

## Touchstone Advertising Rates and Policies

| Ad                                      | Size          | 1 issue<br>total cost | 2 issues<br>total cost | 3 issues<br>total cost | 4 issues<br>total cost | 5 issues<br>total cost | 6 issues<br>total cost |
|---|---------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| Classified                              | by word count | .20/word              | .38/word               | .54/word               | .68/word               | .80/word               | .90/word               |
| 1/8 page                                | 3.75 x 2.5    | \$15.00               | \$28.50                | \$40.50                | \$51.00                | \$60.00                | \$67.50                |
| 1/4 page vertical                       | 3.75 x 4.75   | \$25.00               | \$47.50                | \$67.50                | \$85.00                | \$100.00               | \$112.50               |
| 1/4 page horizontal                     | 8 x 3.25      | \$25.00               | \$47.50                | \$67.50                | \$85.00                | \$100.00               | \$112.50               |
| 1/2 page horizontal                     | 8 x 4.75      | \$50.00               | \$95.00                | \$135.00               | \$170.00               | \$200.00               | \$225.00               |
| 1/2 page vertical                       | 3.75 x 9.5    | \$50.00               | \$95.00                | \$135.00               | \$170.00               | \$200.00               | \$225.00               |
| 3/4 page                                | 8 x 6         | \$75.00               | \$142.50               | \$202.50               | \$255.00               | \$300.00               | \$324.00               |
| full page less header/<br>footer        | 8 x 9.5       | \$90.00               | \$171.00               | \$243.00               | \$306.00               | \$360.00               | \$405.00               |
| full page (only your<br>ad on the page) | 8 x 10.25     | \$100.00              | \$190.00               | \$270.00               | \$340.00               | \$400.00               | \$450.00               |

Once payment and membership status through the run of the ad has been confirmed, ads will run in *Touchstone* and on the OMTA web site, [www.omta.net](http://www.omta.net) from the initial publication date until the publication date of the issue following the last issue paid for advertising. For example, a 2-issue ad for June and August publication would be on the web site from June through October.

Advertising fees are nonrefundable.

Rates are set based on the same size ad with the same artwork running for all issues purchased.

If you purchase an ad and want to keep the same size ad but change the artwork (including typos or dates) for future issues, there is a \$5.00 charge for each ad change.

Classified ads cannot be replaced or refunded, but can be canceled.

All artwork must be submitted in .jpg or .tif format at a minimum of 300 dpi resolution and should be submitted electronically to [touchstone@bennouri.net](mailto:touchstone@bennouri.net). Artwork submitted in print format is subject to a \$5.00 scan charge per piece and must be mailed to  
 Touchstone Editor  
 Heather Bennouri  
 8827 SW Blake St  
 Tualatin, OR 97062  
 (971) 570-5404

Ads that need to be designed by the Touchstone editor or ads that are submitted in a format that must be recreated to meet the formatting specifications are subject to \$30.00 per hour design charges, any artwork purchasing or other related fees, and are subject to time availability by the editor.

Advertising deadlines for artwork and payment are February 1, April 1, June 1, August 1, October 1, and December 1 for the issue published on the 15th of the corresponding month. Deadlines are subject to change; please check with the editor for current issue specifics. Payment must be a check or money order payable to OMTA and sent to:

OMTA Treasurer  
 Brenda Schneider  
 1865 Whistlers Park Road  
 Roseburg, OR 97470  
 (541) 672-3478

Please contact Daisy Tabaldo (541) 643-0569 for any further questions regarding Touchstone advertising.