

CASCADE A&E

2018 ART & CULTURE IN CENTRAL OREGON

PRINT ADVERTISING RATES

Ad Size	Number of Insertions			
	1-3	4-7	8-11	12
Gloss Cover	\$2,000	\$1,760	\$1,520	\$1,400
Full Page	1,749	1,539	1,330	1,224
3/4 Page	1,313	1,155	998	919
Junior Full	1,124	989	854	786
1/2 Page	875	770	665	612
Junior Half	655	577	498	458
1/4 Page	437	384	332	306
1/8 Page	220	193	166	153
1/16 Page	108	96	82	76
You Save..	12%	24%	30%	

ADD 30% FOR COLOR. Invoices are payable upon receipt. 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. In-house graphic design services available for a one-time \$25 fee.

WEB ADVERTISING RATES

Ad Size	Number of Insertions				
	1 mo	3 mo	6 mo	9 mo	12 mo
Banner	\$300	\$270	\$255	\$225	\$195
Side Bar	250	225	213	188	163
Logo URLs	200	180	170	150	130
You Save..	10%	15%	25%	34%	

WEB AD SIZES

Banner 767w x 65h pixels	Top Banner 250w x 100h pixels
Side Bar 257w x 257h	Logo 150w x 50h



"Red Chair Gallery has seen an increase in our traffic and sales by advertising in A&E. We see people who come into the gallery with A&E in hand, open to the exhibits page; advertising in A&E is very good for us." **Lise Hoffman-McCabe, Red Chair Gallery**



"Cascade Arts & Entertainment is the leading source of arts information. And I know due to the recurring comment 'I read about/saw you in the A&E!'" **Billye Turner, art consultant**

Cascade A&E is devoted entirely to recognizing and promoting the vibrant cultural life found in Central Oregon. Circulation includes 7,000 printed copies monthly with an average of 1,000 mailed directly to subscribers and members of Arts Central and 6,000 distributed in high-traffic areas. The magazine can also be found on www.CascadeAE.com in a complete downloadable pdf format. AE captures the high-end, influential consumer with purchasing power. The unique magazine-style layout maximizes the impact and visibility of display ads.

PRINT AD SIZES

1/16 Page 2.14" w x 2.36" h	3/16 - Junior Quarter Page 6.8" w x 2.36" h or 2.14" w x 7.54" h
3/8 - Junior Half 4.47" w x 7.54" h or 6.8" w x 4.95" h	1/8 Page 4.47" w x 2.36" h or 2.14" w x 4.95" h
9/16 - Junior Full 6.8" w x 7.54" h	1/4 Page 4.47" w x 4.95" h or 2.14" w x 10.125" h or 9.125" w x 2.36" h

Digital Specifications for Print

File format most preferred is pdf.
Embed all fonts.
All colors CMYK Process.
Photo resolution 300 dpi.

Covers: FULL BLEED ADS: 10.75" w by 11.51" h
(NOTE: To avoid unwanted trim problems, please keep all text, logos, etc. within area of 9.375" w by 10.15" h. Trimmable colored backgrounds, photos, etc. may extend to full bleed size)

Non-Bleed ADS: 9.5" w by 10.5" h

Full Page (actual page size 10.25" x 11")

Bleed: 10.5" w by 11.5" h
Please see note above about trim.

Non-bleed: 9.5" w by 10.5" h
Please see note above about trim.

3/4 Page
9.125" w x 7.54" h
or 6.8" w x 10.125" h

1/2 Page
9.125" w x 4.95" h
or 4.48" w x 10.125" h

****Ask about full bleeds on 1/2 & 3/4 ads**

Digital Specifications for Web

The file format must be jpg.
All colors RGB.
Resolution 72 dpi.

2018 CALENDAR

DEADLINE

Month	Deadline	Event
JANUARY	Dec 19	Healthy Lifestyles & Resolutions
FEBRUARY	Jan 17	Valentines, Weddings, Photography, Winterfest
MARCH	Feb 14	Spring Fashion, St. Patrick's Day
APRIL	Mar 21	Earth Month, Bend Downtown Art Hop, Easter
MAY	Apr 18	Summer Fashion, Resorts & Sports, Mother's Day
JUNE	May 16	Antiques/Auctions, Father's Day
JULY	June 13	Sisters Quilt Show, 4th of July
AUGUST	July 18	Literature, Fall Fashion
SEPTEMBER	Aug 22	September in Sisters
OCTOBER	Sept 19	Bend Film, Bend Art Hop, Halloween
NOVEMBER	Oct 17	Winter Fashion, Holidays, Gift Guide
DECEMBER	Nov 14	Holidays & Central Oregon Gift Guide

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