



P.O. Box 1085, Pacific City, OR 97135 • 503-801-5221 • tim@pacificcitysun.com • www.pacificcitysun.com

## Basic Ad Rates

DIRECTORY LISTING*	as low as \$12*
1/20 PAGE (Vertical: 2.4" X 3.06")	\$31
1/12 PAGE (Horizontal: 4.98" X 2.53" Vertical: 3.26" X 3.87")	\$45
1/8 PAGE (Horizontal: 4.98" X 3.87" Vertical: 2.4" X 7.92")	\$67
1/6 PAGE (Horiz: 6.69" X 3.87" Vert: 3.26" X 7.92" Square: 4.98" X 5.22")	\$86
1/4 PAGE (Horizontal: 10.12" X 3.87" Vertical: 4.98" X 7.92")	\$124
1/2 PAGE (Horizontal: 10.12" X 7.92" Vertical: 4.98" X 16")	\$219
FULL PAGE (Vertical: 10.12" X 16")	\$384

(All ad specifications are listed in width x height format)

FULL COLOR\*\* ADD 35%

\***Directory Listings** must be pre-paid in 6-issue (\$18 each), 13-issue (\$15 each) or 26-issue (\$12 each) increments. Ad size is 2.35" wide x 1.5" tall. Changes after first issue are \$5 each. Non-profit & church discounts do not apply.

\*\***Full Color ads** are subject to space availability. Not available for 1/20 page ads and directory listings.

\*\*\***Premium & Guaranteed Placement.** 10% additional charge for premium or guaranteed placement. Offered on a first-come, first-served basis. Ads must be 1/4 page or larger to qualify for guaranteed placement.

## Guidelines and Policies

**Advertising** is subject to publisher approval. The Sun reserves the right to refuse any advertising. The Sun is not responsible for typographical errors if the advertiser does not submit a signed proof. Payment in full is due within 30 days of the billing date. A finance charge of 1.5% per month (18% annually) will be added to accounts past due. Accounts not current must become current to continue advertising. Accounts with a history of paying late will be asked to pre-pay for future ads. Accounts 90 days past due will be subject to credit collection. Returned checks are subject to a \$35 fee. Contract advertisers must pay before 30 days to keep their contract discount in force.

## Discounts

5% DISCOUNT  
WITH 6-ISSUE  
COMMITMENT

10% DISCOUNT  
WITH 13-ISSUE  
COMMITMENT

15% DISCOUNT  
WITH 26-ISSUE  
COMMITMENT

UP TO 10% OFF  
WHEN YOU  
PREPAY\*

15% DISCOUNT  
FOR NON-PROFITS

\*Save 5% when you prepay one issue at a time; 10% when you prepay for six issues or more at one time. Payment is due by the publication date.

## Ad Deadlines

Advertisements needing production are due by 5 p.m. on the **Monday** prior to publication.

Press-ready PDFs are due by 5 p.m. on the **Tuesday** prior to publication.

**Press-Ready Ads:** We have a Macintosh-based production environment and prefer press-ready PDF ad submissions. JPG or TIF ads are also acceptable. Color ads should be in CMYK format. All files should be 300 dpi or higher.