

CAMAS-WASHOUGAL POST-RECORD

CLASSIFIED ADVERTISING RATES

www.camaspstrecord.com . . then click on classifieds

1. Publication

The Camas-Washougal Post-Record/Leisure Classifieds are published every Tuesday and are delivered to 9,400 homes.

2. Classified Display Rate

(Per column inch, per insertion)

Consecutive Week Rates

| | |
|----------------|---------|
| Open rate..... | \$13.25 |
| 4 Weeks | \$12.35 |
| 8 Weeks | \$11.55 |
| 13 Weeks | \$10.80 |
| 26 Weeks | \$10.10 |
| 52 Weeks | \$9.15 |

Monthly Earned Rates (Camas only)

| | |
|-------------------------|---------|
| 20 Inches..... | \$12.45 |
| 40 Inches..... | \$11.60 |
| 80 Inches..... | \$10.60 |
| 126 or more | \$9.40 |
| Camera Ready Rate | \$10.80 |

Full Columbia River Gorge area buy

77,000 homes in Camas, Washougal, Hood River, The Dalles, White Salmon and Goldendale.

3. Deadlines

Classified Line Ads—Noon Monday

Classified Display Ads—Noon Friday

4. Blind Box Charge

\$5.00 charge per month

5. Mechanical Specifications

Classified Page Size

Width: 10 inches; Depth: 21½ inches

| Classified Display | Column Widths |
|--------------------|---------------------------------|
| 1 Column | 1.56 Inches 9p4.5 Picas |
| 2 Columns..... | 3.25 Inches 19p6 Picas |
| 3 Columns..... | 4.94 Inches 29p7.5 Picas |
| 4 Columns..... | 6.62 Inches 39p9 Picas |
| 5 Columns..... | 8.31 Inches 49p10.5 Picas |
| 6 Columns..... | 10 Inches 60 Picas |

6. Acceptance Policy

The publisher reserves the right to edit or reject any advertisement that may be objectionable to our readers.

7. Errors and Adjustments

It is the advertiser's responsibility to check their ad for accuracy on the first publication day. The Post-Record is only responsible for the first incorrect publication of an ad.

CAMAS-WASHOUGAL POST-RECORD

425 N.E. 4th AVENUE, CAMAS, WASHINGTON 98607 • (360) 834-2141 • FAX (360) 834-3423

ROP & CLASSIFIED ADVERTISING RATES

Effective April 1, 2013

The Camas-Washougal Post-Record is published on Tuesday. With its companion TMC publication, Leisure, all advertising in the Post-Record is delivered to 9,400 homes in Camas (98607) and Washougal (98671). Information on this rate card is presented in accordance with the prescribed format of the Standard Rate and Data Service (SRDS). Information not applicable to these rates has been omitted.

1. Personnel

Publisher.....Mike Gallagher
Advertising Director.....Mike Gallagher
Advertising Rep..... Shelly Atwell
Classified Advertising Rep. Bobbi Foster
Production Manager Bobbi Foster
Circulation Manager Shelly Atwell
Managing Editor..... Heather Acheson

2. Representatives

Washington Newspaper Publishers Assn.
3838 Stone Way N.
Seattle, WA 98103 (206) 634-3838

3. Commission and Terms of Payment

All rates are non-commissionable. All advertising bills are due and payable by the 10th of the month following. Monthly and contract bills not paid by the 10th of the month will be subject to a service charge.

4. Policy

- A. Advertising prepared to resemble news matter must carry the words "Paid Advertisement." News type face is not permitted.
- B. Publisher reserves the right to edit or reject advertising copy.
- C. Publisher will exercise due diligence to prevent mistakes, but will be responsible for typographical or other errors only to the extent of a credit or corrected insertion of the portion of advertisement that is incorrect due to publisher's error in the first insertion. The Publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement.
- D. Publisher reserves the right to revise advertising rates upon 30 days notice.

E. Advertiser assumes full liability for his advertising and agrees to indemnify and hold harmless the publisher from all claims, suits and related costs arising by reason of any advertisement.

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

5. ROP Display/Preprint & Color Rates

(Per column inch - all rates are net)

A. Display ROP Rates:

1. Consecutive Weekly Contract Rates

| | |
|----------------|--------|
| 4 Weeks | \$9.00 |
| 8 Weeks | \$8.85 |
| 13 Weeks | \$8.50 |
| 26 Weeks | \$8.10 |
| 52 Weeks | \$7.75 |

2. Monthly Bulk Rates

| | |
|----------------------|---------|
| Open..... | \$11.50 |
| 30-50 Inches..... | \$10.50 |
| 51-65 Inches..... | \$9.85 |
| 66-126 Inches..... | \$9.30 |
| Over 126 Inches..... | \$8.60 |
| Thank You Ads..... | \$6.90 |

3. Annual Bulk Rates

| | |
|------------------------|---------|
| 65 Inches..... | \$11.50 |
| 135 Inches..... | \$10.95 |
| 250 Inches..... | \$10.35 |
| 500 Inches..... | \$9.90 |
| 750 Inches and Up..... | \$9.40 |

4. Churches & Non-Profit Organizations
Local recognized churches, non-profit organizations, and paid obituaries will be billed at \$7.75 per column inch.

