

# NW Examiner

Serving Portland's Northwest Neighborhoods since 1986









## 2023 ADVERTISING RATES & PUBLICATION SCHEDULE

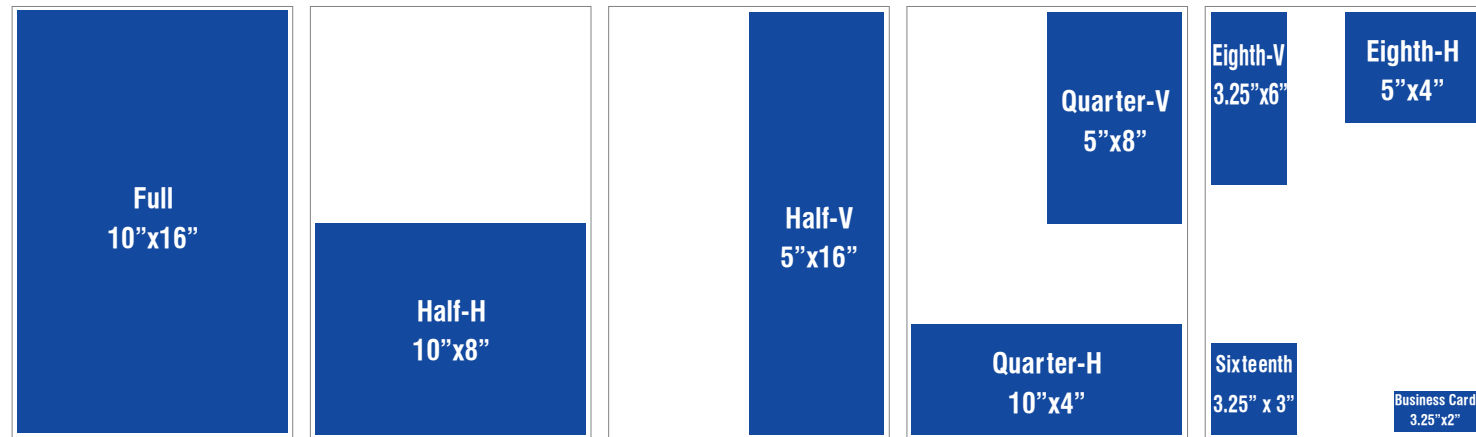
The NW Examiner is read in 22,500 homes and businesses in greater Northwest Portland. It is also read fervently. In the 2020, more than 150 readers sent notes of gratitude and praise for the fearless, quality journalism and attention to the every-day activities and community life.

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
-  Development Map
-  The Pearl
-  Going Back
-  Business Briefs
-  Going Out
-  Obituaries
-  Community Events



## 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 . . .



Development Map . . .



