



# *Oregon Resource Guide*

## **Media Kit**



# Oregon Resource Guide

## Print Pricing Guide



### Advertising Rates

#### Display Ads (2 Columns)

1/8 Page	\$824
1/4 Page	\$1,236
1/2 Page	\$1,545
Full Page	\$2,575
Section Cover (3/4 page)	\$2,884
1/2 Inside Front	\$3,090
1/2 Inside Back	\$3,090
Inside Front Cover	\$5,150
Inside Back Cover	\$5,150
1/2 Back Cover	\$6,180
Back Cover	\$8,240
Front Cover	\$16,480

#### Listings

Extended Listing (1 inch *color)	\$154.50
Premium Listing (2 inch *color)	\$257.50
Premium Listing (3 inch *color)	\$566.50

### Ad Sizes

**PUBLICATION SIZE(flat):** 17" x 11"  
**Full Page Ad:** 7.375" x 9.747"  
**Inside & Back Cover Ads:** 8.5" x 11" + (.125"bleed)  
**1/2 Page Ad:** 7.375" x 4.811"  
**1/4 Page Ad:** 3.625" x 4.811"  
**1/8 Page Ad:** 3.625" x 2.343"

### Custom QR Codes

#### QR = Quick Response

Custom QR Codes \$300

Scan QR Code with  
Mobile Phone to View



### Premium Examples

#### Bold Listing — \$75

**Company Name Here**  
 1234 Main Street  
 City ..... **123-4567**

#### 1" Premium Listing — \$154.50

**Company Name Here**  
 1234 Main Street  
 City ..... **123-4567**  
 www.companywebsite.com  
 Hours: Mon-Fri 8am - 5pm

#### 2" Premium Listing — \$257.50

**Company Name Here**  
 1234 Main Street  
 City ..... **123-4567**  
 www.companywebsite.com  
 Hours: Mon-Fri 8am - 5pm  
 Specializing in a variety of widgets  
 that everyone is interested in. Call for an  
 appointment. Custom orders OK.

#### 3" Premium Listing w/QR Code - \$566.50

**Company Name Here**  
 1234 Main Street  
 City ..... **123-4567**  
 www.companywebsite.com  
 Hours: Mon-Fri 8am - 5pm  
 Specializing in a variety of widgets  
 that everyone is interested in. Call for an  
 appointment. Custom orders OK.



Scan with  
Mobile to View

*We now except Credit Cards - 3% charge  
as well as Pay Pal*

CEO/Publisher

**Sally**

(541)335.1912

sally@oregonresourceguide.com



Art Director

**JJ Walker**

jj@oregonresourceguide.com



**Proofs**

All ads will have up to 3 complimentary “contract proofs”.  
**Each additional proof after 3 = \$25 each.** A full color proof supplied with your ad is preferred. We are not responsible for color inconsistency in the printing process.

**Media**

Digital Files can be supplied by email, FTP, or CD. Ads submitted electronically will also need a “contract proof”.

**File Formats**

Press-ready PDF is preferred file format.  
PDF settings: 300 dpi, CMYK, all layers flattened, fonts embedded or turned to outlines.

Illustrator, Photoshop and InDesign files are also accepted. All images, graphics and fonts must be included.

**Graphics, Color & Fonts**

All graphics must be at least 300 dpi at 100% in the document. Only CMYK process colors are to be used. RGB files will be converted to CMYK; color inconsistency is not our responsibility. Compressed images such as GIFs and JPEGs are not accepted. PDF files with spot colors, RGB colors or compressed graphics embedded may have unsatisfactory results when printed. Only Mac postscript font are acceptable; both printer and screen fonts must be included.

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**Questions about graphics?**

Any further questions about graphics contact:

**JJ Walker**

[jj@oregonresourceguide.com](mailto:jj@oregonresourceguide.com)

**Section Categories**

- Arts + Entertainment
- Automotive + Transportation
- Aviation
- Bilingual
- Business
- Children + Family
- Community
- Contractors
- Dining
- Education
- Farm + Ranch + Gardens
- Furniture
- Go Green
- Health Care
- Lodging + Resorts
- Non Profit
- Pet Services
- Real Estate + Housing Services
- RV + Parks
- Semi + Trucking
- Senior Living
- Services
- Shopping
- Sports + Recreation
- Wedding + Events
- Wineries



*Oregon  
Resource Guide*

**ad size chart**

**Full Page Ad:** 7.375" x 9.747"  
**Inside & Back Cover Ads:** 8.5" x 11" + (.125 bleed)  
**Finished Book Size:** 8.375" x 10.75"

1/4 Page  
3.625" x 4.811"

1/8 Page  
3.625" x 2.343"

1/2 Page  
7.375" x 4.811"  
( 1/2 pg. Vertical )  
( 3.625" x 9.75" )

For Questions about  
Graphic Design:  
**JJ Walker**  
jj@oregonresourceguide.com

# Oregon Resource Guide

## Multi-Media Pricing Guide



### Video Production

#### PACKAGE 1 - \$1,410.00

- One Hour Shoot
- One Location
- One Interview
- No Music
- Compressed for web
- Length: 1:00-1:30 Minutes

#### PACKAGE 2 - \$2,340.00

- Two Hour Shoot
- 1 to 2 Close Locations
- Two Interviews
- One Piece of Music
- Compressed for Web
- Length: 2:00 to 3:00 Minutes

#### PACKAGE 3 - *price will be discussed with Rick Dancer*

- Over 3 minutes
- Based on Customer Needs
- Length is unlimited as shooting locations and number of interviews, including Music
- 2- DVD's, multiple pieces of music plus compressed for the web.

