The Columbian
Community Begins Here

Advertising Rates 2013/14 RETAIL
### Rates/Non-Contract

#### PER COLUMN INCH

<table>
<thead>
<tr>
<th>Rate</th>
<th>Daily</th>
<th>Sunday/Holiday</th>
<th>Your Week</th>
<th>Columbian Daily/Sun/Holiday</th>
<th>Your Week/North Co. News</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPEN</td>
<td>$70.00</td>
<td>77.00</td>
<td>24.00</td>
<td>$510.00</td>
<td>245.00</td>
</tr>
<tr>
<td>Special Sections</td>
<td>44.88</td>
<td>51.99</td>
<td>N/A</td>
<td>408.00</td>
<td>235.00</td>
</tr>
<tr>
<td>Non Profit</td>
<td>44.02</td>
<td>51.68</td>
<td>21.50</td>
<td>408.00</td>
<td>235.00</td>
</tr>
<tr>
<td>Church</td>
<td>33.02</td>
<td>39.02</td>
<td>21.50</td>
<td>408.00</td>
<td>235.00</td>
</tr>
</tbody>
</table>

*Holiday: Thanksgiving, Christmas

#### PER COLOR, THREE MAKES FULL COLOR

- Open Rate: add $10.00 per column inch, full color $20 per column inch.
- Theme pages are initiated by your advertising representative for holidays, events or merchant groups. MINIMUM ADSIZE: 4 inches

### Annual Bulk Space Program

#### PER COLUMN INCH

<table>
<thead>
<tr>
<th>Rate</th>
<th>Daily</th>
<th>Sunday/Holiday</th>
<th>Your Week</th>
<th>Columbian Daily/Sun/Holiday</th>
<th>Your Week/North Co. News</th>
</tr>
</thead>
<tbody>
<tr>
<td>96&quot;</td>
<td>$46.23*</td>
<td>53.55*</td>
<td>12.50</td>
<td>$410.00</td>
<td>235.00</td>
</tr>
<tr>
<td>200&quot;</td>
<td>40.05*</td>
<td>48.19*</td>
<td>12.50</td>
<td>410.00</td>
<td>235.00</td>
</tr>
<tr>
<td>300&quot;</td>
<td>39.38*</td>
<td>47.05*</td>
<td>12.50</td>
<td>400.00</td>
<td>235.00</td>
</tr>
<tr>
<td>400&quot;</td>
<td>38.88*</td>
<td>45.90*</td>
<td>12.50</td>
<td>390.00</td>
<td>235.00</td>
</tr>
</tbody>
</table>

#### PER COLOR, THREE MAKES FULL COLOR

**13 week/$2,000
53.56* | 54.55* | 13.50 | 420.00 | 235.00**

*Only starred items contribute to inch fulfillment.
**One 13 week contract annually - for seasonal advertisers only
***Holiday: Thanksgiving, Christmas

### Annual Dollar Program

#### PER COLUMN INCH

<table>
<thead>
<tr>
<th>Rate</th>
<th>Daily</th>
<th>Sunday/Holiday</th>
<th>Your Week</th>
<th>Columbian Daily/Sun/Holiday</th>
<th>Your Week/North Co. News</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000</td>
<td>53.83</td>
<td>44.90</td>
<td>$365.00</td>
<td>200.00</td>
<td></td>
</tr>
<tr>
<td>$20,000</td>
<td>37.40</td>
<td>43.80</td>
<td>370.00</td>
<td>200.00</td>
<td></td>
</tr>
<tr>
<td>$30,000</td>
<td>35.75</td>
<td>41.95</td>
<td>330.00</td>
<td>200.00</td>
<td></td>
</tr>
<tr>
<td>$50,000</td>
<td>35.10</td>
<td>41.70</td>
<td>330.00</td>
<td>200.00</td>
<td></td>
</tr>
<tr>
<td>$70,000</td>
<td>32.75</td>
<td>39.75</td>
<td>290.00</td>
<td>200.00</td>
<td></td>
</tr>
<tr>
<td>$80,000</td>
<td>31.75</td>
<td>39.50</td>
<td>290.00</td>
<td>200.00</td>
<td></td>
</tr>
<tr>
<td>$95,000</td>
<td>31.35</td>
<td>38.15</td>
<td>290.00</td>
<td>200.00</td>
<td></td>
</tr>
</tbody>
</table>

*Holiday: Thanksgiving, Christmas

### Contract Discount Programs

#### Seven Day Repeat Program

Minimum 4 column inch ad repeated within six days of the original publication date receives the following discounts: 30% for second ad, 50% for third through seventh ad. Repeat ads must be the same ad and same size as original ad. No changes. Discount applies to space and color. Not available for premium positions.

