

Tualatin Life®

TUALATIN'S LOCAL NEWS MONTHLY



Thank you for taking the time to consider advertising in Tualatin Life. I encourage you to place an ad in Tualatin Life to show your support for Tualatin's newest voice. Your support is vital and is greatly appreciated.

This is a paper for Tualatin, about Tualatin, written by the people of Tualatin. This paper enjoys an interactive participation with our readership. Tualatin residents supply a great deal of the editorial copy in Tualatin Life.

By targeting local residents & businesses I am confident that Tualatin Life delivers a readership that will be valuable to you for both the short and long term.

I appreciate your support.

Jonathan Crane
Publisher

Circulation, 12,000 printed, 11,700 mailed to all single family homes, apartments, condos and businesses in 97062. All ads include graphics & full color.

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Jonathan Crane ■ Publisher

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2012 Advertising Rates & Information

Tualatin Life®

TUALATIN'S LOCAL NEWS MONTHLY

Tualatin Life is published on a monthly basis and mailed to all of the residences and businesses in Tualatin.



This paper is an interactive, community effort to keep locals informed about local topics.

This is your opportunity as an advertiser to show your support



for Tualatin's local voice. Your ad in Tualatin Life will reach families and businesses within striking distance of your location.



Tualatin Life's goal is to promote a sense of community in Tualatin.



ADVERTISING:

Tualatin Life strongly encourages residents to shop locally. We feature advertisers who have locally owned establishments. We'll put forth the message to support our local businesses with local dollars.

Tualatin Life is mailed to all of the single family homes, apartments, condos as well as the businesses in the 97062 zip code. The goal is to provide advertisers a link to the best demographic available, all within striking distance of the advertiser's door.

There are other means to blast your ads or coupons to more homes, apartments, racks, etc, but our philosophy is quality over quantity. Establishing a strong relationship with local homeowners is vital to a local businesses' success. The local consumer is the real prize if repeat business is your goal.



A VARIETY OF ADVERTISING CHOICES:

There are 3 types of advertising in **Tualatin Life**:

Standard, run-of-press (ROP) ads in a variety of shapes, sizes and colors. Placing your advertisement within the pages of local editorial copy will allow readers to see your ad as they peruse the pages of local stories and photos.

Advertorial - Offers a well written, favorable article and an ad featuring your business. This might include photos, interviews, and insights from the owner and or staff. People look at ads, but they read articles. Advertorial is an opportunity for you to convey to our readers the story behind your business. Why are you in the business you are in? What is your background? What differentiates your product or service from your competitors?

Coupon Advertising - With a quarter, half or full page, local merchants can put forth aggressive offers to pull in local customers with this proven form of incentive advertising. It's tangible, affordable and is an incredibly effective method to get customers in the door.



2012 SCHEDULE

In-Home	Deadline
January 18	January 6
February 22	February 10
March 28	March 16
May 2	April 20
June 6	May 25
July 11	June 29
August 15	August 3
September 19	September 7
October 24	October 12
December 5	November 23

AD RATES:

Size	1x	3x	6x
The Mini (5" wide x 2" tall)	\$99	\$99	\$99
1/8th Page (2 1/2" wide x 7 3/4" tall)	\$195	\$185	\$175
1/4 Page (5" wide x 7 3/4" tall)	\$295	\$275	\$250
1/2 Page (10 1/2" wide x 7 3/4" tall)	\$495	\$475	\$450
Full Page (10 1/2" tall x 15 1/2" tall)	\$895	\$850	\$800

Non-Profit Organizations, use 6x rate



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