

## IDENTITY & RECOGNITION ADS - Full Color

| AD DESCRIPTION | AD SIZE      |               | 5+ INSERTIONS* | 2-4 INSERTIONS | SINGLE AD OPEN RATE |
|----------------|--------------|---------------|----------------|----------------|---------------------|
| R4 "square"    | 2.27" x 2"   | 1 col x 2"    | \$38           | \$41           | \$44                |
| R5 horizontal  | 4.8" x 2.27" | 2 col x 2.27" | \$63           | \$68           | \$73                |
| 1/8 page       | 4.8" x 3.5"  | 2 col x 3.5"  | \$85           | \$95           | \$105               |
| 1/5 page       | 4.8" x 5"    | 2 col x 5"    | \$119          | \$135          | \$150               |

## HIGH IMPACT ADVERTISING - Full Color

| AD DESCRIPTION      | AD SIZE       |               | 5+ INSERTIONS* | 2-4 INSERTIONS | SINGLE AD OPEN RATE |
|---------------------|---------------|---------------|----------------|----------------|---------------------|
| 1/4 page vertical   | 4.8" x 7.25"  | 2 col x 7.25" | \$190          | \$205          | \$220               |
| 1/4 page horizontal | 9.83" x 3.5"  | 4 col x 3.5"  | \$190          | \$205          | \$220               |
| 1/3 page square     | 7.31" x 7.25" | 3 col x 7"    | \$272          | \$293          | \$314               |
| 1/2 page horizontal | 9.83" x 7.25" | 4 col x 7.25" | \$324          | \$349          | \$374               |
| 1/2 page vertical   | 4.8" x 15"    | 2 col x 15"   | \$324          | \$349          | \$374               |
| Full page           | 9.83" x 15"   | 4 col x 15"   | \$649          | \$699          | \$749               |

\* Ad rate for Non-profit organizations (all frequencies).

### Get the ADVANCE PAY DISCOUNT – 5% OFF

When paid in full at beginning of frequency (5 or more insertions)

### Get the AUTO-PAY DISCOUNT – 5% OFF

When paid through credit card / virtual merchant (5 or more insertions)

### BUSINESS CARD SIZE - Full Color

| Ad Description and Size | 5+ INSERTIONS | 2-4 INSERTIONS | SINGLE AD |
|-------------------------|---------------|----------------|-----------|
| Business Card 3.5" x 2" | \$28          | \$30           | \$32      |

**ALL PRINT AD SPECS:** Ads must be submitted in one of the following file types: pdf, tif, eps\*. Resolution must be 300 dpi or larger. Dimensions must be one of the above ad sizes. All art must be CMYK, NO RGB. Black text must be 100% black, no rich black. \*eps files must have fonts "outlined."

**AD SUBMISSIONS:** Upload at [www.NewberryEagle.com](http://www.NewberryEagle.com), click on "Submit an Article/Ad" button and complete the dialogue box, uploading your print ready ad or content info, logo, and photos.

Rev. 2017.03.14

**CUSTOM AD RATES:**  
\$12.50 per column inch

**AD DEADLINES:**  
Ad content due on the 21st of each month.

**CONTACT** ▶

**Theresa Hane**

Sales Representative & Account Manager

Direct: 503-910-0284 • Office: 541.536.3972

email: [sales@NewberryEagle.com](mailto:sales@NewberryEagle.com) • [www.NewberryEagle.com](http://www.NewberryEagle.com)