### Themed Page Groupings/Banner Pages

#### Rate

- **OPEN**: 44.88
- **6X**: 37.30
- **12X**: 24.04

#### Spot Color

- Add $10.00 per column inch, full color $20 per column inch.

### Retail Deadlines

- **Sunday**: Wednesday 4:00 PM
- **Sunday Select**: Monday 12 NOON
- **Monday**: Thursday 12 NOON
- **Tuesday**: Saturday 4:00 PM
- **Wednesday**: Monday 4:00 PM
- **Thursday**: Monday 4:00 PM
- **Friday**: Monday 4:00 PM
- **Weekend Tab [in Friday]**: Monday 4:00 PM
- **Saturday**: Wednesday 4:00 PM
- **Your Week [Non-subscribers]**: Saturday 4:00 PM
- **Coupon Marketplace**: Tuesday 4:00 PM
- **HomeBook**: Thursday 2 weeks prior 4:00 PM
- **Camas/Washougal Post-Record**: Thurs. for Tues publication 4:00 PM

Electronically transmitted material must be received within 24 hours of deadline. Ads cancelled after deadline will be subject to a $100 cancellation fee.

*Deadlines are for print and online.

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360-735-4497 The Columbian www.columbian.com

2013 RETAIL RATE CARD Check for updates of this document online at: www.columbian.com/advertise/Print rates/retailratecard.pdf

OFFICE: ADVERTISING-SHARED RATES RATE CARDS 2013-14
### PRINT ADVERTISING PROGRAMS

#### COUPON MARKETPLACE

<table>
<thead>
<tr>
<th></th>
<th>1 COUPON</th>
<th>2 COUPONS</th>
<th>3 COUPONS</th>
<th>4 COUPONS</th>
<th>6 COUPONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL RUN</td>
<td>$630</td>
<td>$1,030</td>
<td>$1,454</td>
<td>$1,860</td>
<td>$2,695</td>
</tr>
<tr>
<td>6X</td>
<td>$525</td>
<td>$860</td>
<td>$1,231</td>
<td>$1,606</td>
<td>$2,344</td>
</tr>
<tr>
<td>12X</td>
<td>$415</td>
<td>$720</td>
<td>$989</td>
<td>$1,289</td>
<td>$1,873</td>
</tr>
<tr>
<td>EASTSIDE</td>
<td>$350</td>
<td>$550</td>
<td>$774</td>
<td>$975</td>
<td>$1,405</td>
</tr>
<tr>
<td>6X</td>
<td>$285</td>
<td>$460</td>
<td>$655</td>
<td>$850</td>
<td>$1,045</td>
</tr>
<tr>
<td>12X</td>
<td>$230</td>
<td>$380</td>
<td>$540</td>
<td>$700</td>
<td>$1,020</td>
</tr>
<tr>
<td>WESTSIDE</td>
<td>$330</td>
<td>$530</td>
<td>$730</td>
<td>$935</td>
<td>$1,270</td>
</tr>
<tr>
<td>6X</td>
<td>$260</td>
<td>$430</td>
<td>$620</td>
<td>$810</td>
<td>$1,170</td>
</tr>
<tr>
<td>12X</td>
<td>$210</td>
<td>$360</td>
<td>$505</td>
<td>$660</td>
<td>$955</td>
</tr>
</tbody>
</table>

#### COUPON MARKETPLACE COVER ADVERTISING

Columbian, TMC / Both Zones

- **FRONT COVER AD:** Your Coupon Rate
  - $50 for 1 zone or $100 for 2 zones
- **BACK COVER AD:** Your Coupon Rate
  - $100 for 1 zone or $200 for 2 zones

### IMPACT INSERTS

Includes printing and inserting. $80 design fee per side if not print-ready. Add $4 per thousand for bleeds.

