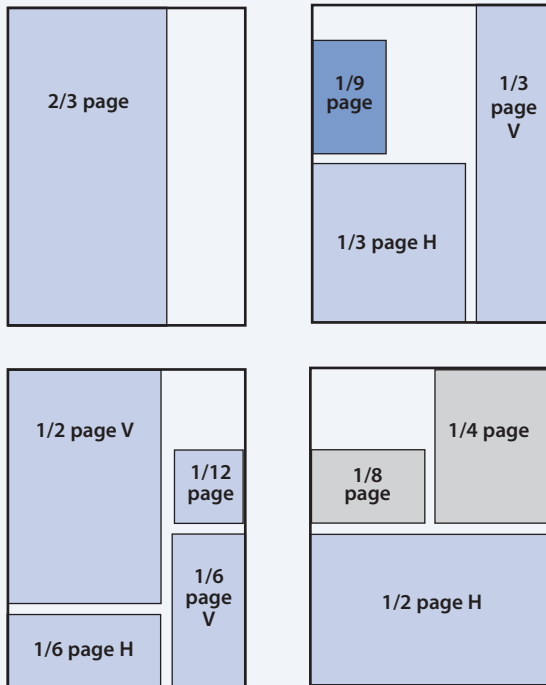


2013 Ad Sizes and Rates



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 |

TRAVEL PLANNER

| | |
|-----|------------------|
| 1/4 | 3.47 W x 4 5/8 D |
| 1/8 | 3.47 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 page | 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) | |
| Card Insert | 2,895 | (Shared card, we print) | |

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 |

Banner ads

As an extra service to our advertisers, we offer banner ads on our web site. These ads click through to the advertiser's site. Also online, we provide a directory where viewers can ask for more information about the advertiser's business. Those names are sent to the contact person for the advertiser by e-mail or if requested, in label format.

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-pay discount (not applicable with credit card payments.).

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 |