



THE LEWIS RIVER REVIEW

Serving the cities of Woodland and Kalama, Wa. and surrounding communities.

131 Davison Ave./P.O. Box 244, Woodland, WA 98674-0300 • Phone: (360) 225-1273 • Fax: (360) 225-4838 • E-mail: lewisriverreview@yahoo.com

Rates Effective Nov. 1, 2006 - Nov. 1, 2007

(Revised Nov. 1, 2006. This rate card cancels all previous rate cards.)

DISPLAY ADVERTISING

Space for color limited and is sold on a first-come, first-served basis. Color is not available on Classified Ad pages.

Exact Ad Dimension Information (see below also)

Ad Size (suggested sizes only—for other sizes, please contact our offices at 360-225-1273)

Business Card ad

3.75 ci • 3.306" (19p10) wide x 1.875" (11p3) deep • 2 col.

1/24th page ad

3.75 ci • 3.306" (19p10) wide x 1.875" (11p3) deep • 2 col.

1/16th page ad

5.625 ci • 5.041" (30p3) wide x 1.875" (11p3) deep • 3 col.

1/8th page ad

11.25 ci • 10.25" (61p6) wide x 1.875" (11p3) deep • 6 col.

1/4th page ad (vertical)

24 ci • 5.041" (30p3) wide x 8" (48p) deep • 3 col.

1/4th page ad (horizontal)

23.5 ci • 10.25" (61p6) wide x 3.917" (23p6) deep • 6 col.

1/3 page ad (vertical)

32.33 ci • 3.306" (19p10) wide x 16.167" (97p) deep • 2 col.

1/3 page ad (horizontal)

31.67 ci • 10.25" (61p6) wide x 5.278" (31p8.016p) deep • 6 col.

1/2 page ad (vertical)

48.5 ci • 5.042" (30p3) wide x 16.167" (97p) deep • 3 col.

1/2 page ad (horizontal)

48 ci • 10.25" (61p6) wide x 8" (48p) deep • 6 col.

2/3 page ad

64.33 ci • 10.25" (61p6) wide x 10.722" (64p4) deep • 6 col.

3/4 page ad

72 ci • 10.25" (61p6) wide x 12" (72) deep • 6 col.

Full page ad

97 ci • 10.25" (61p6) wide x 16.167" (97) deep • 6 col.

MECHANICAL SPECIFICATIONS

All pages (including Classifieds) = 6 column format

Columns are 9 picas 5 points wide with 1 pica between

1 col = 9p5 wide (1.569") 4 col = 40p8 wide (6.778")
2 col = 19p10 wide (3.306") 5 col = 51p1 wide (8.514")
3 col = 30p3 wide (5.042") 6 col = 61p6 picas wide (10.25")