#### Glossy Finish/70 lb. Stock

<table>
<thead>
<tr>
<th></th>
<th>5-10,000</th>
<th>11-25,000</th>
<th>26-55,000</th>
<th>56-110,000</th>
<th>111-155,000</th>
<th>156-200,000</th>
<th>OVER 200,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tri-fold 8½ x 11 Single Sheet</td>
<td>$115</td>
<td>$100</td>
<td>$83</td>
<td>$73</td>
<td>$68</td>
<td>$66</td>
<td>$65</td>
</tr>
<tr>
<td>4 Page Tabloid</td>
<td>$183</td>
<td>$134</td>
<td>$102</td>
<td>$90</td>
<td>$84</td>
<td>$82</td>
<td>$80</td>
</tr>
<tr>
<td>8 Page Magazine</td>
<td>$308</td>
<td>$168</td>
<td>$151</td>
<td>$138</td>
<td>$128</td>
<td>$117</td>
<td>$104</td>
</tr>
<tr>
<td>Tri-fold Brochure</td>
<td>$122</td>
<td>$104</td>
<td>$83</td>
<td>$75</td>
<td>$69</td>
<td>$68</td>
<td>$65</td>
</tr>
</tbody>
</table>

#### Astrobrite Paper/60 lb. Stock

<table>
<thead>
<tr>
<th></th>
<th>5-10,000</th>
<th>11-25,000</th>
<th>26-55,000</th>
<th>56-110,000</th>
<th>111-155,000</th>
<th>156-200,000</th>
<th>OVER 200,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>$84</td>
<td>$78</td>
<td>$74</td>
<td>$70</td>
<td>$66</td>
<td>$64</td>
<td>$63</td>
</tr>
<tr>
<td>Black + 1 Color</td>
<td>$88</td>
<td>$80</td>
<td>$76</td>
<td>$72</td>
<td>$68</td>
<td>$67</td>
<td>$64</td>
</tr>
<tr>
<td>Black + 2 Colors</td>
<td>$91</td>
<td>$83</td>
<td>$78</td>
<td>$75</td>
<td>$70</td>
<td>$69</td>
<td>$65</td>
</tr>
</tbody>
</table>

#### White or Opaque Pastel Paper/60 lb. Stock

<table>
<thead>
<tr>
<th></th>
<th>5-10,000</th>
<th>11-25,000</th>
<th>26-55,000</th>
<th>56-110,000</th>
<th>111-155,000</th>
<th>156-200,000</th>
<th>OVER 200,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>$78</td>
<td>$72</td>
<td>$68</td>
<td>$65</td>
<td>$61</td>
<td>$56</td>
<td>$56</td>
</tr>
<tr>
<td>Black + 1 Color</td>
<td>$81</td>
<td>$74</td>
<td>$71</td>
<td>$68</td>
<td>$64</td>
<td>$63</td>
<td>$59</td>
</tr>
<tr>
<td>Black + 2 Colors</td>
<td>$85</td>
<td>$78</td>
<td>$74</td>
<td>$71</td>
<td>$66</td>
<td>$65</td>
<td>$61</td>
</tr>
</tbody>
</table>

### WEATHER PAGE POSITION

Exclusive advertiser position. Runs on the back page of a section. Rates include full color.

One size available: 6x6 Daily and Sunday.

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>DAILY &amp; SUNDAY</td>
<td>1 to 11x</td>
<td>12 to 23x</td>
<td>24 to 51x</td>
<td>52x</td>
<td></td>
</tr>
<tr>
<td>6 col. x 6&quot;</td>
<td>$1145</td>
<td>$1700</td>
<td>$1865</td>
<td>$1795</td>
<td></td>
</tr>
</tbody>
</table>

### COMIC STRIP AD

Order by Friday, 9 days in advance. Film ready materials to The Columbian, Monday, 7 days prior to publication date. Production and creative available at prevailing rates. 10” wide x 2” deep, full color.

<table>
<thead>
<tr>
<th>Order Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Order</td>
<td>$500</td>
</tr>
<tr>
<td>13 Week Agreement</td>
<td>$400</td>
</tr>
<tr>
<td>26 Week Agreement</td>
<td>$300</td>
</tr>
<tr>
<td>52 Week Agreement</td>
<td>$250</td>
</tr>
</tbody>
</table>

### SPECIALTY PRODUCTS

#### STICKY NOTES

<table>
<thead>
<tr>
<th>Size</th>
<th>3x3</th>
<th>12,500</th>
<th>25,000</th>
<th>62,500</th>
<th>125,000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$165.00</td>
<td>$200.00</td>
<td>$290.00</td>
<td>$80.00</td>
<td></td>
</tr>
</tbody>
</table>

An actual Sticky Note on the front of the newspaper delivers your message to your customers in a way that can’t help but attract their attention. Not available for political advertising. Contact your advertising representative for details.

