

2009 Rate Cart

Rates subject to change every six months, unless rates locked by frequency contract.



Mailing Address: P.O. Box 137, West Linn, OR 97068
Advertising Manager: Tom Geil (503) 722-0438

About the Oregon Lion Newspaper

The Oregon Lion News has been publishing for nearly 60 years.

The Oregon Lion News is a monthly newspaper

The Oregon Lion News prints 7,000 issues, with 5,400 mailed, and the remainder provided to Lions Clubs for distributions in their community centers and businesses.

The Oregon Lion News content is news, human-interest articles, events, calendars feature articles, and news of interest to Lions Club membership.

The Oregon Lion News is mailed statewide to Lions Clubs in sectors of the state.

Ads are calculated per square inch (psi)

Black and White "open" cost per square inch is \$10.75, based on our smallest ad size for one insertion. This full rate decreases on the smallest ad, for frequency inserts. Our set size ad pricing becomes lower per square-inch-cost as the size of your ad increases, providing you a benefit and incentive for larger ads.

Color "open" cost per square inch is \$13.95 based on our smallest ad size, and decreases with frequency and ad size, similar to the formula used for Black and White "open" rates per square inch. As your color ad size increases your ad rate decreases, providing you a benefit and incentive for larger ads. Call for ad quotes.

The rate chart below is a sampling of cost per sizes. We accept ads of all sizes, so rates will be determined based upon the actual size of your ad. Discounts are provided as outlined below for frequency of ad placement.

Black and White Ad Rates

Ad Space	Width	Depth	1 month	3 months	6 months	11 months
Discounts				5%	10%	20%
Full Page	10"	16"	895	850	806	716
1/2 Page	10"	8"	592	562	533	474
3/8 Page (Vertical)	10"	5.5"	498	473	448	398
3/8 Page (Horizontal)	5.5"	10"	498	473	448	398
1/4 Page	5"	8"	403	383	363	322
1/6 Page (Vertical)	5"	6"	322	306	290	258
1/6 Page (Horizontal)	6"	5"	322	306	290	258
Open Rate	10.75 per square inch black and white ads/\$13.95 for color					
Business Card	Business Card section is for Lion Clubs members					

This is an 11 month paper. The 12th month is an annual statement format.

Our format - tabloid, 1/4 fold, 10" x 16" image area, four 2.5" columns. Printed on a web press with soy ink.

Your ad artwork - No additional ad charge if you provide us digital, camera-ready copy. Preferred format is pdf or jpg.

Our ad service - If we need to create or modify you ad to suit your needs or meet our spec., our rate is \$60 per hour.

All Ad space must be reserved at least 2 months in advance. (i.e. June 1st for August 1st).

Ads must be paid in advance of actual run date, on month prior to publishing (i.e. July 1st for August 1st).

There is an additional 5% discount for all frequency rate plans for 6 or 11 months, fully paid in advance.