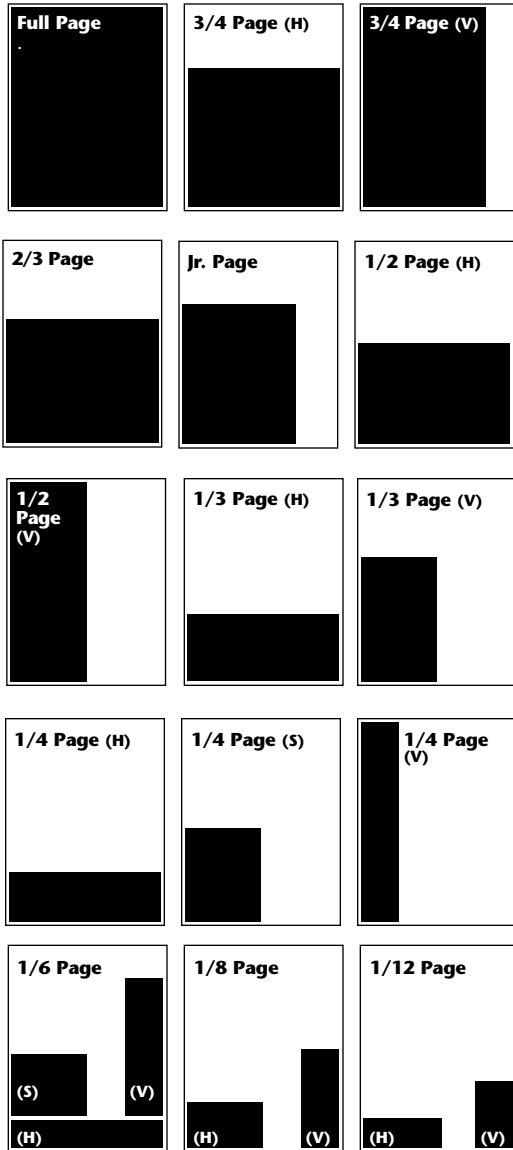


EUGENE Weekly

2010 ADVERTISING RATE CARD

1251 Lincoln, Eugene, OR 97401 • (541) 484-0519 • FAX 484-4044 • ads@eugeneweekly.com • www.eugeneweekly.com
Published every Thursday since 1982 • Serving Eugene - Springfield - Corvallis - Cottage Grove - Oregon Coast - Lane County



DISPLAY ADVERTISING RATES & SIZES

Size	width x height	1x	4x	7x	13x	26x	39x	52x
Full	9.75" x 13.5" 58p6 x 81p	1725	1597	1469	1369	1290	1190	1025
3/4	(H) 9.75" x 10.083" 58p6 x 60p6 (V) 7.25" x 13.5" 43p6 x 81p	1389	1289	1189	1129	1023	959	926
2/3	9.75" x 8.944" 58p6 x 53p8	1269	1184	1135	1029	940	879	829
Jr.	7.25" x 10.083" 43p6 x 60p6	1208	1107	1006	948	858	807	785
1/2	(H) 9.75" x 6.667" 58p6 x 40p (V) 4.75" x 13.5" 28p6 x 81p	939	881	823	795	759	679	599
1/3	(H) 9.75" x 4.389" 58p6 x 26p4 (V) 4.75" x 8.944" 28p6 x 53p8	687	641	595	551	515	478	461
1/4	(H) 9.75" x 3.25" 58p6 x 19p6 (S) 4.75" x 6.667" 28p6 x 40p (V) 2.25" x 13.5" 13p6 x 81p	590	537	484	449	396	368	344
1/6	(H) 9.75" x 2.111" 58p6 x 12p8 (S) 4.75" x 4.389" 28p6 x 26p4 (V) 2.25" x 8.944" 13p6 x 53p8	419	389	359	309	279	260	253
1/8	(H) 4.75" x 3.25" 28p6 x 19p6 (V) 2.25" x 6.667" 13p6 x 40p	313	289	266	234	205	199	186
1/12	(H) 4.75" x 2.111" 28p6 x 12p8 (V) 2.25" x 4.389" 13p6 x 26p4	189	176	172	154	140	131	124
1/16	(H) 4.75" x 1.542" 28p6 x 9p3 (V) 2.25" x 3.25" 13p6 x 19p6	149	139	131	121	115	109	99

charged at a rate of \$60/hour.
Changes from original design, layout or copy may not be possible after deadline. These changes are subject to a minimum charge of \$30.

Other Charges and Discounts

COLOR CHARGES

Spot Color \$225 per color
Full color (camera ready) \$450

PREMIUM/GUARANTEED PLACEMENT CHARGES

20% Additional charge for Premium/Guaranteed Placement. EW reserves the right to pre-empt preferred placement, at our discretion. Please contact your marketing consultant regarding premium sections.

SPECIFICATIONS: Camera ready ads should be in a digital format, on disk or e-mailed to ads@eugeneweekly.com. The ad should be sized to fit EW ad sizes exactly. Preferred formats are: PDF, eps w/fonts converted to paths or Mac native file with all links and fonts.

Color ads should be accompanied by a color-proof. Halftone screens should be 85 line. If you have any questions concerning the digital submission of your ad, contact your sales representative.

