

2010 Advertising Rates

Frequency Discount

Willamette Valley Life Magazine is an independently owned, light and bright general interest community magazine. Published quarterly, 20,000 free copies are distributed at key locations throughout Oregon's beautiful Willamette Valley. With a positive outlook, *Willamette Valley Life Magazine* makes readers feel good about themselves and where they live.

You'll find no hard news, politics, controversy or investigative journalism. It features columnists and published authors on a variety of topics including, people, places, music, dining, wine and the arts.

		20% 4x	10% 3x	5% 2x	1x
1/16	(5.0625" x 1.375")	\$100	\$113	\$119	\$125
1/8	(5.0625" x 3.125")	\$136	\$153	\$162	\$171
1/6	(5.0625" x 4.1875")	\$182	\$205	\$216	\$228
1/4	(H: 5.0625" x 6.375")	\$268	\$302	\$319	\$336
1/4	(V: 2.375" x 13")	\$268	\$302	\$319	\$336
1/2	(H: 6.375" x 10.375")	\$513	\$577	\$609	\$642
1/2	(V: 5.0625" x 13")	\$513	\$577	\$609	\$642
Full	(10.375" x 13")	\$982	\$1105	\$1166	\$1228

Design/Layout: Professional design and layout is available and is charged at \$60 per hour.

Payment and deadlines: 100% payment due with order.

Issue	Pub Date	Space Closing	Materials Closing (Camera-Ready)
Winter	January 1	November 21	December 1
Spring	April 1	February 21	March 1
Summer	July 1	May 21	June 1
Fall	October 1	August 21	September 1

Acceptable file formats: 300 dpi, jpeg, tif, pdf - all formatted for PC.

For full color CMYK advertisements, add 30%. For premium positioning requests, add 20%.

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. Prior to any challenge, advertiser agrees to arbitration.