



**Rate Base:**  
460,000

**Total Readers:**  
1,058,000

**Circulation Region:**  
Oregon  
Southern Idaho

1x                      3x                      6x

	1x	3x	6x
<b>4 COLOR</b>			
Full Page	\$10,900	\$10,360	\$9,810
2/3 Page	7,640	7,260	6,880
1/2 Page	6,550	6,230	5,900
1/3 Page	4,140	3,930	3,720
1/6 Page	2,520	2,390	2,270
<b>B&amp;W</b>			
Full Page	\$8,730	\$8,290	\$7,850
2/3 Page	6,100	5,800	5,490
1/2 Page	5,240	4,980	4,720
1/3 Page	3,650	3,460	3,290
1/6 Page	2,000	1,890	1,800

All rates are gross

### DIGITAL REQUIREMENTS

Ad materials will be accepted in the following digital formats: InDesign, Illustrator or Photoshop.

Include all fonts and high resolution images with a list of fonts and graphics. Resolution should be 300 dpi at 100% finished size. All 4-color images should be supplied CMYK.

High resolution PDF files are acceptable.  
Email file to: [mira.roytman@norcal.aaa.com](mailto:mira.roytman@norcal.aaa.com)

### PROOF REQUIREMENTS

Laser prints are acceptable.

### CONTACT INFORMATION

All ads sent must include a client name, contact person, phone number, fax number and email address.

### EXTENSIONS

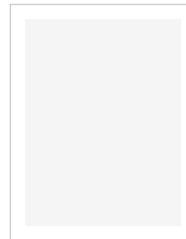
No extensions will be granted without approval of the Advertising Art and Production Director. For extensions, contact:  
Mira Roytman on 925.274.8164, or at [mira.roytman@norcal.aaa.com](mailto:mira.roytman@norcal.aaa.com)

### SHIPPING INSTRUCTIONS

Via Advertising, Natasha Alcalá at [natasha.alcala@norcal.aaa.com](mailto:natasha.alcala@norcal.aaa.com)

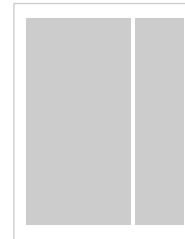
Trim size: 8" x 10.5"  
Bleed size: 8.25" x 10.75"

**Full Page**  
7" x 9.5" (live copy area)  
8.25" x 10.75" (bleed)



**2/3 Page Vertical**  
4.625" wide x 9.5" tall

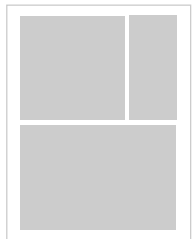
**1/3 Page Vertical**  
2.25" wide x 9.5" tall



**1/3 Square**  
4.625" wide x 4.625" tall

**1/6 Page Vertical**  
2.25" wide x 4.625" tall

**1/2 Page Horizontal**  
7" wide x 4.625" tall



**March/April 2018**  
In-Home February 20-24  
Close: 1/3/18  
Material: 1/9/18

**May/June 2018**  
In-Home April 21-25  
Close: 3/1/18  
Material: 3/8/18

**July/August 2018**  
In-Home June 23-27  
Close: 5/1/18  
Material: 5/8/18

**September/October 2018**  
In-Home August 21-25  
Close: 7/2/18  
Material: 7/9/18

**November/December 2019**  
In-Home October 23-27  
Close: 9/4/18  
Material: 9/10/18

**January/February 2019**  
In-Home December 22-26  
Close: 11/1/18  
Material: 11/8/18



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	1x	3x	6x
<b>4 COLOR</b>			
1/3 Page	\$4,180	\$3,970	\$3,760
4 inch	2,090	1,990	1,880
3 inch	1,570	1,490	1,410
2 inch	1,050	1,000	950
1 inch	550	520	500
<b>B&amp;W</b>			
1/3 Page	\$3,330	\$3,160	\$3,000
4 inch	1,670	1,580	1,500
3 inch	1,250	1,190	1,120
2 inch	850	810	770
1 inch	450	430	410

\*All rates are net  
No Agency Discounts

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Ads may not be less than 1 column inch in depth.

Columns are 2 1/8" wide.

Ads exceeding 4" will be billed at the rate of a 4" ad plus the incremental inches.

**1/3 Travel Guide:** 4.5" wide x 4" tall  
4-inch: 2.125" wide x 4" tall  
3-inch: 2.125" wide x 3" tall  
2-inch: 2.125" wide x 2" tall  
1-inch: 2.125" wide x 1" tall

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Material: 1/9/18

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