



The Oregon Episcopal Church News

11800 SW Military Lane

Portland, OR 97219

503/636-5613

800/452-2562

Advertising Rates & Guidelines



The Oregon Episcopal Church News

has won the
Episcopal Communicators'
national Polly Bond Award
fourteen times

Advertising Policy

Ads are due on the 1st of the month prior to the month of publication. For example, ads for the February issue must be in by Jan. 1.

- Acceptance of advertising does not imply endorsement or recommendation of an advertiser's product, service, event, creed or opinion by *The Oregon Episcopal Church News* or the Diocese of Oregon
- Advertisers and/or advertising agencies assume liability for all content of advertisements published and also assume responsibility for any claims arising therefrom against the publisher.
- *The Oregon Episcopal Church News* will not knowingly accept advertising that is illegal or fraudulent. We reserve the right to decline any advertising at the discretion of the editor and advisors. *OECNews* does not accept advertising for alcoholic beverages (except sacramental wine) or tobacco products.
- Ad materials are returned to the advertiser only if

requested.

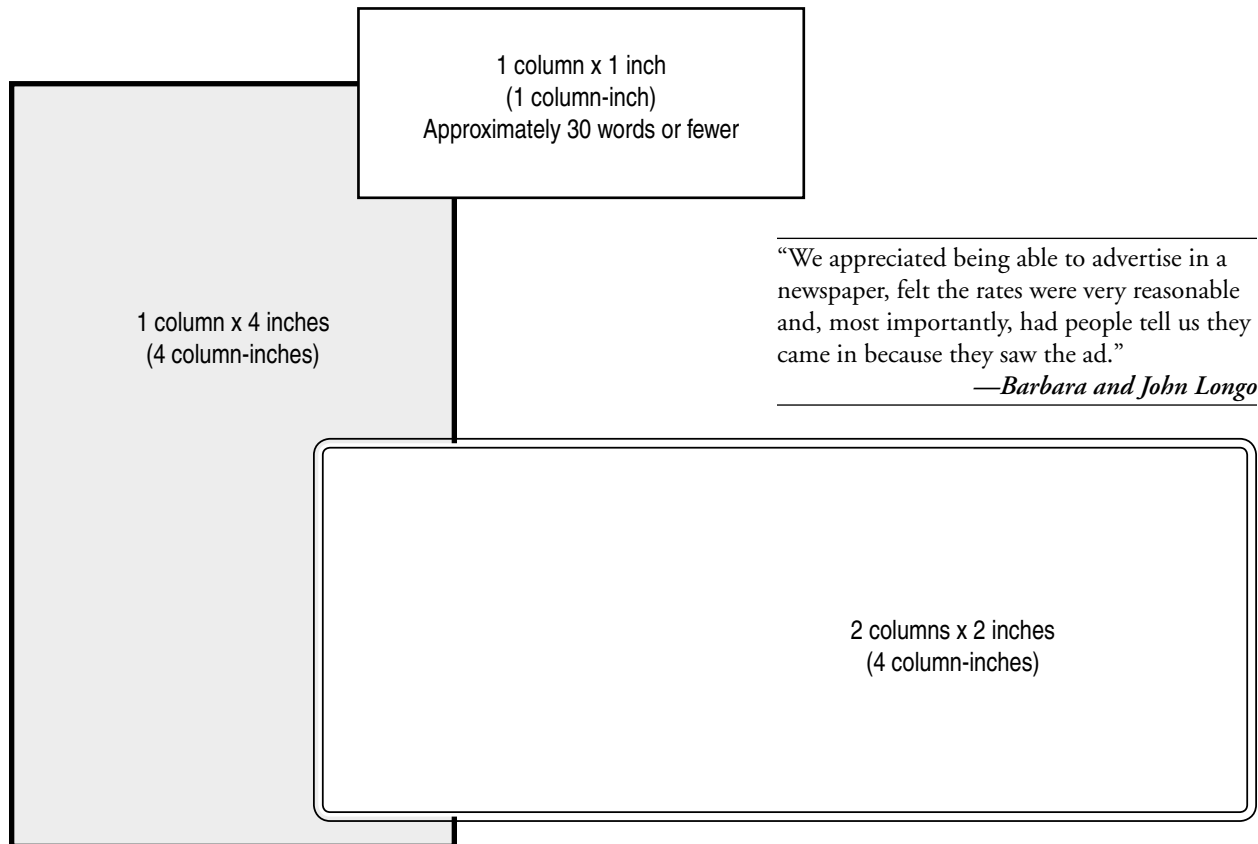
- When an ad is placed, the number of times it is to run should be indicated on the ad proof.
- Please contact the editor - not the accounting department - to discontinue or change an ad before the closing date for the issue (the 1st of the prior month).
- Ads are billed on publication. Ads from advertisers more than 60 days in arrears will be pulled until accounts are brought up to date. Checks should be made payable to **Diocese of Oregon**. Please note the invoice number on the check.
- Proofs are provided; please check them carefully before signing and returning. Provide a fax number or email address so we can send a proof to you. Emailed proofs will be sent as an Adobe Acrobat® PDF (the free Acrobat Reader® is available from www.adobe.com). If you have neither fax nor email, please provide a mailing address for the proof.

