



We deliver Clark County  
**The Columbian**  
[www.columbian.com](http://www.columbian.com)

SOUTHWEST WASHINGTON'S  
 LARGEST DAILY NEWSPAPER

MAILING ADDRESS  
 P.O. Box 180  
 VANCOUVER, WA 98666-0180

TELEPHONE: (360) 694-3391  
 FROM OUTSIDE CLARK COUNTY: 1-800-743-3391  
 FAX: (360) 735-4496  
 WWW.COLUMBIAN.COM

GENERAL ADVERTISING RATES  
 EFFECTIVE JULY 1, 2011

Honored with numerous 2011 recognitions from the  
 Pacific Northwest Excellence in Journalism Competition  
 awarded by The Society of Professional Journalists



Member of  
 The Northwest  
 Newspaper Network

## 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.

## ADVERTISING ACCEPTANCE

The Publisher reserves the right to refuse any advertisement, and reserves the right to cancel any advertisement at any time.

Position requests will be honored to the best of the publisher's ability, but no make-goods, reruns or credits will be considered if advertisement is not placed in accordance with request. Main News guarantee 15% premium.

Non-contract rates may increase without notice.

## MISCELLANEOUS

If an advertisement includes simulated news, the words "PAID ADVERTISEMENT" must appear at the top of any such page in not less than 14-point Helvetica boldface capital letters over every two (2) columns of text.

Alcoholic beverage and tobacco advertising is accepted with restrictions.

## rop preprint rates

### THE COLUMBIAN ROP RATES

Six column format  
 Daily Open Rate. . . . . \$63.50  
 Sunday / Holiday Rate . . . . . \$74.50  
 TMC . . . . . \$22.50

### YOUR WEEK SECTION

Your Week is distributed each Tuesday and is mailed to approximately 75,000 non-subscriber households in Clark County as part of the TMC Package. Daily Open Rate \$66.50  
 Color \$670

### DOLLAR VOLUME CONTRACTS

All contracts are for one year (dated 1st of the month). Must be submitted in advance of schedules. Earned rates will only be given with signed contracts. Preprint charges apply toward fulfillment of The Columbian's revenue agreements.

	Daily	Sunday / Holiday	Foed
\$ 1,500	53.50	62.75	60.00
\$ 3,000	53.35	62.50	59.00
\$ 7,000	52.65	61.50	58.25
\$ 12,000	51.75	60.75	57.75
\$ 23,000	50.50	58.50	56.00
\$ 32,000	48.25	56.50	54.00
\$ 49,000	46.50	54.50	52.25
\$ 64,000	44.50	52.50	50.25
\$ 120,000	43.00	50.50	48.75
\$ 235,000	41.50	48.50	47.00
\$ 310,000	31.50	46.75	45.50

### SEVEN DAY REPEAT RATE DISCOUNTS

Any advertisement (minimum 4.5 column inches) 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. Discount applies to space and color. **Contract advertisers only.**

## personnel

Publisher - Scott Campbell ..... Direct 360-735-4500  
 Advertising Director - Teresa Keplinger ... Direct 360-735-4470  
 Advertising Manager - Laura Wenrick..... Direct 360-735-4474

## representatives

National Sales Manager - Chris Ripley..... Direct 360-735-4589

## commission & cash discounts

15% commission to agencies. No cash discount. Contract required to earn other than the open rate. Preprinted inserts are credited towards ROP contract fulfillment.

## advertising policies

### PUBLISHER'S LIABILITY FOR ERRORS

The Publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The Publisher's liability for errors, incorrect insertions or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement. Advertiser is responsible to notify The Columbian of any error in time for correction before second insertion. Credit or make-good will be given on first insertion only. All requests for credits and adjustments are welcomed for 6 months after any year end.

## AUTOMOTIVE ASSOCIATION/ FAST FOOD/ PACKAGE GOODS RATES

Automotive Association, Fast Food and Package Goods contract rates may be earned only with a signed contract. Earned and short rates apply. No contract will be backdated beyond the first of the current month.

Dollar Volume	Daily	Sunday / Holiday
\$ 3,000	48.50	57.25
5,000	45.75	54.00
15,000	42.50	50.00
30,000	39.50	46.25
55,000	38.25	44.75
100,000	37.00	43.25

## PREPRINTED INSERT RATES

Daily, Sunday & *Your Week North County News*/  
TMC Direct Mailed

Size	The Columbian Per Thousand	Your Week Per Thousand
Single	\$44.00	\$54.75
2 tab	47.00	60.00
4 tab	52.00	65.00
8 tab	59.75	74.75
12 tab	68.75	85.25
16 tab	74.50	96.25
20 tab	83.50	105.25
24 tab	91.15	117.25
28 tab	101.50	126.25
32 tab	112.00	139.25
36 tab	123.00	154.00
40 tab	132.50	165.00

### Supplemental charges

Partials ..... Add \$5.00/m for Columbian  
Add \$9.00/m for TMC

- Preprint rates & supplemental charges are commissionable.
- Rates as quoted are Open Rate. Contract rates for 12x, 24x and 48x available upon request.
- Insert rates are per thousand based on day of distribution circulation. Estimates of Daily and/or Sunday circulation provided by National Advertising Manager.
- Rates for *Your Week North County News* mailed portion based on quantity.