### ORG Website

#### Web Listing

Your business can be featured on a web page specially designed and placed within the ORG website specific for your county. Web page includes your images and write up about your business.

With Display Ad	\$300 Annually
Without Display Ad	\$600 Annually

#### Banners

Advertising Banners on website  
6 months - \$200 a month  
1 Year - \$150.00

#### QR Codes

Set Up Fee - \$300.00  
QR Codes with Landing Pages  
On Website Monthly Fee - \$75.00

#### QR = Quick Response

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Mobile Phone to View



*We now except Credit Cards - 3% charge  
as well as Pay Pal*

CEO/Publisher

**Sally**

(541)335.1912

sally@oregonresourceguide.com



Art Director

**JJ Walker**

jj@oregonresourceguide.com

# Oregon Destination Guide

## Print Pricing Guide



### Advertising Rates

<b>Display Ads</b>	
1/3 Page	\$824
1/2 Page	\$1,545
Full Page	\$2,575

<b>Premiere Advertising</b>	
Back Cover	\$8,240
Inside Front Cover	\$5,150
Inside Back Cover	\$5,150
Double Truck	\$5,150

<b>Listings</b>	
Extended Listing (1 inch *color)	\$150
Premium Listing (2 inch *color)	\$250
Premium Listing (3 inch *color)	\$550

### Ad Sizes

**PUBLICATION SIZE(flat):** 10"(w) x 9"(h)  
**Back Cover Ads:** 5"(w) x 9"(h) + (.125"bleed)  
**Full Page Ad:** 4"(w) x 7.75"(h)  
**1/2 Page Ad:** 4"(w) x 3.75"(h)  
**1/3 Page Ad:** 4"(w) x 2.5"(h)

### Custom QR Codes

**QR = Quick Response**  
 Custom QR Codes \$300

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 Mobile Phone to View



### Premium Examples

**1" Premium Listing — \$150**

**Company Name Here**  
 1234 Main Street  
 City.....**123-4567**  
 www.companywebsite.com  
 Hours: Mon-Fri 8am - 5pm

**2" Premium Listing — \$250**

**Company Name Here**  
 1234 Main Street  
 City.....**123-4567**  
 www.companywebsite.com  
 Hours: Mon-Fri 8am - 5pm  
 Specializing in a variety of widgets  
 that everyone is interested in. Call for an  
 appointment. Custom orders OK.

**3" Premium Listing w/QR Code — \$550**

**Company Name Here**  
 1234 Main Street  
 City.....**123-4567**  
 www.companywebsite.com  
 Hours: Mon-Fri 8am - 5pm  
 Specializing in a variety of widgets  
 that everyone is interested in. Call for an  
 appointment. Custom orders OK.



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*We now except Credit Cards - 3% charge  
 as well as Pay Pal*

CEO/Publisher

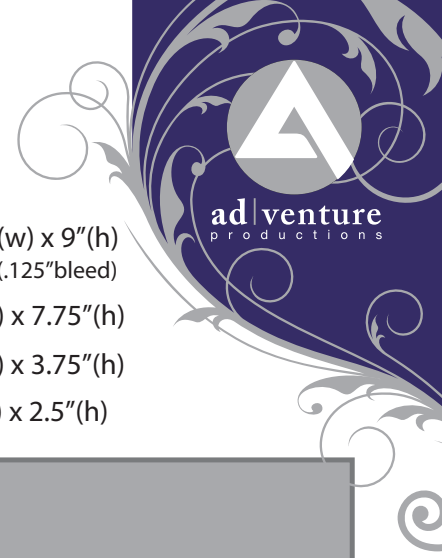
**Sally**

(541)335.1912

sally@oregonresourceguide.com



# Oregon Destination Guide ad size chart



1/2 Page  
4" x 3.75"

Back Cover Ads: 5"(w) x 9"(h)  
+ (.125"bleed)

Full Page Ad: 4"(w) x 7.75"(h)

1/2 Page Ad: 4"(w) x 3.75"(h)

1/3 Page Ad: 4"(w) x 2.5"(h)

1/3 Page  
4" x 2.5"

Full Page  
4" x 7.75"

## Media

Digital Files can be supplied by email, FTP, or CD. Ads submitted electronically will also need a "contract proof".

## File Formats

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