

## > Our Readers



## > AOI Market Segments

Retail	21%
Manufacturing	16%
Other	8%
Services	8%
Chambers of Commerce	8%
Agriculture	6%
Construction	5%
Transportation	4%
Health Providers	4%
Technology	3%
Real Estate	3%
Insurance	3%
Wholesale	2%
Insurance Agents	2%
Banking & Finance	2%
Utilities	2%
Associations	2%
Forestry	1%

For additional information, please contact your Account Manager:

**Micaela Davis**

Account Manager

p 503.546.9886

mdavis@commnewspapers.com

### Editorial

The *BUSINESS VIEWPOINT* editorial is designed to give high-expectation business leaders insight into the business environment in Oregon that affects organizational decisions, strategies and performance.

Articles relate to the factors and forces related to doing business from Oregon. They include such important topics as logistics, economics, energy and the regulatory environment, with ongoing departments that include: health, education, retail, labor/human resources, environment, manufacturing, tax/revenue, finance, forestry and workers' compensation.

### Readership

*BUSINESS VIEWPOINT* is read by owners, investors, senior management and policy makers who need to know, understand and make decisions that affect the economic vitality of Oregon and the well-being of Oregonians.

*BUSINESS VIEWPOINT* readers are involved in every business sector in Oregon. They include retail, manufacturing, real estate, banking, marketing, finance, timber and forest products, food services, electronics, health, transportation and more.

### Most Effective Statewide Circulation

Approximately 24,960 companies statewide receive *BUSINESS VIEWPOINT*. Estimated readership is 62,400.

All readers share a common interest in understanding aspects of the business environment they cannot directly control—yet they need to formulate their business strategies to remain competitive.

*BUSINESS VIEWPOINT* readers are in a position to direct their companies on how to take action.

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***BUSINESS VIEWPOINT***  
magazine has the highest  
quality business-to-business  
circulation in Oregon.

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# > 2008 Editorial Overview

# Business viewpoint

\* Editorial schedule subject to change



Issue	Editorial Theme	Closing Date	Ad Materials Due
Quarter 1	Sustainability	11/21/07	12/12/07
Quarter 2	Energy	3/12/08	4/16/08
Quarter 3	Education/Workforce	6/18/08	7/16/08
Quarter 4	Health Care	9/17/08	10/15/08

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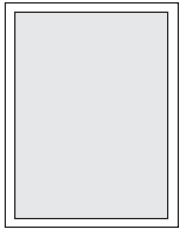
**Account Manager**

**p 503.546.9886**

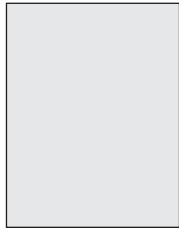
**mdavis@commnewspapers.com**

## > Advertising Rates

### > Ad sizes

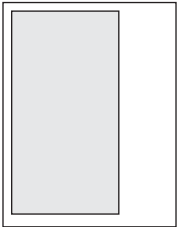


**Full page**  
7.875" x 10.125"

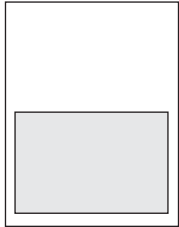


**Full page bleed**  
8.375" x 10.875"  
(Trim size)

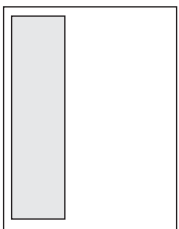
**Please note:**  
Add .125" bleed all sides



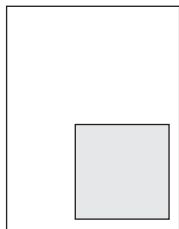
**2/3 page vertical**  
5" x 10"



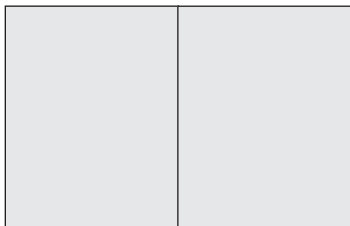
**1/2 horizontal**  
7.625" x 4.875"



**1/3 page vertical**  
2.43" x 10"



**1/3 page square**  
5" x 4.875"



**2-page spread**  
17" x 11.125"

**Please note:** Trim size of 16.75" x 8.375",  
plus .125" bleed all sides

### Business Viewpoint trim size: 8.375" x 10.875"

#### Business Viewpoint ad rates:

	<b>1X</b>	<b>2X</b>	<b>4X</b>
Full page	\$4250	\$3820	\$3470
2/3 vertical	\$3900	\$3550	\$3180
1/2 page horizontal	\$3660	\$3300	\$2960
1/3 page vertical/square	\$2085	\$1875	\$1685

