

NW Examiner

Serving Portland's Northwest Neighborhoods since 1986

2021 ADVERTISING RATES & PUBLICATION SCHEDULE

The NW Examiner is read in 22,500 homes and businesses in greater Northwest Portland. It is also read fervently. In the 2020, more than 150 readers sent notes of gratitude and praise for the fearless, quality journalism and attention to the every-day activities and community life.

Paid subscriptions, initiated last year, demonstrate that 750 households are willing to underwrite and donate generously to preserve their unique local newspaper.

The NW Examiner was founded in 1986 by Allan Classen, who remains the editor and publisher, as well as a resident of the community he covers.

In every issue:

-  Snapshots
-  New Businesses
-  The Pearl
-  Going Back
-  Business Briefs
-  Going Out
-  Obituaries
-  Community Events



Full 10"x16"	Half-H 10"x8"	Half-V 5"x16"	Quarter-H 10"x4"	Quarter-V 5"x8"	Eighth-V 3.25"x6"	Eighth-H 5"x4"	Sixteenth 3.25" x 3"	Business Card 3.25" x 2"
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ADVERTISING SPECIFICATIONS

Advertiser Supplied Press-Ready Art:

Submit press-ready ads digitally in JPEG, PDF, or TIFF format.

To be considered press-ready, files must be the correct size and color mode: CMYK or grayscale, with a preferred line resolution (dpi) of 220. We cannot guarantee the reproduction quality of files under 180 dpi.

Maximum color build is 240%.

Microsoft Publisher documents must be converted to and submitted as a press-ready PDF file.

- A \$10 minimum fee will apply to the following:
- Ads submitted as a hard copy (formerly camera-ready) which require scanning to a digital format.

- Ads submitted in Microsoft Word which must be converted to a different file format.
- Ads that require resizing, color mode changes or other modifications will be charged at the regular artwork rates.

Publication Produced Advertising:

Ad rates do not include graphic design services. The NW Examiner can produce your ad at a rate of \$45 per hour: \$20 minimum for new ads, \$10 minimum for revisions to existing ads. Materials and information for ads to be produced by the NW Examiner must be provided by the space reservation deadline.

Add 10% to cost of ad space for solid black ink coverage over 50% of ad.

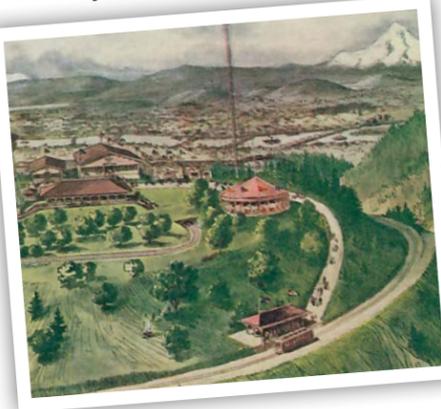
The latest NW dining news . . .



current events . . .



history . . .



Advertising

JOLEN JENSEN-CLASSEN Sales Manager
503-804-1573 jolen@nwexaminer.com

Editorial

ALLAN CLASSEN Executive Publisher
503-241-2353 allan@nwexaminer.com

www.NWExaminer.com
2825 NW Upshur St, Ste. C
Portland, OR 97210

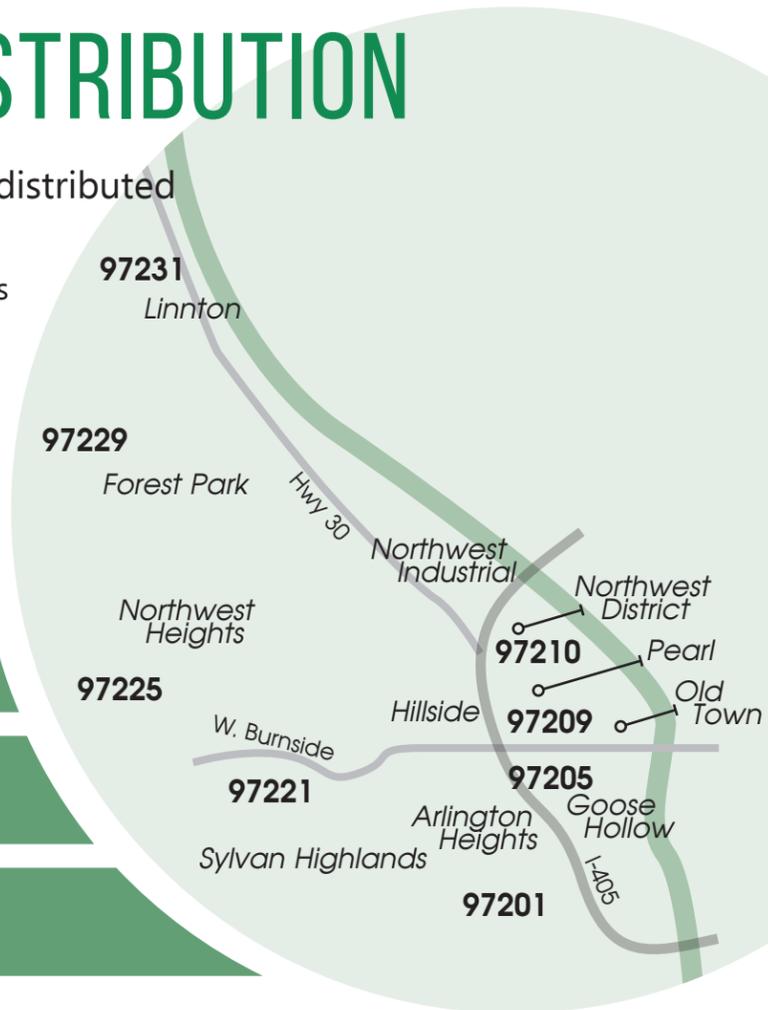
CIRCULATION & DISTRIBUTION

24,000 monthly copies printed/distributed

22,500 mailed to NW Portland residents

+ **1,500** available at 100 neighborhood newsstands, libraries, pubs, coffee shops and stores.