#### PRINTED POLY BAGS

A high visibility marketing product made of white or clear vinyl plastic designed to contain home-delivered newspapers.

Polybags available Monday through Saturday. Not available on the first day of each month. Two sizes available. Call your representative for pricing information.
PRE-PRINTED INSERT SCHEDULING

The Columbian can target your delivery into specific zip code areas five days a week: Sunday, Tuesday, Wednesday, Thursday and Friday. Preprints are machine inserted. 8,000 piece minimum most weekdays, 20,000 piece minimum on Tuesdays and Full Run on Sundays. Add 2% for circulation variations and waste. Major holidays and all Sundays in November/December require full run quantity. Inserts are accepted and zoned into direct mail non-subscriber product Your Week/North County News with 8,000 piece minimum. Inserts are not accepted on Monday or Saturday.

DEADLINE AND DELIVERY:

Order ten (10) working days prior to insertion date. Delivery of Sunday inserts must arrive nine (9) working days prior to date of insertion. For all other days and Your Week/North County News, must arrive five (5) working days prior to date of insertion. Inserts scheduled or received after deadline are subject to a $100 late fee. For inserts The Columbian is printing please allow two and a half weeks after content is finalized.

PRE-PRINT SIZING

- Single sheet: minimum 5” x 5” up to 8.5” x 11” 70 lb. paper, or .007” thickness
- Tab page: larger than 8.5” x 11”, up to 11.5” x 11”
- Two Tab: single sheet larger than 8.5” x 11”
- Booklets: Flexie or mini-tab up to 8.5” x 11”
- Coupon book and booklet requirements: contact your representative.
- Conversions: 2 standard newspaper pages (1 sheet, printed on front and on back) = 4 tab pages = 8 flexie pages
- Maximum standard size: 22.75” x 11”, folded down to 11.5” x 11”
- Billed at 4 tab rate.
- Maximum acceptable page count: 64 standard, 128 tab or mini-tab/ﬂexie
- We accept 70 lb. or heavier paper or thickness of .007”
- Inserts other than the above standards must be pre-submitted for acceptance. Preprints less than 8.5” x 11” are not accepted for Sunday distribution.
### PRE-PRINT /ZONED RATES

**THE COLUMBIAN ANNUAL BULK SPACE PROGRAM**

Zoned Circulation Distribution (per 1,000 pieces) Net Rates / Tuesday · Friday

<table>
<thead>
<tr>
<th>CONTRACT LEVEL</th>
<th>8.5X11</th>
<th>2-3 TAB</th>
<th>4-7 TAB</th>
<th>8-11 TAB</th>
<th>12-15 TAB</th>
<th>16-19 TAB</th>
<th>20-23 TAB</th>
<th>24-27 TAB</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPEN</td>
<td>$52.00</td>
<td>$53.00</td>
<td>$54.00</td>
<td>$60.00</td>
<td>$66.00</td>
<td>$74.00</td>
<td>$80.00</td>
<td>$86.00</td>
</tr>
<tr>
<td>96&quot;</td>
<td>$46.95</td>
<td>$48.05</td>
<td>$50.00</td>
<td>$57.90</td>
<td>$65.00</td>
<td>$73.00</td>
<td>$78.00</td>
<td>$85.00</td>
</tr>
<tr>
<td>200&quot;</td>
<td>$45.85</td>
<td>$47.85</td>
<td>$49.85</td>
<td>$56.80</td>
<td>$64.00</td>
<td>$72.00</td>
<td>$77.00</td>
<td>$84.00</td>
</tr>
<tr>
<td>300&quot;</td>
<td>$44.80</td>
<td>$45.80</td>
<td>$48.75</td>
<td>$55.75</td>
<td>$63.00</td>
<td>$71.00</td>
<td>$76.00</td>
<td>$83.00</td>
</tr>
<tr>
<td>400&quot;</td>
<td>$43.75</td>
<td>$44.75</td>
<td>$47.75</td>
<td>$54.75</td>
<td>$62.00</td>
<td>$70.00</td>
<td>$75.00</td>
<td>$82.00</td>
</tr>
</tbody>
</table>

Add: $1.00 per thousand for Sunday and Holiday inserts. $.50 per thousand per flap. Full circulation distribution deduct $2.00 per thousand.

