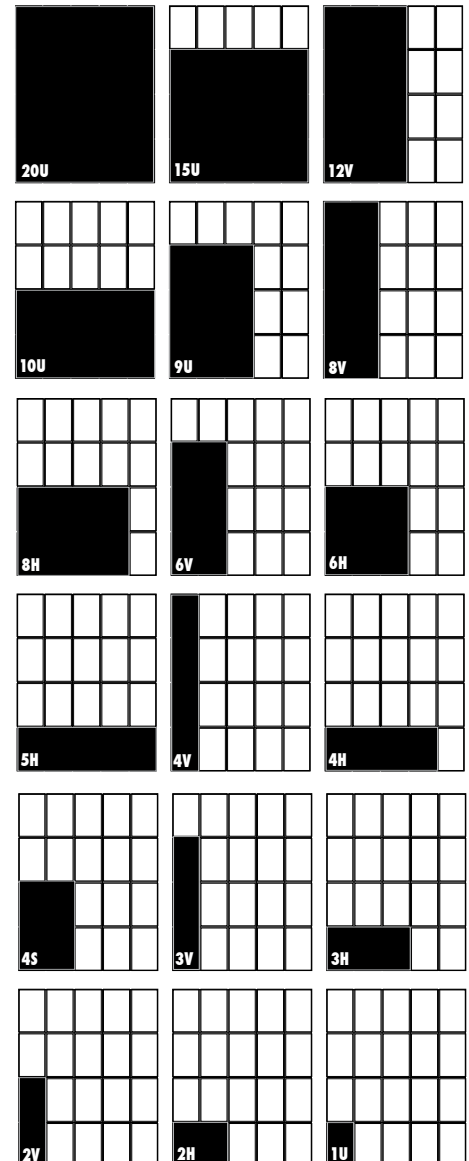
ACCEPTABLE FORMATS

.tiff, high res .jpeg, .pdf, Macintosh preferred. Minimum resolution is 175 dpi. One piece high resolution printout. Finish must fit SM ad size exactly. Ads may also be submitted by disc (cd, dvd, 3.5 Floppy, or zip) or email.

All prices listed include a cash discount of 4%

Frequency Discount

Unit #: W x H	Frequency Discount				
	30%	20%	10%	5%	
20u 9.639" x 12.25"	\$1145.90	\$1309.60	\$1473.30	\$1555.15	\$1637.00
15u 9.639" x 9.15"	\$1024.80	\$1171.20	\$1317.60	\$1390.80	\$1464.00
12u (V)5.727" x 12.25"	\$880.60	\$1006.40	\$1132.20	\$1195.10	\$1258.00
10u 9.639" x 6.055"	\$775.60	\$886.40	\$997.20	\$1052.60	\$1108.00
9u (V)5.727" x 9.15"	\$716.10	\$818.40	\$920.70	\$971.85	\$1023.00
8u (H)7.683" x 6.055" (V)3.772" x 12.25"	\$599.20	\$684.80	\$770.40	\$813.20	\$856.00
6u (H)5.727" x 6.055" (V)3.772" x 9.15"	\$417.20	\$476.80	\$536.40	\$566.20	\$596.00
5u (H)9.639 x 2.958"	\$365.40	\$417.60	\$469.80	\$495.90	\$522.00
4u (H)7.683" x 2.958" (S)3.772" x 6.055" (V)1.816" x 12.25"	\$312.90	\$357.60	\$402.30	\$424.65	\$447.00
3u (H)5.727" x 2.958" (V)1.816" x 9.15"	\$159.60	\$182.40	\$205.20	\$216.60	\$228.00
2u (H)3.772" x 2.958" (V)1.816" x 6.055"	\$106.40	\$121.60	\$136.80	\$144.40	\$152.00
1u 1.816" x 2.958"	\$80.50	\$92.00	\$103.50	\$109.25	\$115.00
* 2 inches 2" x 1.424"	\$51.80	\$59.20	\$66.60	X	\$74.00
* 1st inch 1" x 1.424"	\$34.30	\$39.20	\$44.10	X	\$49.00



* Available in Local Support Guide only.

PUBLISHER'S NOTE Publisher reserves the right to refuse any advertisement or edit a portion of an advertisement at any time. Publisher accepts advertising on the condition that advertiser agrees that at no time shall publisher's liability exceed the cost of the space involved and publisher is not liable for incidental or consequential damages.