



THE GREEN BOOK

A Directory of Businesses With Heart

Ask about non-profit underwriting & discount programs!

ADVERTISING RATES & SPECIFICATIONS

2010-11 Ad Deadline: March 31, 2010 (but call up to May 1 for updated space availability)

*** At least 50% needs to be paid by May 1 to guarantee your space. Remaining due by publication.***

Publishes annually in June (since 1991)

Circulation: 23,000 copies + World Wide Web

Distribution: All year-long, we deliver to racks and businesses throughout Southern Oregon and Northern California — from the Rogue Valley to Mt. Shasta to Eugene and the coast.

DISPLAY ADS - (Print version only):

- Full Page: **\$799** • 7.50" W x 9.75" H
- Half Page: **\$525** • 7.50" W x 4.75" H
- 1/4 Page: **\$425** • 3.58" W x 4.75" H
(1/4 Page horizontal: 7.5" W x 2.38" H)
- 1/8 Page: **\$345** • 3.58" W x 2.37" H
- 1/16 Page: **\$165** • 1.79" W x 2.37" H
- **Full color pages** (non premium): Full pg = \$1,199;
1/2 pg = \$645; 1/4 pg = \$525; 1/8 pg = \$410
- All Display Ads include one FREE listing per ad.
- Aditorials: Add \$30 editing & layout fee, which includes up to two proofs. Additional charges thereafter.
- **Full color placement is limited: first come, first serve.**
- **Add Hunter Green to black & white ads for \$50.**
- **Premium placement full color** pages by quote.

LINE ADS/LISTINGS: 40-word (maximum) description in Printed Directory, duplicated on Web Directory with free links. (www.BizWithHeart.com)

- 1st Category: **\$155** FREE with 1 display ad
- 2nd Category: **\$110** FREE with 2 display ads
- 3rd Category: **\$ 65** FREE with 3 display ads

30-word listing with 1"x1" graphic or photo: \$99

(Graphic only available in print edition. Text only on website.)

Every advertiser must submit a 40-word line ad/listing since this is primarily a directory. Name, address, etc. is SEPARATE from the 40 words. Choose categories

CATEGORY EXAMPLES (Have an idea? Just ask!)

- Acupuncture/Acupress.
- Adoption Clubs/Svcs
- Art & Art Galleries
- Auto Service & Repairs
- Banks
- Beauty/Body Care
- Books & Bookstores
- Business Opportunities
- Business Services
- Children & Parenting
- Chiropractic Physicians
- Churches/Spirituality
- Clothing & Gifts
- Coffee & Tea
- Comm. Inv./Non-Profits
- Computer Services
- Contractors/ Bldg Supply
- Counseling/Coaching
- Dentists
- Education
- Employment Services
- Energy Work
- Entertainment
- Environment & Ecology
- Financial & Investments
- Foods & Nutrition
- Healing & Health Care
- Herbs/Homeopathics
- House & Home
- Insurance
- Interior Design
- Jewelry & Beads
- Landscaping/Tree Serv.
- Lodging/B & Bs
- Massage & Bodywork
- Media & Publications
- Meditation
- Music & Sound
- Naturopathic Doctors
- Outdoor Educ./Rec.
- Pest Elimination
- Pet Services & Supplies
- Photography/Video
- Physicians, M.D.
- Printing & Typesetting
- Psychic/Intuitive Readings
- Real Estate
- Recycling
- Restaurants
- Senior Services
- Solar
- Spas/Retreat Centers
- Theater
- Transportation
- Travel & Leisure
- Window Cleaning
- Wineries & Tours
- Workshops & Seminars
- Writing/Editing
- Yoga

below & E-mail to us.

DIGITAL ADS PREFERRED: We use Macs & PCs: PDF preferred. No changes will be made to PDFs. We work in InDesign, Illustrator & PhotoShop CS 4 versions. We can receive your display ad via email or CD.

FILE FORMATS: PDF format or EPS (with fonts converted to outline). If creating a PDF file, adjust your settings for output to press. Please embed any linked or placed images and follow the guidelines below for any images and scans within the ad. TIFF format can also be used, but be aware that quality and readability of smaller text and other elements could suffer. *Save in RGB format.*

IMAGES & SCANS: Grayscale images should be created or adjusted & saved at 300dpi. All line art should be scanned or created & saved at 600dpi or higher. Images need to be embedded within the ad file. If providing spot color, please make all green areas process cyan. *Additional charges may apply if not provided correctly.*

DESIGN SERVICES: If you do not have a graphics designer, please call us. We can design ads for you, provided the information is given early enough. We can also recommend other professionals. In the long run, it is cheaper to have a professional prepare your display ad since "homemade" ads often do not email or print clearly. Please see additional information.

DISPLAY AD PLACEMENT: Ads will be randomly placed (to your benefit) with a \$25 charge for specified placements, if available.

PAYMENTS: Full payment is to be received prior to publication. If we do not receive payment prior to publication, your ad(s) will not be published. We accept cash, checks and ALL major credit cards. Ask about alternative forms of payment & possibilities. Please make checks payable to *The Green Book*.

PLEASE NOTE: We reserve the right to refuse any advertisement for any reason. Publisher is not responsible for errors, although we strive for accuracy. Prices are for camera-ready ads requiring no changes. Production/editing work will be charged an hourly rate. Please ask for a separate estimate. Ads are printed as provided. No refunds will be issued.

6/30/09

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