

Sneak Preview

The Rogue Valley's News & Review

2017 RATE & INFORMATION SHEET

32,000 copies once a month

(including 30,100 DIRECT MAILED in the Grants Pass market area; and 2,000 on the stands - the largest circulation in Josephine County!)

2017 DISPLAY AD RATES

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

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

2017 PUBLISHING DATES

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

	Publishing Date	Deadline for ad
JANUARY 2017:	JANUARY 5	Dec. 31, '16
FEBRUARY 2017:	FEBRUARY 2	Jan. 25
MARCH 2017:	MARCH 2	Feb. 22
APRIL 2017:	APR. 1 (in mail Mar 30)	Mar. 22
MAY 2017:	MAY 1 (in mail Apr 27)	Apr. 19
JUNE 2017:	JUNE 1	May 24
JULY 2017:	JULY 1 (in mail Jun 29)	June 21
AUGUST 2017:	AUG. 1 (in mail Jul 27)	July 19
	("Best of the Rogue Valley," Part I)	
SEPTEMBER 2017:	SEPT. 1 (in mail Aug 31)	Aug. 23
	("Best of the Rogue Valley," Part II)	
OCTOBER 2017:	OCT. 1 (in mail Sep. 28)	Sep. 20
NOVEMBER 2017:	NOV. 1 (in mail Oct. 26)	Oct. 18
DECEMBER 2017:	DEC. 1 (in mail Nov. 22)	Nov. 15

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 "2017 Display Ad Rates" above. All color ads will be placed on glossy pages, adding to the professional, magazine-quality look of the Sneak Preview.

INSERTING RATES:

- One sheet (under .2 ounce): \$70/1000
- .2 ounce or above: An extra \$3/1000 for every tenth of an ounce over .2 ounce

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

For advertising information, call John or Dotti Kochis at 474-3044 or 479-9738

e-mail: bottomline@budget.net