

Sneak Preview

The Rogue Valley's News & Review

2018 RATE & INFORMATION SHEET

33,000 copies once a month

(including 31,300 DIRECT MAILED in the Grants Pass market area; and 2,000 on the stands - the largest circulation in Josephine County!)

2018 DISPLAY AD RATES

2018 PUBLISHING DATES

NOTE: EACH PRICE IS THE COST OF AN AD FOR ONE MONTH

NOTE: DEADLINE FOR ADS IS ONE WEEK BEFORE THE PUBLISHING DATE

Ad Size	B&W 1-time	Color 1-time	B&W 6x/year	Color 6x/year	B&W 12x/year	Color 12x/year
1/16	\$101	\$135	\$96	\$130	\$91	\$125
1/8	\$165	\$215	\$155	\$205	\$145	\$195
3/16	\$235	\$285	\$221	\$271	\$207	\$257
1/4	\$308	\$383	\$288	\$363	\$268	\$343
3/8	\$443	\$558	\$413	\$538	\$393	\$518
1/2	Note: Ads this size are automatically given the 12x contract rate.				\$486	\$611
3/4					\$668	\$793
Full					\$800	\$925
Back					\$850	\$975

	Publishing Date	Deadline for ad
JANUARY 2018:	JANUARY 4	Dec. 27, '17
FEBRUARY 2018:	FEBRUARY 1	Jan. 24
MARCH 2018:	MARCH 1	Feb. 21
APRIL 2018:	APR. 1 (in mail Mar 29)	Mar. 21
MAY 2018:	MAY 1 (in mail Apr 26)	Apr. 18
JUNE 2018:	JUN. 1 (in mail May 31)	May 23
JULY 2018:	JULY 1 (in mail Jun 28)	June 20
AUGUST 2018:	AUG. 1 (in mail Jul 26)	July 18
	("Best of the Rogue Valley," Part I)	
SEPTEMBER 2018:	SEPT. 1 (in mail Aug 30)	Aug. 22
	("Best of the Rogue Valley," Part II)	
OCTOBER 2018:	OCT. 1 (in mail Sep. 27)	Sep. 19
NOVEMBER 2018:	NOV. 1 (in mail Oct. 25)	Oct. 17
DECEMBER 2018:	DEC. 1 (in mail Nov. 22)	Nov. 14

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 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

COLOR:

The color charges have already been entered into the price of the color ad in the "2018 Display Ad Rates" above. All color ads will be placed on glossy pages, adding to the professional, magazine-quality look of the Sneak Preview.

Please send ads electronically, preferably as a PDF, although we can work with JPEGs and TIFFs.

For information, call John or Dotti Kochis at 541-474-3044 or 541-226-7427

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