### ANNUAL DOLLAR PROGRAM

Zoned Circulation Distribution (per 1,000 pieces) Net Rates / Tuesday · Friday

<table>
<thead>
<tr>
<th>CONTRACT LEVEL</th>
<th>8.5X11</th>
<th>2-3 TAB</th>
<th>4-7 TAB</th>
<th>8-11 TAB</th>
<th>12-15 TAB</th>
<th>16-19 TAB</th>
<th>20-23 TAB</th>
<th>24-27 TAB</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPEN</td>
<td>$52.00</td>
<td>$53.00</td>
<td>$54.00</td>
<td>$60.00</td>
<td>$66.00</td>
<td>$74.00</td>
<td>$80.00</td>
<td>$86.00</td>
</tr>
<tr>
<td>$10,000</td>
<td>$42.00</td>
<td>$44.50</td>
<td>$49.00</td>
<td>$55.75</td>
<td>$61.00</td>
<td>$69.25</td>
<td>$75.75</td>
<td>$83.00</td>
</tr>
<tr>
<td>$20,000</td>
<td>$41.00</td>
<td>$43.50</td>
<td>$48.50</td>
<td>$54.75</td>
<td>$60.75</td>
<td>$69.00</td>
<td>$75.75</td>
<td>$83.00</td>
</tr>
<tr>
<td>$30,000</td>
<td>$39.75</td>
<td>$42.95</td>
<td>$47.50</td>
<td>$53.00</td>
<td>$60.25</td>
<td>$68.00</td>
<td>$75.00</td>
<td>$81.00</td>
</tr>
<tr>
<td>$50,000</td>
<td>$39.00</td>
<td>$42.75</td>
<td>$47.00</td>
<td>$52.75</td>
<td>$60.00</td>
<td>$67.00</td>
<td>$73.00</td>
<td>$79.50</td>
</tr>
<tr>
<td>$70,000</td>
<td>$38.75</td>
<td>$42.50</td>
<td>$46.75</td>
<td>$52.50</td>
<td>$59.00</td>
<td>$67.50</td>
<td>$72.50</td>
<td>$79.25</td>
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<tr>
<td>$80,000</td>
<td>$38.60</td>
<td>$42.30</td>
<td>$46.50</td>
<td>$51.00</td>
<td>$58.50</td>
<td>$66.00</td>
<td>$72.00</td>
<td>$79.00</td>
</tr>
<tr>
<td>$95,000</td>
<td>$38.40</td>
<td>$41.50</td>
<td>$46.00</td>
<td>$50.50</td>
<td>$57.50</td>
<td>$65.00</td>
<td>$71.00</td>
<td>$78.75</td>
</tr>
</tbody>
</table>

Add: $1.00 per thousand for Sunday and Holiday inserts. $.50 per thousand per flap. Full circulation distribution deduct $2.00 per thousand.

### YOUR WEEK/NORTH COUNTY NEWS PREPRINT RATES

**Your Week / Non Subscriber TMC**

TMC Zoned Circulation Distribution (per 1,000 pieces) Net Rates

<table>
<thead>
<tr>
<th>CONTRACT LEVEL</th>
<th>8.5X11</th>
<th>2-3 TAB</th>
<th>4-7 TAB</th>
<th>8-11 TAB</th>
<th>12-15 TAB</th>
<th>16-19 TAB</th>
<th>20-23 TAB</th>
<th>24-27 TAB</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPEN</td>
<td>$61.00</td>
<td>$65.00</td>
<td>$69.00</td>
<td>$77.00</td>
<td>$87.00</td>
<td>$95.00</td>
<td>$101.00</td>
<td>$113.00</td>
</tr>
</tbody>
</table>

Full circulation distribution deduct $15.00 per thousand. add $.50 per thousand per flap.

**NOTE:** The Washington Department of Revenue has ruled that advertising inserts that do not indicate that they are, in fact, newspaper supplements will not qualify for the sales/use tax exemption. That is, the supplement's printing cost can be subject to sales or use tax when the “Supplement To” wording is omitted.