Advertising Rates

Our basic rate is \$15 per column inch per insertion, with a discount at year's end for every-issue advertisers. Ads are sold in one-inch increments. A column inch is one inch high and one column (14 picas or 2 5/16") wide.

Ad Dimensions

Half Page:	10" wide x 8" high:	\$450
Quarter Page:	10" wide x 4" high or 5" wide by 8" high:	\$225



“We appreciated being able to advertise in a newspaper, felt the rates were very reasonable and, most importantly, had people tell us they came in because they saw the ad.”

—*Barbara and John Longo*

Mechanical Requirements

Please call before creating an ad if you have any questions about size, format, image resolution or need any sort of technical assistance.

Electronic files or camera-ready materials are welcome. We accept files created in most programs on either Windows or Macintosh computers. *Preferred* formats are PDF, Pagemaker, Quark XPress, Indesign or EPS from any of those programs.

We can also use text and art files to create ads. If specific fonts are desired, please include them with the file. If you are emailing files, please zip (WinZip) or stuff (Aladdin Stuffit) them first, to avoid damage in email. Do not email files larger than 1.8 meg.; call for information about other transfer methods.

If half-tones (photos) are used in an ad, they should be included, or scanned at 300dpi. We can scan photos for you. Line art should be clear and unsmudged; fax copies are usually not acceptable.

A printed copy of the ad (even a rough sketch) should be faxed or mailed, and information about special fonts or formatting should be included. Please call if you need additional information.

We will provide camera-ready copies of your ad if you wish to place the ad in another publication.

2003 Print Schedule

<u>ISSUE:</u>	<u>DEADLINE:</u>	<u>MAILED:</u>
Feb.	Jan 1	Jan 24
March	Feb 1	Feb 28
April	Mar 1	Mar 28
May	Apr 1	May 2
June/July	June 1	June 13
Sept.	Aug 1	Aug 29
Oct.	Sept 1	Oct 3
Nov.	Oct 1	Oct 31
Dec.	Nov 1	Dec 5

General Information

Circulation:

The Oregon Episcopal Church News is mailed to nearly 11,000 Episcopal households in a diocese stretching from the Pacific Ocean to the Cascade Mountains and from the California border to Washington State. It is also mailed to other dioceses, seminaries and libraries.

Publication frequency:

The Church News will be published nine times in 2003, near the first of each month except January, June and August.

Closing date

is the 1st of the month prior to publication.

Mailing date

is at the end of the month prior to the issue date; that is, the February issue will be mailed near the end of January.



Information contact

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