#### Color Ad rates (additional to B&W rate):

Each spot color (Matched PMS)	\$350
4-color process	\$700

#### Special positions/4-color:

	<b>1X</b>	<b>2X</b>	<b>4X</b>
Inside front/Inside back cover	\$6075	\$5540	\$4940
Back cover	\$6875	\$6470	\$5590
Two-page spread	\$7780	\$6605	\$5620

#### Inserts and Gatefold:

Please call for a quote

#### Other premiums and discounts:

- 15% Agency discount
- 10% Special position charge

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Locally owned by  
Pamplin Media Group

## ➤ Advertising policies



### Hit the bullseye with AOI Business Viewpoint

#### Special Positioning:

- Ads guaranteed on specific pages carry a 10% premium.
- Center spread carries a 20% premium.
- All special position contracts require a 90-day cancellation notice.

#### Commission/Discount:

15% to full-service advertising agencies provided payment is received within 30 days of invoicing date. Agency discount forfeited if payment is not received within 45 days of billing.

#### Frequency Discounts:

Advertising must be inserted within one year of first insertion to earn frequency discount rates. Advertisers who do not complete a committed schedule will be subject to the short term rate.

#### Rate Changes:

Rates may be changed upon thirty (30) days written notice to advertisers under contract. Increases for non-contract advertisers are effective as of published date on the rate card.

#### Copy Responsibility:

Submission of copy is the responsibility of the Advertiser. Ad of last insertion will be run if copy is not received by specific closing date. If no previous insertion, client is liable for contracted space not used.

#### Advertiser Responsibility:

All advertisements are accepted and published by the Publisher upon the representation that the agency and/or Advertiser is authorized to publish entire contents and subject matter thereof. In consideration of Publisher's acceptance of such advertisements of publication the agency and/or the Advertiser will indemnify and hold the Publisher harmless from and against any loss of expense resulting from claims or suits for defamation, libel, violation of privacy, plagiarism and copyright infringement.

#### Cancellations:

Contracts may be canceled, with rebilling for discounts already taken, at any time before closing date for space reservation. Cancellations are not accepted after published closing dates. Cover contracts cannot be canceled. All cancellations must be in writing and must be post-marked (not meter) prior to closing dates.

#### Format:

Magazine, 3-column 70# gloss book.

#### Ad Design and Production Service:

Complete ad production service available, including copywriting, typesetting, photography, color separations, design and production.

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## > Ad submission



### Digital Media:

CDROM or DVD containing all fonts, images and native files, or a press ready pdf with fonts embedded, CMYK 300 dpi (minimum) images also embedded.

### QuarkXpress:

Make sure you “collect” all fonts and images used in the document. To place your ad, Community Newspapers will convert your document to a pdf with fonts and images embedded.

### Macromedia FreeHand:

When completing your ad, make sure to convert all type used to “paths” (*Text* pull down menu). This will prevent the need to supply fonts with your file. Also, when placing images in your Freehand file, make sure to place only TIFF or EPS formats. Make sure all colors used are CMYK. Export the file as a Freehand EPS before sending it to Community Newspapers. This will lock all paths and images in position.

### Adobe InDesign:

When placing images in your InDesign file, make sure to place only TIFF or EPS formats. Make sure all colors used are CMYK, and resolution is set to a minimum of 300 dpi. Export the file as a pdf/X-1a compliant file before sending it to Community Newspapers. If you want to supply native files, be sure to “package” (*File* pull down menu) the document including images, fonts, etc. and provide that packaged folder to Community Newspapers.

### Adobe Illustrator:

When completing your ad, make sure to convert all type used to “outlines” (*Type* pull down menu). This will prevent the need to supply fonts with your file. Also, when placing images in your Illustrator file, make sure to place only TIFF or EPS formats. Make sure all colors used are CMYK. Export the file as a Illustrator EPS before sending it to Community Newspapers. This will lock all paths and images in position.

### Adobe Photoshop:

When sending Photoshop files, make sure the resolution is proper (minimum) 300 dpi) so that image quality is not sacrificed. As a general rule, always start your ad with a resolution of 300 dpi. If you are placing small type directly into your Photoshop image, we advise making the resolution 600 dpi. Save the image as either TIFF or EPS formats.

### Adobe Acrobat PDF:

Before sending PDF files, check your Acrobat preferences. Images should be CMYK at 300 dpi. Be sure to embed all fonts.

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**Please contact your Account  
Manager with any questions  
pertaining to submitting artwork  
and/or press-ready ads.**

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