

# Cascade Arts & Entertainment

A PUBLICATION OF CASCADE PUBLICATIONS INC.

## 2011 ADVERTISING RATES/SCHEDULE

SPACE DEADLINE

Featuring articles, reviews & news briefs on the visual arts, music, theatre, dance, fine dining, film, video, photography, fashion, festivals/events & literature/poetry. High-end readership with purchasing power. A unique magazine-style layout that maximizes the impact & visibility of display ads.

### JANUARY

Healthy Lifestyles & Resolutions December 19, 2010

### FEBRUARY

Valentines, Weddings, Photography, Winterfest January 19

### MARCH

Spring Fashion, Hair Care, Outdoor, St. Patrick's Day February 16

### APRIL

Earth Day, Bend Downtown Art Hop, Easter March 16

### MAY

Summer Fashion, Resorts & Sports, Mother's Day April 20

### JUNE

Antiques/Auctions, Bend Elks, Commute Options, Father's Day May 18

### JULY

Sunfest, Sisters Quilt Show, 4th of July June 15

### AUGUST

Literature, Fall Fashion, Publishing, Music Festivals July 20

### SEPTEMBER

Artisans, Jewelry & Fall Fashion, September in Sisters August 17

### OCTOBER

Bend Film, Holiday Fairs, Bend Art Hop, Halloween September 21

### NOVEMBER

Winter Fashion, Resorts & Sports, Holidays October 19

### DECEMBER

Holidays & Central Oregon Gift Guide November 16

Artwork by Annie Ferder

VISITOR'S PREFERENCE, LOCAL'S CHOICE

541/388-5665

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CASCADE

A&E

WWW.CASCADEAE.COM

# ADVERTISING RATES

## EFFECTIVE SEPTEMBER 2010\*

AD SIZE	1X	4X	8X	12X
Gloss Cover (color)	\$1,925	\$1,760	\$1,650	\$1,402
Full Page	1,833	1,613	1,393	1,283
3/4 Page	1,375	1,210	1,045	963
Junior Full	1,177	1,036	894	824
1/2 Page	916	806	696	641
Junior Half	686	604	522	480
1/4 Page	457	403	348	320
1/8 Page	230	202	174	161
1/16 Page	113	100	86	79

\*In order to help you get the best value for your dollar, especially in this economic climate, Cascade Publications has not raised ad rates in several years. We're all in this together!

### ADD 30% FOR COLOR

Advertising agencies please add commission to insertion rate. Agencies are required to adhere to original insertion orders. If ads are cancelled prior to finish date of order a premium will be added.

**Covers: FULL BLEED ADS: 10.6" W by 12" H**  
(NOTE: To avoid unwanted trim problems, please keep all text, logos, etc. within area of 9.5" W by 10" H. Trimmable colored backgrounds, photos, etc. may extend to full bleed size)

NON-BLEED ADS: 9.5" W by 10" H

**9/16 - Junior Full Page**  
 7"W x 7"H

**Full Page**  
 Non-bleed: 9.5" W by 10" H  
 Bleed: 11.125" W by 12" H  
 Please see note above about trim.

**3/4 Page**  
 9.5"W x 7"H  
 or 7"W x 9.65"H

**1/2 Page**  
 9.5"W x 4.625"H  
 or 4.625"W x 9.65"H

**1/16 Page**  
 2.25"W  
 x 2.1875"H

**3/16 - Junior Quarter Page**  
 7"W x 2.1875"H  
 or 2.25"W x 7"H

**1/8 Page**  
 4.625"W x 2.1875"H  
 or 2.25"W x 4.625"H

**3/8 - Junior Half Page**  
 4.625"W x 7"H  
 or 7"W x 4.625"H

**1/4 Page**  
 4.625"W x 4.625"H  
 or 2.25"W x 9.65"H  
 or 9.5"W x 2.1875"H

File format most preferred is .pdf. Be sure to embed all fonts.

All colors must be CMYK Process - we cannot accept spot or RGB colors.

Photo resolution should be set to 300 dpi.

In-house graphic design services can be provided for \$25.