NOTE: The Washington Dept. 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 supplements printing cost can be subject to sales or use tax when "Supplement To" is omitted.

## PREPRINTED INSERT SCHEDULING

*The Columbian* can target your delivery into specific zip code areas. Preprints are machine inserted. 8,000 piece minimum most weekdays, 20,000 piece minimum on Tuesdays and 30,000 piece minimum on Sundays. Add 2% for circulation variations and waste. Major holidays and all Sundays in November/December require full run quantity. Tuesday, Wednesday, Thursday, Friday and Sunday only.

Inserts are accepted and zoned into direct mail non-subscriber product, *Your Week and North County News*, 8,000 minimum.

## 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.

## PREPRINT SIZING

- Single sheet: minimum 5.75" x 4.125" up to 8.5" x 11"
- Tab page: larger than 8.5" x 11", up to 11.5" x 12.5"
- Two Tab: single sheet larger than tab size above
- Booklets: Flexie or mini-tab up to 8.5" x 11"
- Coupon book and booklet requirements: contact your advertising sales 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 12.5", folded down to 11.5" x 12.5", and billed at 4 tab rate
- Maximum acceptable page count: 64 standard, 128 tab or mini-tab/flexie.
- We accept 60 lb. or heavier paper.

Inserts other than the above standard sizes must be submitted for acceptance. Preprints less than 8.5" x 11" are not accepted for Sunday distribution.

## SHIPPING REQUIREMENTS:

Ship inserts to 801 W. 8th Street, Vancouver, WA 98660

Receiving hours, doors 3 or 4:

7 AM - 4 PM Monday - Thursday

7 AM - 3 PM Friday

**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.

## color rates

*The Columbian* stocks 15 standard ink colors. Special "mixed inks" are available for \$150.00 in addition to the standard ink color charge.

Color available daily, no minimum sizes

1 color and black .....	\$465
2 colors and black .....	\$895
3 colors and black .....	\$1,365

Color accepted every publication day subject to availability and prior commitments. Double-truck ads are billed as two colors. Back page position uses three process colors: magenta, yellow & cyan.

## special rates

### NON-PROFIT/CIVIC RATES/POLITICAL

Daily Open Rate .....	\$50.00
Sunday / Holiday Open Rate .....	59.00

### Political

All Political Advertising must be pre-paid.

## featured positions

### SECTION C SPADEA

Wraps the outside of the LIFE section.

Full Color, 3x21.5"	1-6x	7x15	16-25x
1 side, Sunday	\$2,475	1,765	2,000
2 sides, Sunday	4,823	4,590	4,355
1 side, Daily	2,120	1,885	1,650
2 sides, Daily	4,120	3,650	3,530

Available when Section A is sold.

### SECTION A SPADEA

Full Color, 10x21.5"	1-6x	7x15	16-25x
Sunday or Daily	\$14,000	12,360	11,180

### SECTION FRONTS - MN

6x2" full color	1-25x	26-51x	52x	75x
Sunday	\$2,160	-15%	-25%	-35%
Daily	1,925	-15%	-25%	-35%

On Clark County, Business, Life, and Sports. Main news front page available Sundays \$2470 or Daily \$2355. For event or image content, one product/price point. Excludes alcohol, tobacco, adult entertainment, coupon offers and political ads (candidate or measures).

SPECIAL SECTION - SECTION FRONTS 6x2" Space plus full color and \$150

## comics

### SPADEA-COMIC WRAP

Frequency	Per Thousand
1 to 6x .....	\$59.00
7 to 12x .....	54.00
13 to 24x .....	51.00
25 or more .....	47.00

Comic rates include full color with the advertiser providing printing materials. Copy and cancellation is six (6) weeks prior to publication. Spadeas are available each Sunday around the comic section. Rates include space and full color. Sections close Wednesday, 30 days prior to issue date.

### FULL COLOR ROP COMIC ADVERTISEMENTS

Rates include space and full color. Sections close six (6) weeks prior to publication. Call for current rates.

Mechanical Measurement: Comic page size 11.75" wide x 20" deep; 7 (seven) colors to page. Colors available: ANPA/AAAA; Four. Submit all comic and spadea materials to Vertis, Inc., 3200 Pomona Blvd., Pomona, CA 91768. Insertion orders directly to National Advertising Manager, *The Columbian*.

## special services

Complete consumer profiles, market share, demographics and readership studies are available.