### Advertising

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

### Editorial

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

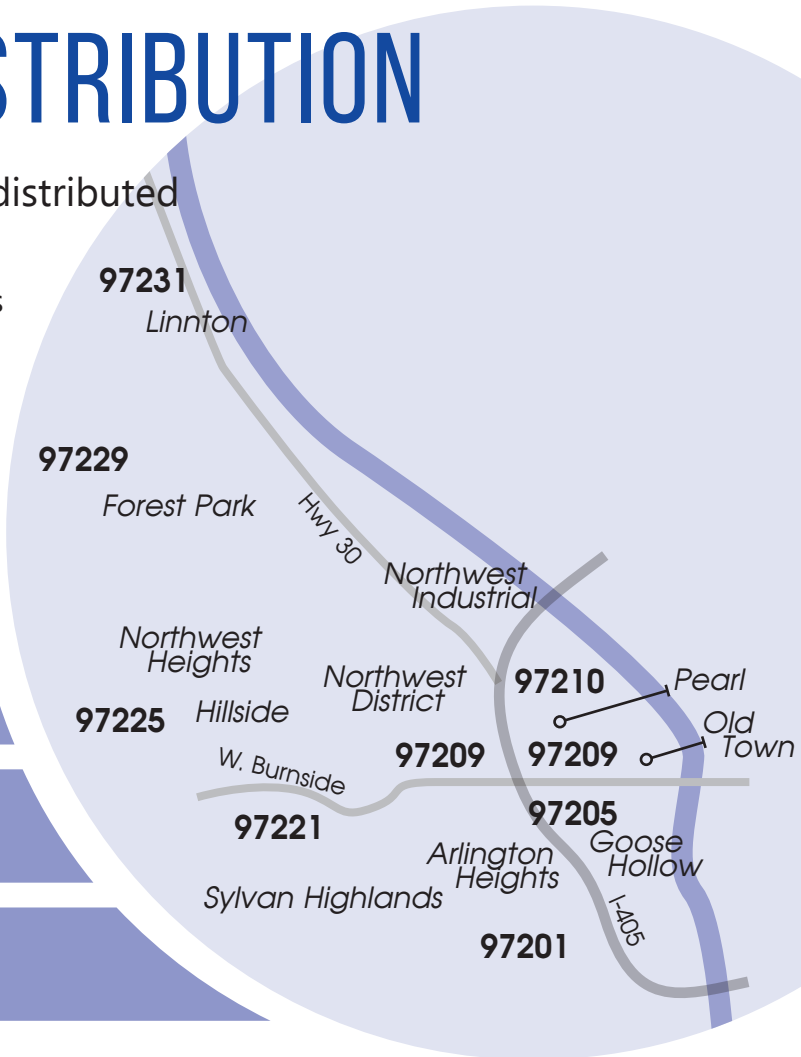
**www.NWExaminer.com**  
2825 NW Upshur St, Ste. C  
Portland, OR 97210

# CIRCULATION & DISTRIBUTION

**24,427** monthly copies printed/distributed

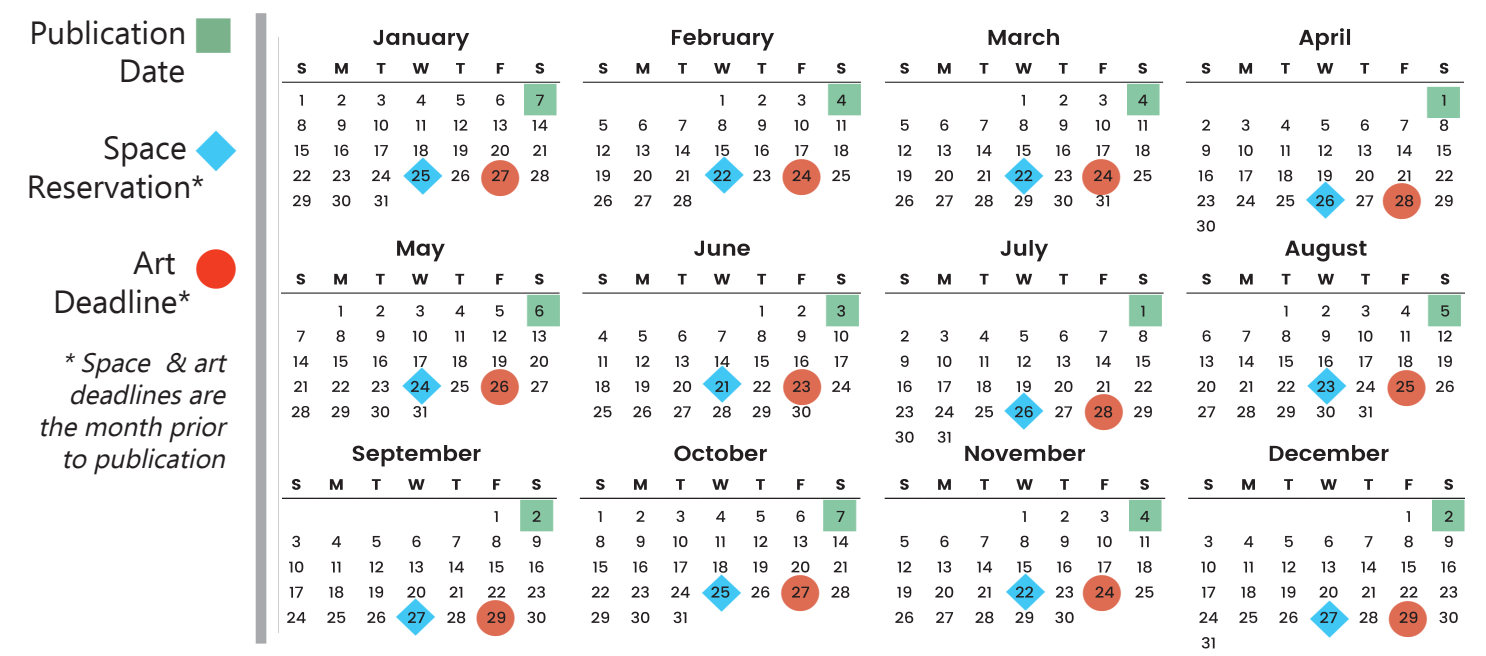
**23,327** mailed to NW Portland residents

