



Southwest Neighborhoods

SW NEWS



**SW News
has proven to be a
very effective
advertising tool**

- The SW News is mailed and distributed to approximately 9500 Southwest Portland residents from our exclusive mailing list. The newspaper is also available online at www.swni.org.
- Low cost – maximizes your advertising dollars.
- As a nonprofit, SW News maximizes goodwill for your business and your support contributes to a public information effort.
- Our calendar and informative content guarantees a repeat readership with a high “keeper value.”

**Newspaper format:
Newsprint tabloid, 1/4 fold,
10" x 16" image area, four
columns 2.25" with .167
gutters.**

The deadline for receipt of a signed advertising agreement and ad copy is the 15th of the month (i.e., October 15th for the November issue).

The SW News is mailed the last week of every month.

Advertising Rates per Month

1/8 Page	5" wide x 4" high	\$ 100
Business Card	3-1/2" wide x 2" high	\$ 30



Advertising Agreement

Ad Size and Rate:

___ 1/8 page (\$100) ___ Business Card (\$30)

of Run Times: _____

Start Issue (Month/Yr): _____

End Issue (Month/Yr): _____

For space reservations & questions, please contact Nancy Biskey at 503-823-4592, nancy@swni.org.

You will be invoiced for advertising upon publication of the paper (i.e., April 28th for May issue). Payment must be received within 15 days of Invoice. If your ad is running multiple months and payment is not received within 15 days of Invoice, your continued advertising will be held for future publication until payment is received. There are no discounts for advertising rates covering multiple months or year. Advance payment for multiple months or year is always welcome. Advertiser error corrections are at the same rate as the original ad.

SW News is a full-color newspaper. All ads must be submitted ready to place in the newspaper (pdf, jpeg or other electronic format). Reservations for space and artwork deadline is the 15th of the month for the following month's paper (i.e., April 15th for the May issue). SWNI reserves the right not to accept ads that are incompatible with its mission or not allowed by postal regulations for nonprofit mailing.

BETWEEN: Southwest Neighborhoods, Inc. (SWNI)
7688 SW Capitol Highway
Portland, OR 97219
503-823-4592

AND Advertiser:

Company Name: _____

Contact Name: _____

Title: _____ E-Mail: _____

Address: _____

City, State, ZIP: _____

Telephone #: _____ Date Signed: _____

Signature: _____

No. of Run Times: _____ x Ad Rate: _____ = Total Cost: \$ _____