



**North Portland's Community Newspaper Since 1904**

Website: [www.stjohnsreview.com](http://www.stjohnsreview.com)

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**The REVIEW is a bi-weekly newspaper**

**The St. Johns Review, Inc.**

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Owner/Publisher since 1994: Gayla Patton

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**About The REVIEW:**

The REVIEW was founded in 1904 and is Portland's Oldest Community Newspaper.

The REVIEW's content is news, human-interest articles, events, obituaries, births, marriages, editorials, meeting schedules, and other content to keep residents and businesses informed of what is happening in their neighborhood.

The REVIEW is a bi-weekly newspaper.

The REVIEW is mailed to a large subscription base with many dedicated readers having subscribed for over 50 years. It has approximately 20,000 readers per month.

The REVIEW is left at over 140 newsstands throughout North Portland.

The REVIEW serves 10 neighborhoods: Arbor Lodge, Bridgeton, Cathedral Park, Hayden Island, Linnton, Kenton, Overlook, Portsmouth, St. Johns, and University Park.

**2012 Issues & Deadlines**

Issues #/ Date:	Deadlines:
#1 Jan 6	Dec 28, 2011
#2 Jan 20	Jan 11, 2012
#3 Feb 3	Jan 25
#4 Feb 17	Feb 8
#5 Mar 2	Feb 29
#6 Mar 16	Mar 7
#7 Mar 30	Mar 21
#8 Apr 13	Apr 4
#9 Apr 27	Apr 18
#10 May 11	May 2
#11 May 25	May 16
#12 June 8	May 30
#13 June 22	June 13
#14 July 6	June 27
#15 July 20	July 11
#16 Aug 3	July 25
#17 Aug 17	Aug 8
#18 Aug 31	Aug 22
#19 Sept 14	Sept 5
#20 Sept 28	Sept 19
#21 Oct 12	Oct 3
#22 Oct 26	Oct 17
#23 Nov 9	Oct 31
#24 Nov 23	Nov 14
#25 Dec 7	Nov 28
#26 Dec 21	Dec 12
#1 2012 Jan 4, 13	Dec. 26

**IMPORTANT:**

Deadlines are just three days before paper is transmitted to printer. Late ads will be placed in the next issue.

**Column widths**  
 1 column = 2"      2 columns = 4"      3 columns = 6"      4 columns = 8 1/4"      5 columns = 10 1/4"





**Display Ad Info: (Please note, any size ad is accepted. Prices will be adjusted accordingly.)**

**Ad Size Examples:**

**Price per Column is: \$12 Black & White      \$14 COLOR**

<b>Full Page ad:</b>	Size is: 5 columns (10 1/4") X 16" tall		Color \$1120	10% discount on each ad for running more than one time
	<b>Cost is:</b> Black & White \$960			
<b>1/2 page ad:</b>	Size is: 5 columns (10 1/4") X 8" tall		Color \$560	10% discount on each ad for running more than one time
	<b>Cost is:</b> Black & White \$480			

**Price per Column is: \$13.50 Black & White      \$16.50 COLOR**

<b>1/3 page ad:</b>	Size is: 5 columns (10 1/4") X 5" tall		Color \$412.50	10% discount on each ad for running more than one time
	<b>Cost is:</b> Black & White \$337			
<b>1/4 page ad:</b>	Size is: 2 columns (4") X 8" tall or		Color \$264	10% discount on each ad for running more than one time
	<b>Cost is:</b> Black & White \$216			
<b>1/8 page ad:</b>	Size is: 2 columns (4") X 4" tall		Color \$132	10% discount on each ad for running more than one time
	<b>Cost is:</b> Black & White \$108			
<b>1/16 page ad:</b>	Size is: 1 column (2") X 4" tall		Color \$66.00	8% discount on each ad for running more than one time
	<b>Cost is:</b> Black & White \$54			

**B&W Business Card Ads:**

\$35 for 1x  
 \$28 each for 2Xs to 6Xs  
 \$25 each for 7Xs to 25Xs  
 \$22 each for 26Xs (Total: \$572)  
 \* Business Card ads are generally on a prepaid basis

**COLOR**

**Business Card Ads:**  
 \$45 for 1x  
 \$38 for 2Xs to 6Xs  
 \$35 for 7Xs to 25Xs  
 \$32 for 26Xs (1 year) \$832

**Worship Directory Ads**

3 months (6Xs): \$23 each = \$138  
 6 months (12 Xs): \$20 each = \$240  
 9 months (18Xs): \$18 each = \$325  
 12 months (26Xs): \$15 each = 390

**Classified Ads:**

\$15 for 30 words and  
 15 cents each word over 30, prepaid.  
**Subscriptions:** \$12 per yr. (26 issues)  
**Flyers:** \$75 per thousand

**Personal Ads:**

Birthdays, obits, anniversary, and other personal messages (up to 200 words) with a picture: \$35