5. Camera Ready

Ads sent electronically \$9.35
(PDF files preferred)

6. Preprint Rates:

Costs are on a per thousand basis

| Size of Section | Open Rate | 12x | 24x | 52x |
|-----------------|-----------|------|---------|---------|
| Single Sheet | \$37.25 | \$36 | \$34.75 | \$32.50 |
| 4 Tab Pages | \$39.25 | \$36 | \$34.75 | \$33.50 |
| 8 Tab Pages | \$43.25 | \$41 | \$38.75 | \$36.50 |
| 12 Tab Pages | \$45.25 | \$42 | \$39.75 | \$37.50 |
| 16 Tab Pages | \$46.25 | \$43 | \$40.75 | \$38.50 |
| 20 Tab Pages | \$48.25 | \$44 | \$41.75 | \$39.50 |

Add \$3 per thousand for partial run
Add \$2 per thousand for each 4-tab page increments over 20.
Min. 1,000 qty.

SHIPPING REQUIREMENTS:

Ship inserts to:
701 West 8th Street, Vancouver, WA 98660
(Sixth Street entrance).
Packaging Center direct line: 360-699-6027
Receiving hours, doors 3 or 4:
Mon.-Thurs. 8 a.m. to 10 p.m. (closed 4-6 p.m.)
Friday 8 a.m.-3 p.m., Sat. & Sun. 8 a.m.-2 p.m.

IMPORTANT: Mark shipment CAMAS-WASHOUGAL POST-RECORD

Insertion order must be placed with advertising representative before insertion delivery. Inserts delivered without a written or verbal insertion order from advertiser does not guarantee insertion.

| 7. Color Advertising | Consecutive Week* | |
|------------------------|-------------------|------------------|
| Rate (per publication) | 1st Week | Discounted price |
| 1 Color + black..... | \$85.00 | \$70.00 |
| 2 Colors + black..... | \$170.00 | \$140.00 |
| Full Color..... | \$255.00 | \$210.00 |

*Discounted price good only after 1st week at full rate.

6. Special Services

A. Post-Record/Columbian "Flight Plan"

The Post-Record and The Columbian offer a "Flight Plan" for advertisers wishing to reach readers of both newspapers at a discounted rate. Some restrictions apply. Ask your advertising representative for details.

B. Columbia Gorge Advertising Network

Your advertising representative can place your ad in these Columbia Gorge area newspapers:

- White Salmon Enterprise • Hood River News
- The Dallas Chronicle • Goldendale Sentinel
- Camas-Washougal Post-Record

7. On-Line Advertising — 300x250

| | |
|----------------|----------|
| 4 Weeks | \$85.00 |
| 8 Weeks | \$160.00 |
| 13 Weeks | \$250.00 |
| 26 Weeks | \$485.00 |
| 52 Weeks | \$575.00 |

8. Advertising Deadlines

ROP Retail..... 5 p.m. Thursday
Classified Display..... Noon Friday
Classified Line Ads..... Noon Monday
Legals Noon Friday

9. Circulation

Post-Record—3,600 paid
Leisure (TMC)—5,800 non-paid
Total non-duplicated circulation—9,400

10. Mechanical Specifications

ROP Page Size

Width: 10 inches; Depth: 21½ inches

Retail Display Column Widths 6 Columns

| | | |
|----------------|-------------------|---------------|
| 1 Column | 1.56 Inches | 9p4.5 Picas |
| 2 Columns..... | 3.25 Inches | 19p6 Picas |
| 3 Columns..... | 4.94 Inches | 29p7.5 Picas |
| 4 Columns..... | 6.62 Inches | 39p9 Picas |
| 5 Columns..... | 8.31 Inches | 49p10.5 Picas |
| 6 Columns..... | 10 Inches | 60 Picas |

Tabloid Page Size

Width: 10 inches; Depth: 10 inches

Tabloid Page Size 4 Columns

| | | |
|----------------|---------------------|-------------|
| 1 Column | 2.6875 Inches | 16 Picas |
| 2 Columns..... | 5.5 Inches | 33 Picas |
| 3 Columns..... | 8.25 Inches | 49p75 Picas |
| 4 Columns..... | 10 Inches | 60 Picas |