### SUNDAY SELECT

Pre-prints picking up into Sunday Select reader opt-in product: Rate equals your Columbian rate for the same pre-print.

### TIMES & SHIPPING REQUIREMENTS

Ship inserts to: 801 West 8th Street, Vancouver, WA 98660

Receiving: Doors 3 or 4

Hours: Tuesday-Thursday 8am-4pm; Friday: 8am-3pm (call ahead if en route and need extension)

Packaging Center Direct Line: 360-735-4427

Pallets: Ship inserts on standard pallets 40" x 48", not exceeding 50" high. Plainly label each pallet with the number of inserts stacked on it. Inserts should be brick-stacked (interlocking) and double strapped both ways. Weight of each pallet should not exceed 1800 pounds. No tied or strapped bundles will be accepted. Inserts cannot extend over pallet edges and must be neatly shagged. Banding should be tight enough to be secure, but not so tight as to cause creasing or other damage. Solid bottom pallet or multi-head base acceptable.

### OTHER INSERT INFORMATION

Including the names of other newspapers along with The Columbian on the front page of inserts is acceptable. If an insert includes simulated news, the words “PAID ADVERTISEMENT” must appear at the top of any such page in not less than 10 point boldface capital letters. Helvetica type. Insert rates apply to inserts from single advertisers. Any section appearing for a group of merchants, other than recognized regional shopping centers, will be charged as ROP space and billed according to The Columbian’s retail rates.

### CUSTOM PRINTING

The Columbian prints full color, two sided, glossy inserts, glossy tri-fold brochures, glossy booklets four pages and up. and other custom print work. Once finalized, your insert can be in the paper in two to three weeks.

50% deposit required with terms, otherwise prepaid. Call for quote, 360-735-4497.
**TECHNICAL SPECS**

**PRINT ADVERTISING**

**STANDARD PAGE**
- ROP & Classified
- 6 columns by 21.5” deep
- Column width ... Inches
  - 1 column .......... 1.56”
  - 2 columns .......... 3.25”
  - 3 columns .......... 4.94”
  - 4 columns .......... 6.62”
  - 5 columns .......... 8.31”
  - 6 columns .......... 10”
- Standard double truck ..... 21”

**DIGITAL ADVERTISING**

**SPCS ONLINE:**
www.columbian.com/advertising/digital-specs

**COLOR**

**PROCESS COLOR INK**
The Columbian stocks 15 standard ink colors.
All rates are per color, black is excluded from color charge. Color is available every day and in most of The Columbian’s products, but color page positions are limited due to press restrictions.

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone Code</th>
<th>CMYK Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brick</td>
<td>201</td>
<td>C0 / M100 / Y63 / K29</td>
</tr>
<tr>
<td>Dark Green</td>
<td>349</td>
<td>C100 / M0 / Y90 / K42</td>
</tr>
<tr>
<td>Brown</td>
<td>168</td>
<td>C0 / M57 / Y100 / K59</td>
</tr>
<tr>
<td>Kelly Green</td>
<td>354</td>
<td>C80 / M0 / Y90 / K100</td>
</tr>
<tr>
<td>Navy</td>
<td>295</td>
<td>C100 / M57 / Y0 / K40</td>
</tr>
<tr>
<td>Purple</td>
<td>266</td>
<td>C0 / M59 / Y96 / K100</td>
</tr>
<tr>
<td>Orange</td>
<td>105</td>
<td>C0 / M59 / Y96 / K100</td>
</tr>
<tr>
<td>Cerise</td>
<td>246</td>
<td>C25 / M100 / Y0 / K100</td>
</tr>
<tr>
<td>Teal</td>
<td>327</td>
<td>C100 / M0 / Y14 / K17</td>
</tr>
<tr>
<td>Reflex Blue</td>
<td>Pantone Reflex Blue</td>
<td>C100 / M73 / Y95 / K2</td>
</tr>
</tbody>
</table>

**CUSTOM COLOR INK**
If a special color is required (ex: reproducing company color logo)
The Columbian can create a special color ink to match desired color.
Custom color charge is $150 per color each time in addition to the process color charge.

**DIGITAL GUIDELINES**

The Columbian accepts electronic advertising generated in PDF format for direct transfer into our digital system. Adhering to these guidelines and direct electronic transfer ensures the printed product is of original quality.