For information on a web site or advertising on [www.columbian.com](http://www.columbian.com), contact National Advertising Manager at 360-735-4589.

## special days, features, pages

### DAILY/SUNDAY.

The Columbian consistently wins awards for its high quality reproduction, its compelling reporting and vivid photography.

**BUSINESS.** The Business section delivers the freshest news from the business and financial world.

**CLASSIFIED.** The Columbian Classifieds is the advertising source most often turned to for information when people intend to purchase a home, vehicle or search for employment in SW Washington.

**CRUISE CONTROL.** The place to find your next car, truck, RV or water craft. The section includes Saturday's automotive advertising, as well as feature articles and reviews of vehicles, and articles from Dr. Gizmo, local cruise-in calendar, and local dealer focus.

**FOOD.** On Tuesdays, food features and recipes are highlight in the Life Section. Clark County and Northwest columns include wine, local listings of food events and classes happening in the area.

**LIFE.** An all-encompassing daily feature appealing to many different tastes. Life concentrates on families, activities for the weekend, and special events happening in our community.

**SPECIAL SECTIONS.** We publish over twenty special publications throughout the year, focusing on special events, holidays, special topics, and much more. Quarterly sections focus on active seniors, health and home. These sections are the perfect way to reach special audiences.

**SPORTS.** The place to read in-depth coverage of the latest scores, plus feature articles about our favorite teams and rivals.

**TRAVEL.** Travel features are published the last Sunday of the month in the Life section and focus on some of the world's favorite travel destinations.

**TV TIMES.** Seven out of ten Sunday Columbian readers regularly refer to TV Times for their viewing choices. Complete expanded cable listings are in easy-to-read daily grid formats.

**WEATHER.** A full-color feature appearing every day in *The Columbian*. Always located on the back page of a section. Exclusive ad position is available.

**WEEKEND and beyond.** Clark County's number one choice for entertainment news for Vancouver & Portland. Friday morning you'll get movie listings, information on outdoor festivals, gaming, outdoor activities, restaurant news and reviews.

**YOUR WEEK/NORTH COUNTY NEWS.** This lifestyle and food publication is mailed every Tuesday to homes in Clark County not subscribing to *The Columbian*. On Wednesday, via post, approximately 76,000 homes receive this exciting package of feature news and advertising. Your Week/North County News is a Clark County favorite, and when combined with *The Columbian* is the area's most cost effective vehicle to reach total market penetration.

## deadlines

### RETAIL DISPLAY

Publication Day	Deadline	
Monday	Thursday	4:00 PM
Tuesday	Thursday	4:00 PM
Your Week/North Co News	Wednesday	4:00 PM
Wednesday	Friday	4:00 PM
Thursday	Monday	4:00 PM
Friday	Tuesday	4:00 PM
Weekend	Monday	4:00 PM
Saturday (Cruise Control)	Wednesday	4:00 PM
Sunday (Real Estate)	Wednesday	4:00 PM
TV Times	Thursday 10 days prior	12 Noon

## mechanical specifications

### STANDARD ROP PAGE 6 columns by 21.5" deep

Column width	Inches
1 column	1.798"
2 columns	3.764"
3 columns	5.729"
4 columns	7.694"
5 columns	9.66"
6 columns	11.625"
Standard double truck	24.125"

### TABLOID ROP PAGE

5 columns by 11.5" deep Tabloid double truck . . . 20.5"

### TV TIMES PAGE

3 columns by 9.5" deep

Column width	Inches
1 column	2.375"
2 columns	4.875"
3 columns	7.4375"

## rop depth requirements

Minimum space: 2.5 column inches. Ads must be as many inches deep as columns wide. Ads more than 19" are charged full-page depth (21-1/2"). Tabloid ads exceeding 9.5" will be charged full 11-1/2" depth.

## special rop units

The Columbian Special Sections may have specific unit sizes. Contact National Advertising Manager for details.

## digital guidelines

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

### DIGITAL SUBMISSION DEADLINES

Ads must be in house 48 hours prior to camera-ready

### PREFERRED AD FILE FORMAT

Press-ready PDF (PDF/X-1a:2001 preferred)

### ART & COMPONENT FILE FORMATS

PDF (.pdf) EPS (.eps) TIFF (.tif) JPG (.jpg)

### SOFTWARE WE SUPPORT

Macintosh OS X Adobe Photoshop CS3 Adobe Illustrator CS3  
Adobe InDesign CS3 Adobe Acrobat

### 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

### COMPRESSION

PDF formatting provides preferred compression.

### DATA DELIVERY METHODS

- Adsend • Compact Disc • DVD
- FTP (to our site: [www.columbianftp.com](http://www.columbianftp.com))

### VIRUS PROTECTION

All files are scanned for viruses. Infected will be rejected.

### QUESTIONS?

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