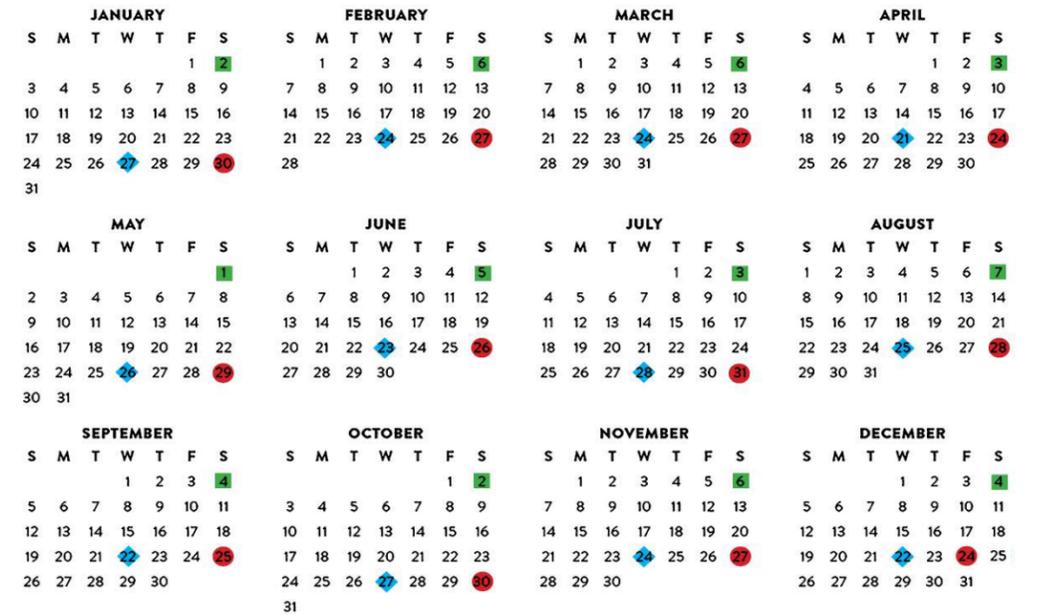
97201 2,450 copies	97205 750 copies	97209 9,100 copies
97210 5,300 copies	97221 800 copies	
97229 2,700 copies	97231 1,200 copies	



PUBLICATION SCHEDULE/DEADLINES

Publication Date ■
Space Reservation* ◆
Art Deadline* ●

*Space & art deadlines are the month prior to publication



READER DEMOGRAPHICS

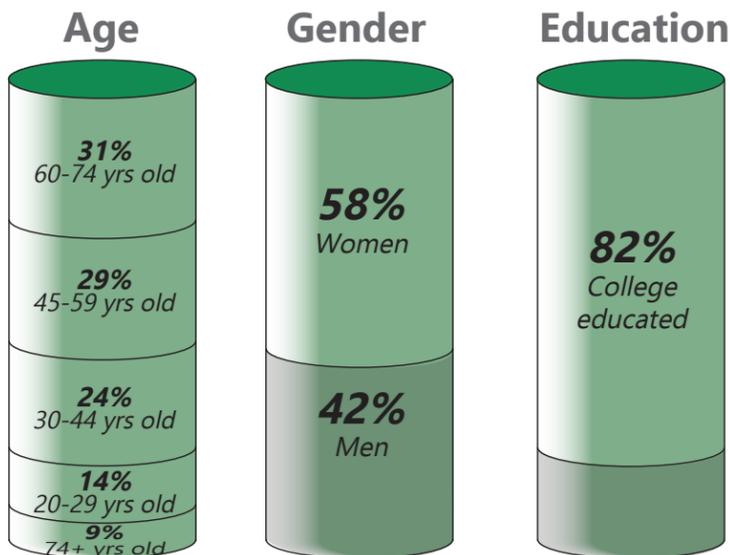
77% of NW Portland residents find that local retailers & services are very accessible



Annual income range is from \$75,000 to \$150,000+



Median home sale price is \$600,000



ADVERTISING RATES

Ad Size	Ink	1 month	3 months	6 months	12 months
Full	B & W	\$1600	\$1500	\$1400	\$1300
	Color	\$1900	\$1750	\$1650	\$1550
1/2	B & W	\$825	\$775	\$725	\$650
	Color	\$950	\$900	\$850	\$775
1/4	B & W	\$475	\$425	\$390	\$350
	Color	\$600	\$550	\$515	\$475
1/8	B & W	\$260	\$240	\$215	\$195
	Color	\$385	\$365	\$340	\$325
1/16	B & W	\$190	\$170	\$150	\$130
	Color				
Business Card	B & W	\$140	\$110	\$100	\$80



Pre-Printed Inserts: 5.5 cents each, must full cover each Zip Code selected, see Circulation for figures. All orders require 250 extra copies.