

The top Central Oregon business to business marketing tool: the printed version of the Book of Lists and the complete online version, updated daily. A compilation of industry lists appear in *Cascade Business News* throughout the year.

**Digital Specifications for Print:**  
 The file format most preferred is pdf.  
 Embed all fonts.  
 All colors CMYK Process.  
 Photo resolution 300 dpi.

## BOL PRINT AD SIZES

		<b>Cover</b> 10"W x 11.5"H (add 1/2" on all sides for full bleed - text & logos to fit within 9"w x 10.5"h)
<b>1/8 Page</b> 4.375"W x 2.5"H	<b>1/2 Page</b> (Vertical) 4.375"W x 10.25"H	<b>Full Page</b> 9"W x 10.5"H
<b>1/4 Page</b> 4.375"W x 5.125"H		<b>3/4 Page</b> 9"W x 7.85"H
<b>1/4 Page (Horizontal)</b> 9"W x 2.5"H		<b>1/2 Page</b> (Horizontal) 9"W x 5.125"H

**Cover Sponsorship includes a Logo on Cover & Full Page Ad**



## BOL PRINT AD RATES

Ad Size	Rate
Cover Sponsorship	\$2,600
Back Cover	1,850
Inside Front/Back	1,650
Full Page	1,540
3/4 Page	1,210
1/2 Page	880
1/4 Page	495
1/8 Page	250

**Add 30% for color.**  
 Invoices are payable upon receipt. Advertising agencies please add commission to ad 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 are available for a one-time \$25 fee.

- \$25.....Book of Lists (without CBN subscription).
- \$35.....Annual CBN Subscription includes BOL.
- \$200.....Book of Lists, annual online subscription to BOL and Cascade Business News.
- \$150.....Nonprofit rate for qualified Central Oregon nonprofit organizations.

**Camera Ready Ads Are Due December 5 @ 5pm, 2017  
 Distributed January 2018 throughout Central Oregon and beyond.**