**HOW TO SEND TO US – DATA DELIVERY**
- FTP to our site: www.columbianftp.com
- Adsend
- Compact Disc
- DVD

**DIGITAL SUBMISSION DEADLINES**
- Ads must be in-house by electronic transfer deadline
- Must provide a low-res proof of ad

**PREFERRED AD FILE FORMAT**
Press-ready PDF (PDF/X-1a:2001 preferred)

**COMPRESSION**
PDF formatting provides preferred compression.

**ART & COMPONENT FILE FORMATS**
- PDF (.pdf)
- EPS (.eps)
- TIFF (.tif)
- JPG (.jpg)

**SOFTWARE WE SUPPORT**
- Macintosh OS X
  - Adobe Photoshop CS5.1
  - Adobe InDesign CS5.5
  - Adobe Illustrator CS5.1
  - Adobe Acrobat X Pro
- Other Software
  - We do not support Microsoft Publisher. Consult our prepress department for support on any other software other than those listed above.

**FONTS**
The Columbian uses postscript type-1 fonts. We are prohibited by law to use fonts we do not legally own. In a submitted document requiring linking to fonts, The Columbian will replace those fonts with fonts we legally own, to our best matching capability.

**STANDARD DPI RESOLUTION**
- 300 dpi (dots per inch)

**STANDARD LPI**
- Newsprint – 102 lpi (lines per inch)
- Glossy – 133 lpi (lines per inch)
  (lpi is normally set at our RIP)

**COLOR**
Palette colors should be saved to accept both CMYK conversions and spot color conversion if applicable.
We do not support RGB color formatting.

**DOT GAIN & TOTAL INK LIMIT**
- Newsprint dot gain = 30%
- Newsprint total ink limit = 240%
- Glossy dot gain = 5-10%
- Glossy total ink limit = 320%

**HAIRLINES**
We require a minimum .5 point rule hairline ad border.

**VIRUS PROTECTION**
All files are scanned for viruses. Any files found to be infected will be rejected.

**QUESTIONS?**
Feel free to call our Prepress Department. 360-735-4424.

**MISCELLANEOUS CHARGES**
- Proofs are for corrections. Excessive changes after first proof - $80 per hour, minimum $20.
- Ad provided to reciprocal publication $40. Ask for details.
- Photography available for use in Columbian products - $80 per hour.

**CUSTOM ART CHARGES**
- Cost to create custom art, repair or clean up existing art for use in Columbian products - $80 per hour.
- Cost to purchase custom art - $160 per hour.
- One hour minimum charge.

**DIGITAL ADVERTISING SPECS ONLINE:**
www.columbian.com/advertising/digital-specs

**HOME BOOK**
- Double Truck . . . . 21”w x 10”h
- Full Page . . . . . . . 21”w x 10”h
- 1/2 Page . . . . . . . . 10”w x 4.75”h
- Naming your files:
  - HB.includesendername.pdf
*Please build to the exact dimensions. All ads are built without bleed.*
WAREHOUSE
POSITIONS REQUESTED:

DEADLINES:

RATES:

TERMS AND CONDITIONS

WHO CAN USE THESE RATES?

Retail and Classified Rates are available for single store, individual, service establishment or group under single ownership operating under a single name.

RATES:

All local rates are non-commissionable. Contract required to earn other than open rate. The Columbian may revise its rate card at any time upon 30 days written notice to Contract Customers. At that time, Customer may, without penalty, revise or cancel agreement by giving seven days written notice prior to the date new rates take effect. Should Customer not fulfill or decide to cancel an advertising agreement, all advertising used will be immediately payable at gross open rate, or at any qualified earned rate.

AGENCY / CUSTOMER RESPONSIBILITY:

If Customer utilizes an agency, the Customer and the agency shall be jointly and severally liable for payment and for compliance with all of the terms and conditions of any advertising agreement.

PAYMENT:

All advertising is pre-paid at time of reservation. Prepayment is made by credit card at the sole discretion of The Columbian: Visa, MasterCard or Discover. Customer may also submit a credit application. If credit is approved by The Columbian, advertising will be billed monthly. Invoices are due and payable upon receipt. For dollar volume or bulk inch contracts, a 5% discount from most gross ROP rates (Community Partnerships and Flight Plans are not included) will be allowed if payment is received in full by the 15th of the month following publication. Thereafter this discount does not apply. If account is unpaid 60 days from original invoice The Columbian may cancel any advertising contract and all advertising used will be immediately payable at gross open rate. All legal and court costs and other collection expenses will be paid by Customer, including reasonable attorney’s fees.

