

# Oregon Reading Association Annual State 2009 Conference Program Booklet

<b>• Ad Sizes:</b>	— Advertising Rates —		
	<u>Dimensions</u>	<u>Regular Rates</u>	<u>Late Rates*</u>
Full Page	7 1/2" X 9 3/4"	\$550.00	\$625.00
Half Page	7 1/2" X 3/4"	350.00	400.00
Quarter Page (horizontal)	7 1/2" X 2 1/4"	200.00	250.00
Quarter Page (vertical)	3 1/2" X 4 3/4"	200.00	250.00
Eighth Page	3 1/2" X 2 1/4"	125.00	160.00

## • Advertising Deadlines

Space Reservations    December 8, 2008

Materials Deadline    January 2, 2009

Late Rate\* Deadline    January 12, 2009

Late Rate\* — This is the final date we can accept space orders and materials. All materials subject to approval by ORA. Space is limited and available only on a 'first-come, first-served' basis. Payment must accompany your space order.

## • Mechanical Requirements

Because we are using an electronic publishing system, not all files may be compatible. If you plan to provide your ad materials on disk or via email, please consult with us before you order them from your agency or prep shop.

Digital photos should be black & white in .tif or .jpg format,  
with a minimum resolution of 266 ppi at the finished size.

All advertising must be accompanied with a printed copy of the ad  
(if sent on disk via U.S. Mail) or a PDF file (if submitted via email).

Additional charges will be incurred if additional work is required  
to make your ad reproducible in our booklet.

## • Printing Specifications

Maximum image size for a full-page ad is 7 1/2 by 9 3/4 inches; we cannot offer full bleed ads.

We will be using second color on all pages; inquire if you are interested  
in running a second color on your ad.

## • Production Services

Our printing vendor has complete production facilities available for your advertising.

Please inquire for details; direct specific production questions to  
**Dick Fowler at 541-270-0404, email – [dfowler@printoregon.net](mailto:dfowler@printoregon.net)**

## • Send advertising materials & payment to:

Dick Fowler  
PO Box 8  
Newport, OR 97365