

# only the **BEST** OF THE WILLAMETTE VALLEY



Our Autumn edition ushers in the time of year as the seasons change. Our editorial focus is on home & garden preparation for winter, home-crafted Halloween costumes, new traditions for Thanksgiving along with kids' projects. Great opportunity for home improvement providers. Also featuring some of our Health & Beauty winners, just in time for open enrollment.

**Space Reservations: August 14, 2020**  
**Materials Clear: August 31, 2020**  
**In Homes: September 17, 2020**

Our magazine is delivered direct to a list of highly desirable Marion & Polk County residents. Locally printed on premium paper and full color throughout, *Only the Best of the Willamette Valley* will encourage reader engagement with a clear call to action.



Delivered timely just as the season begins, the magazine features short stories and ideas from our team of writers along with helpful information from our advertisers!

Our estimated readership is over 30,000, reaching high income households. We can also add advertiser's customers to our primary list! All advertisers are also featured on our website and in direct emails that go to our readers. Best of all, only 2020 winners of the Best of the Willamette Valley may appear in these special editions!



Our Winter/Holiday edition delivers a comprehensive gift guide. We'll review some of the best cars for family and those with more free time. After the holidays, plan trips to the Oregon Coast and take advantage of winter sales and winter projects. Great opportunity for home improvement providers, automotive, and destinations.

**Space Reservations: October 2, 2020**  
**Materials Clear: October 19, 2020**  
**In Homes: November 5, 2020**



Our Spring edition is out in time for voting!



Our Spring edition delivers ideas for home improvement like landscape makeovers, gardens, decks, fences, and more. We will also feature education as early open enrollment begins for private, charter and catholic schools, and colleges. Great opportunity for home improvement providers, schools, and health. This edition also launches our 2021 Best of the Willamette Valley contest.

**Space Reservations: March 2, 2021**  
**Materials Clear: March 19, 2021**  
**In Homes: April 5, 2021**





## DOUBLE TRUCK

Live Area: 9.75" x 7.5"

Trim: 10.5" x 8.25"

Bleed: 11" x 8.75"

Facing pages can have critical cross overs. Please download the template at [shopbowv.com/specifications](http://shopbowv.com/specifications)

## FULL PAGE

Live Area: 4.5" x 7.5"

Trim: 5.25" x 8.25"

Bleed: 5.75" x 8.75"

## HALF PAGE

Live Area: 4.5" x 3.625"

No Bleeds

## QUARTER PAGE

Live Area: 2.125" x 3.625"

No Bleeds

The entire magazine is printed on 60lb #3 gloss. For best results keep file resolutions 300dpi. Submit all materials as CMYK in PDF format, flattened. Do not send InDesign files. For text that will reproduce in black, please make sure the text is only using the "K" portion of the color. Files sent in RGB will covert poorly.

## ADVERTISING RATES

RATES QUOTED ARE ENTIRE SCHEDULE COMMITMENT

|                    | FACING PAGES | FULL PAGE | HALF PAGE | QUARTER |
|--------------------|--------------|-----------|-----------|---------|
| <b>Advertising</b> |              |           |           |         |
| 3 Times            | \$5,046      | \$3,437   | \$2,161   | \$1,581 |
| 2 Times            | \$3,306      | \$2,252   | \$1,416   | \$1,036 |
| 1 Time             | \$1,740      | \$1,185   | \$745     | \$545   |
| <b>Advertorial</b> |              |           |           |         |
| 3 Times            | \$5,946      | \$4,337   |           |         |
| 2 Times            | \$3,906      | \$2,852   |           |         |
| 1 Time             | \$2,040      | \$1,485   |           |         |

## Facing Page Advertorial + Front Cover Callout

|         |         |
|---------|---------|
| 3 Times | \$6,846 |
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| 1 Time  | \$2,440 |



## Back Cover (Full Page)

|         |         |
|---------|---------|
| 3 Times | \$4,626 |
| 2 Times | \$3,031 |
| 1 Time  | \$1,595 |

Need targeted mailing to your demo? We can do that!

Pay all at once, or just prior to publication.

## BOOK YOUR SPACE TODAY!

Allison Gnefkow

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Order space online at [shopbowv.com](http://shopbowv.com)!



This is a sample of a traditional advertorial. The entire spread is the advertiser's space. We assign a writer to cover your story.



Above is a sample of a facing page advertorial. Entire spread is the advertiser's space.



This is a sample of a full page advertorial. Entire page is the advertiser's space.



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