



Where even small-budget ads can make big, powerful impressions

Targeted Advertising Directories in Homes & Gardens of the Northwest offer a rich sales promotion environment for advertisers and include OregonLive.com! Traditionally among the section's most popular features, directories offer even more power and excitement with full-color displays to showcase directory ads. Use FULL-COLOR in your ad for only \$33 per inch on ads up to 5.50-inches; \$199 flat charge on ads 6-inches or larger. Color charge is in addition to space charge and color availability cannot be guaranteed.

- **Fine Furnishings** - Interior Decorators, Design Studios, Furniture, Antiques, Lamps, Soft Furnishings and Accessories
- **House Calls** - Professional Home Care & Maintenance, Carpet and Upholstery Cleaners, Maid Services, Small Project Coordinators.
- **Renovations** - Home Improvements, Home Additions, Remodels, Cabinets, Counter Tops, Replacement Windows
- **Yard & Garden** - Landscape Design and Supplies, Planting Material, Hardscapes, Patio Furniture, Garden Tools, Landscape Irrigation, Water Features, Ponds, Pools and Spas
- **Well-Dressed Rooms** - Wall Finishes, Window Treatments, Closet Organizers, Appliances, Bedding and Do-It-Yourself Home Improvement Supplies
- **Green Living** - Recycled, Reused, Re-purposed, Reclaimed, Sustainable, Earth-Friendly "Green" Products and Services

Reservation, Copy & Prepay Deadline:
Noon Thursday
 (one week prior)

Final Correction Deadline:
4pm Monday prior

Ad Sizes	Investment Per Insertion			
	1x Non-contract	12x (Save add'l 7% off print space*)	26x (Save add'l 10% off print space*)	52x (Save add'l 15% off print space*)
1 x 2"	\$ 176.34	\$ 164.87	\$ 159.96	\$ 151.76
1 x 3"	\$ 264.51	\$ 247.31	\$ 239.93	\$ 227.65
1 x 4.5"	\$ 396.77	\$ 370.97	\$ 359.91	\$ 341.47
1 x 6"	\$ 529.02	\$ 494.61	\$ 479.87	\$ 455.29
1 x 7.5"	\$ 661.28	\$ 618.27	\$ 599.84	\$ 569.12
1 x 9"	\$ 793.53	\$ 741.92	\$ 719.80	\$ 682.94
2 x 1.5"	\$ 264.51	\$ 247.31	\$ 239.93	\$ 227.65
2 x 3"	\$ 529.02	\$ 494.61	\$ 479.87	\$ 455.29
2 x 4.5"	\$ 793.53	\$ 741.92	\$ 719.80	\$ 682.94
2 x 6"	\$ 1,058.04	\$ 989.23	\$ 959.74	\$ 910.58
2 x 7.5"	\$ 1,322.55	\$ 1,236.53	\$ 1,199.67	\$ 1,138.23
2 x 9"	\$ 1,587.06	\$ 1,483.84	\$ 1,439.60	\$ 1,365.88
3 x 3"	\$ 793.53	\$ 741.92	\$ 719.80	\$ 682.94
3 x 4.5"	\$ 1,190.30	\$ 1,112.89	\$ 1,079.71	\$ 1,024.41
3 x 6"	\$ 1,587.06	\$ 1,483.84	\$ 1,439.60	\$ 1,365.88
3 x 7.5"	\$ 1,983.83	\$ 1,854.81	\$ 1,799.51	\$ 1,707.35
3 x 9"	\$ 2,380.59	\$ 2,225.76	\$ 2,159.41	\$ 2,048.81
4 x 3"	\$ 1,058.04	\$ 989.23	\$ 959.74	\$ 910.58
4 x 4.5"	\$ 1,587.06	\$ 1,483.84	\$ 1,439.60	\$ 1,365.88
4 x 6"	\$ 2,116.08	\$ 1,978.45	\$ 1,919.47	\$ 1,821.17

*Requires H&G directory frequency contract. Rates effective May 1, 2008

For more information on Targeted Advertising Directories call your Oregonian account executive or Trish Carter at 503.221.8595

