

# Southwest Neighborhood News

**Publisher** – The *Southwest Neighborhood News* is the monthly newspaper of Southwest Neighborhoods, Inc. (SWNI), a tax-exempt, nonprofit coalition of sixteen Southwest Portland neighborhood and three business associations. SWNI is managed by a board of directors with a representative from each member neighborhood and business association. Advertising revenues are used solely to offset the costs of printing and distributing the newsletter.

**Circulation** – The *Southwest Neighborhood News* is circulated free to approximately 10,100 \*subscriber homes and businesses in Southwest between the Willamette River on the east, the city limits (SW 65<sup>th</sup>) on the west, between US-26 and I-405 on the north, and Clackamas county line on the south (see map on back).

\* This newsletter is sent only to those who have requested it.

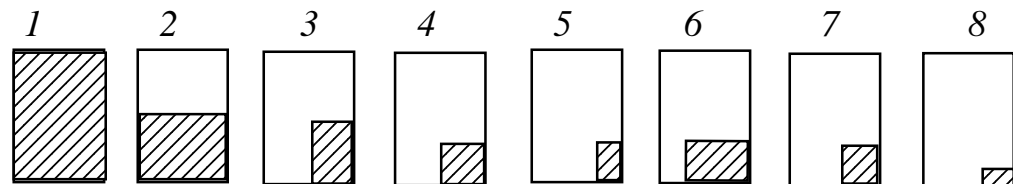
## Guidelines –

- ♦ Payment is due when the ad is placed, and then advertisers will be billed on a quarterly basis.
- ♦ Advertiser error corrections are at the same rate as the original ad.
- ♦ SWNI reserves the right not to accept ads that are incompatible with its mission or not allowed by postal regulations for nonprofit mailing.

**Newsletter format** – Newsprint tabloid, 1/4 fold 10” x 16” image area, four columns 2.25” with .167 gutters.

**Ad format** – Camera-ready specs – Velox or PMT, 600 dpi laser or ink-jet black/white high quality print acceptable, if replaced with new copy for each run. Or send a bmp or jpg file that we can drop in.

		width x depth	columns	monthly rate	contract monthly rate
1	Full Page	10” x 16”	4	\$600	\$550
2	1/2 Page	10” x 8”	4	\$325	\$271
3	1/4 Page	5” x 8”	2	\$200	\$167
4	1/8 Page	5” x 4”	2	\$130	\$109
5	1/16 Page	2.25” x 4”	1	\$ 65	\$ 62
6		4” x 6”	3	\$120	\$100
7		3” x 4”		\$ 60	\$ 50
8		3” x 2”		\$ 30	\$ 25



**Schedule** – The advertising deadline is the **10<sup>th</sup> of each month**. *The Southwest Neighborhood News* is mailed the last week of every month.

**For further information or to place your ad, contact us at:**

**Southwest Neighborhoods, Inc.**

**7688 SW Capitol Hwy, Portland, OR 97219**

**phone 503-823-4592, fax 503-823-3161**

**e-mail [swni123@spiritone.com](mailto:swni123@spiritone.com)**