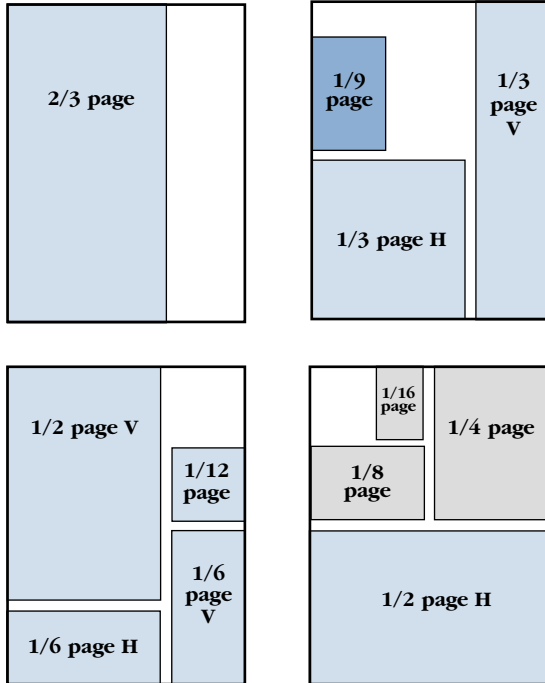


ad sizes and rates



AD SIZES (IN INCHES)

Full page (non-bleed trim size*)	8.125 W x 10.875 D
2 Page Spread (non-bleed)	16.25 W x 10.875 D
2/3 page	4.7 W x 9.75 D
1/2 page V	4.7 W x 7.125 D
1/2 page H	7.125 W x 4.75 D
1/3 page V	2.25 W x 9.75 D
1/3 page H	4.7 W x 4.75 D
1/6 page V	2.25 W x 4.75 D
1/6 page H	4.7 W x 2.25 D
1/9 page	2.25 W x 3.125 D
1/12 page	2.25 W x 2.25 D
1/24 page	2.25 W x 1 D

TRAVEL PLANNER

1/4	3.47 W x 4 5/8 D
1/8	3.47 W x 2.25 D
1/16	1.625 W x 2.25 D

V=vertical ad; H=horizontal ad • W=width; D=depth
* copy should be 1/4 inch from trim.

Live copy in .25" from trim on top and bottom; .375" from left and right.

AD RATES FOUR COLOR - RUN OF PRESS

SIZE	1X	3X	6X
Full page	\$2,827	2,581	2,335
Two page	5,371	4,904	4,437
2/3 page	2,088	1,903	1,719
1/2 page	1,719	1,534	1,349
1/3 page	1,349	1,226	1,103
1/6 page	678	616	554
1/9 page	499	445	399
1/12	413	370	293
Inside Cover	3,393	3,018	2,710
Back Cover	3,534	3,265	2,957
Card Insert	1,970	(Advertiser supplies card)	

An advertiser can combine insertions in Oregon Coast and the Mile-by-Mile guide to earn 3-, and 6-- time rates.

TRAVEL PLANNER

SIZE	1X	3X	6X
1/4 page	\$795	733	610
1/8 page	462	400	363
1/16 page	290	240	216

READER RESPONSE SERVICE

As an extra service to our advertisers, we offer an ad information number in conjunction with advertisements. This number, circled by interested readers, provides advertisers with names and addresses for sending more information on their product or services.

PAYMENT POLICIES

- Standard discount to all recognized agencies (15/2).
- MasterCard, Visa and American Express accepted.
- Standard billing is net due in 30 days, 2% discount for payment within 10 days of billing date, 5% pre-payment discount.

ad deadlines

ISSUE	DATE DUE	ISSUE	DATE DUE
Jan/Feb	Nov 10	July/Aug	May 10
Mar/April	Jan 10	Sept/Oct	July 10
May/June	Mar 10	Nov/Dec	Sept 10