Ad Deadline: Friday 5PM

- Payment is due with space reservation at Friday 5PM unless credit has been established.
- Cancellation deadline: Friday 5PM. EW reserves the right to charge for any ad cancelled after deadline.
- Deadline for return of corrected proofs: Tuesday noon.
- Camera ready ads due Tuesday noon.

PROOF AD MATERIAL DEADLINE: MONDAY NOON

Early Deadlines:

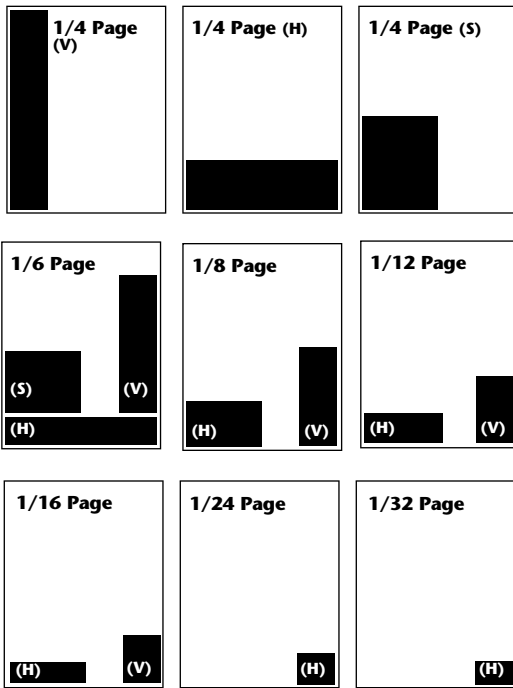
- Ad deadlines are one day earlier for issues on or near a holiday. Check with your ad sales rep for specifics

Revised 12/09

Production Charges & Specifications

PRODUCTION CHARGES: Basic ad make-up is free of charge. Design & illustration available at \$60/hour; photography available by appointment.

PROOFS: Proofs will be delivered upon request when possible. **Proof service is to correct typographical errors and deviations from original layout** — NOT for changes or additions to original copy or design. It is the responsibility of the advertiser to report errors. Upon approval, EW is no longer liable. Two changes maximum. Further changes will be



CLASSIFIED DISPLAY ADVERTISING RATES & SIZES

Size	width x height	1x	7x	13x	26x	52x
1/4 (H)	9.75" x 3.25"	500	430	395	360	315
1/4 (S)	4.75" x 6.667"					
	58p6 x 19p6					
	28p6 x 40p					
1/6 (H)	9.75" x 2.111"	352	303	278	253	222
1/6 (S)	4.75" x 4.389"					
	58p6 x 12p8					
	28p6 x 26p4					
1/8 (H)	4.75" x 3.25"	266	229	210	192	150
1/8 (V)	2.25" x 8.944"					
	28p6 x 19p6					
	13p6 x 53p8					
1/12 (H)	4.75" x 2.111"	160	138	126	115	95
1/12 (V)	2.25" x 4.389"					
	28p6 x 26p4					
1/16 (H)	4.75" x 1.542"	130	112	103	94	70
1/16 (V)	2.25" x 3.25"					
	28p6 x 9p3					
	13p6 x 19p6					
1/24 (H)	2.25" x 2.111"	95	82	75	68	48
1/24 (V)	2.25" x 1.542"					
	28p6 x 12p8					
1/32 (H)	2.25" x 1.542"	70	60	55	50	38
1/32 (V)	2.25" x 9p3					

Display Classifieds

DISPLAY CLASSIFIED DEADLINE: FRIDAY 5PM

- Payment is due with space reservation at Friday 5PM unless credit has been established.
- Cancellation deadline: Friday 5PM.
EW reserves the right to charge for any ad cancelled after deadline.

Line Classifieds

A basic line ad begins with two bold keywords and contains a single typeface. It may not include logos, varied typefaces or white space.
Base cost is \$11.00 for three lines.
Additional lines are \$4.00 per line.
Line ads will appear on the EW website automatically at no extra charge.
Send inquiries to: office@eugeneweekly.com

- **Legal Notices:** Any legal notice is \$1.89* per line, with free, prompt affidavit service.
- * Other bulk rates available.

Classified Deadline

- All line classified ads must be placed and paid for by 4:30 p.m. Monday.
- Cancellation deadline is Monday, 4:30 p.m.
- No refunds will be given. Ads cancelled before deadline will be replaced with equal value Eugene Weekly credit.
- Material errors (incorrect phone number, etc.) made by Eugene Weekly staff will result in equal value Eugene Weekly credit.
- Advertisers shall notify Eugene Weekly staff of any error in first publication by 5 p.m. Monday for correction in future insertions. Repeated errors in advertisement are not the responsibility of Eugene Weekly and will not result in any refund or credit to the advertiser.

All Classified advertising is subject to editing for language, punctuation, or Eugene Weekly Classifieds style guidelines.
Housing advertising is subject to specific guidelines regarding protected classes, in compliance with the Federal Fair Housing Act. Please direct questions about specific language requirements or general queries to the Eugene Weekly Classifieds Staff.



WINK-KINK.COM

The new home of the *Eugene Weekly* Personals. We've created our own online community where you can meet other EW readers — whether you're looking for a friend, a date, or a long-term relationship. You can get it all there, 24 hours a day, 7 days a week, 365 days a year.

Sign up at Wink-Kink.com



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