FULFILLMENT & CANCELLATION:

Should Customer not fulfill or decide to cancel any advertising agreement, all advertising used will be immediately payable at gross open rate, or at any qualified earned rate. Should customer desire a higher level than originally signed, contract may be revised to earn the better rate going forward. Commercial printing and online are contracted for separately and do not fulfill inch or dollar volume agreements.

DEADLINES:

Customer agrees to furnish to The Columbian all advertising copy complete, including camera ready, by the deadline schedule. In case of copy furnished after deadline and accepted by The Columbian, Customer waives the right to receive a proof and assumes responsibility for all errors in advertisement. Ads cancelled after deadline are subject to a $100 cancellation fee.

POSITION REQUESTS:

Positions may be requested, but are not guaranteed. Every effort will be made to accommodate requests. No credit or make good will be given based on placement. There is a 25% premium to guarantee section or premium position. If not available, charge will be reversed.

SIZE OF ADS:

Minimum size for classified liners is 2 lines and minimum display ad size is 1 column x 2.5 inches (25 lines). Thereafter ads must be as many inches deep as columns wide. Ads exceeding 19 inches deep will be charged to the full standard page depth of 21.5 inches. Tabloid ads exceeding 8 inches will be charged to the full tabloid page depth of 10 inches. Double trucks billed for extra column and double color.

ACCEPTANCE:

Advertising will not be accepted listing or marketing other firms except those owned by Customer. The Columbian may refuse any advertising it considers in bad taste, offensive, or detrimental to the public, to another customer, or to The Columbian. The Columbian may, at its sole discretion, edit, re-classify, reduce, limit the positioning of, or reject any advertising copy submitted by Customer. Advertising simulating news must carry the words “PAID ADVERTISEMENT” in Helvetica 14 point boldface capital letters.

ERRORS AND OMISSIONS:

The Columbian shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. Proofs are shown per request. Once a proof is delivered Customer is responsible for reviewing and communicating corrections to The Columbian. Should an error occur, Customer is responsible to notify The Columbian prior to subsequent publication of advertisement. A credit or make good can be given on the first insert only. Adjustment or re-publication in the next available issue will be made for the amount of space involved in errors resulting from failure of The Columbian to make proof corrections. Make goods are to correct errors and may not be banked towards future advertising. Requests for credits or adjustments may be made up to 90 days after initial billing month. The Columbian’s liability for errors, incorrect insertions or omissions in connection with an advertisement is strictly limited to re-publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement. The Columbian is in no way responsible for copy errors or reproduction errors occurring or originating from ads or files furnished by Customer or their representatives.

INDEMNIFICATION:

Customer assumes liability and agrees to defend and indemnify The Columbian against any and all damages, claims, liability, loss, or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents, or proprietary rights, or violation of rights of privacy resulting from the publication of Customer’s advertisement.

OWNERSHIP OF ADVERTISING:

All advertising which represents the creative effort of The Columbian and/or the utilization of creativity, illustrations, labor, composition or material furnished by The Columbian, whether solicited or not, is and remains the property of The Columbian, including all rights of copyright therein. Customer understands and agrees that it cannot authorize photographic or other reproductions, including proofs, in whole or in part, of any such creative effort for use in any other media without the express consent of The Columbian. Usage incurs a fee. Release of any third party copy written materials is prohibited.

 TAXATION:

In the event that any federal, state or local taxes are imposed on the printing of advertising material or on the sale of advertising space, such taxes shall be assumed and paid by Customer.

POLITICAL ADVERTISING:

The Columbian defines political advertising as any advertisement pertaining to specific ballot measures or individuals campaigning for public office, and advertisement expressing opinions regarding current or recently passed legislation or other government affairs, or expressing opinions regarding individuals currently holding or aspiring to public office. All advertising deemed as political advertising must be prepaid by the appropriate closing deadline. The advertising must be clearly identified as “advertising” and must conform to state and federal laws.

BUSINESS CLOSURE:

Any going out of business, closing or liquidation sale is prepaid only.

ADVERTISING AGREEMENTS:

Advertising contracts are not assignable or transferable. Oral agreements are not given effect.