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



<b>97201</b> 2,742 copies	<b>97205</b> 672 copies	<b>97209</b> 9,162 copies
<b>97210</b> 5,412 copies	<b>97221</b> 778 copies	
<b>97229</b> 2,652 copies	<b>97231</b> 1,188 copies	

# PUBLICATION SCHEDULE/DEADLINES

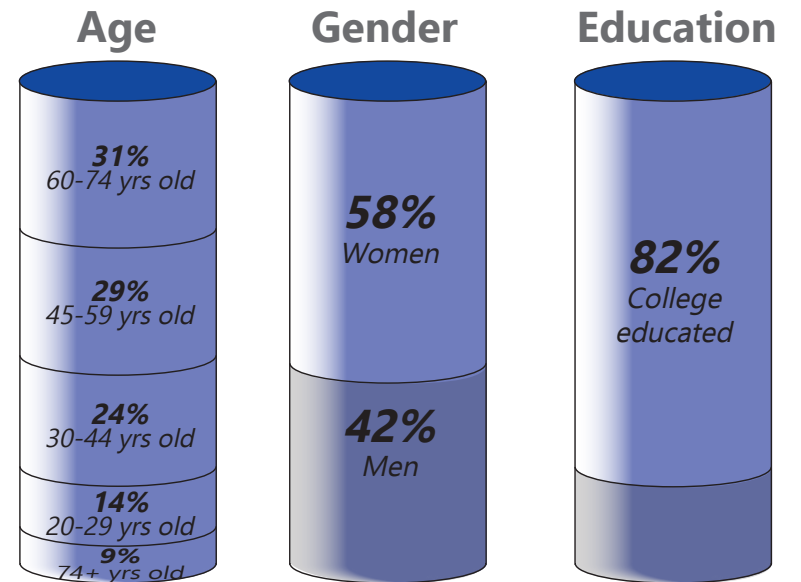


# READER DEMOGRAPHICS

**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 \$269,000 to \$698,000



# ADVERTISING RATES

Ad Size	Ink	1 month	3 months	6 months	12 months
Full	B & W	\$1700	\$1550	\$1450	\$1350
	Color	<b>\$1950</b>	<b>\$1800</b>	<b>\$1700</b>	<b>\$1600</b>
1/2	B & W	\$875	\$825	\$775	\$700
	Color	<b>\$1025</b>	<b>\$950</b>	<b>\$900</b>	<b>\$825</b>
1/4	B & W	\$475	\$425	\$390	\$350
	Color	<b>\$600</b>	<b>\$550</b>	<b>\$515</b>	<b>\$475</b>
1/8	B & W	\$260	\$240	\$215	\$195
	Color	<b>\$385</b>	<b>\$365</b>	<b>\$340</b>	<b>\$325</b>
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.**