

# NORTHWEST RENOVATION

*A Home Improvement Magazine*

## MEDIA KIT

### Northwest Renovation Magazine

From home improvement basics to large-scale remodeling *Northwest Renovation* (NWR) is a comprehensive source of information for home owners, landlords, and trade professionals.

NWR is a bi-monthly publication. *NWR* features articles and pictorial how-tos highlighting local products and services to inspire and educate both the home owner and professional. Emphasis is on new and proven products as they apply to the unique needs of Portland-metro area homes.

### Editorial Focus

Northwest Renovation's editorial focus includes authoritative articles written by reputable industry professionals covering a broad range of topics of particular relevance and interest to our readers, including: Sustainable Products and Services; Kitchens and Baths; Cabinets and Counters; Windows; Design, Planning and Budgeting; Appliances and Fixtures; Lighting; Flooring; Exteriors (Roofing, Siding, Decks, Landscaping, Masonry).

### Feature Articles

From bathrooms to windows and everything in between, our editorial focus keeps the remodeling consumer in mind. The Portland area's unique weather challenges, diverse lifestyles, singular architecture, and demographics present a varied lineup of topics.

### Green Building

Realizing the importance of sustainable products, green building practices, and services *NWR* has increased its article focus in each issue to reflect these subjects. Our June/July issue focuses on **Green Building**. In our December/January issue we introduced a new department, **Sustainable Solutions** to inform our readers about the ever-increasing development of green products.



### Step-by-Step How-Tos

*NWR* periodically publishes a wide variety of pictorial "How-Tos." From replacing a sash cord to creating a stone patio, these articles provide all the steps needed to complete the job, including skill level, tools and materials, and where to purchase supplies.

### Our Readers

Three primary groups drive the home improvement industry: Generation X, Baby Boomers, and Mature Market. As a free publication with focused distribution, *NWR* reaches each one.

According to a *NWR* readers survey, our readers are interested in all aspects of home improvement with a main focus on Green products and services.

### NWR Website

Most articles, PROfiles, and how-tos are posted on our website that averages 20,000 unique monthly visits.

Advertising is available on our website. Call *NWR* for more information.

Clicking here to visit [www.nwrenovation.com](http://www.nwrenovation.com)

### Distribution

*NWR* is hand distributed to hundreds of locations in the Portland-metro area, including our advertisers' places of business. To the right is a sample of businesses where *NWR* is available to homeowners and professionals.

**PICK-UP  
RATE  
95-97%**



### Departments

#### Sustainable Solutions

Focus is on Green Products and Services.



#### Latest Dirt

Written by JJ De Sousa, owner of digs inside & out. JJ brings her passion for gardening to this department.



**The Latest Dirt...**

#### Old School

Tips and information on dealing with vintage house parts.



#### A-Boy Plumbing & Electrical stores

- ecohaus
- Hippo Hardware
- MetroPaint
- McCoy Millwork
- Do-It-Yourself Heating
- Natural Furniture
- Old Portland Hardware
- Pratt & Larson Tile & Stone
- Rejuvenation
- Schoolhouse Electric
- The ReBuilding Center
- Truax Builders Supply
- W.C. Winks Hardware
- Woodcrafters

## ADVERTISING RATES

### FREQUENCY 1X 3X 6X

#### Four Color

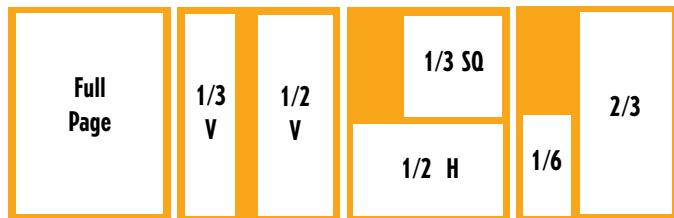
Full Page	\$1350	\$1185	\$1040
Two-Thirds	995	875	765
One-Half (V/H)	835	730	640
One-Third (V/SQ)	595	525	455
One-Sixth	290	250	230

#### Covers

Cover II	\$1595	\$1415	\$1280
Cover III	1545	1370	1160
Cover IV	1795	1580	1390

#### Black & White

Full Page	\$1080	\$865	\$830
Two-Thirds	795	695	615
One-Half (V/H)	670	590	520
One-Third (V/SQ)	475	420	365
One-Sixth	270	235	210



## MECHANICAL REQUIREMENTS

	WIDTH	HEIGHT
Full Page (live area)	7.5"	10"
Full Page Trim	8.375	10.875
Full Page (bleed)*	8.875"	11.375"
Two-Thirds Page (V)	4.5"	10"
Half-Page (V)	3.75"	10"
Half-Page (H)	7.5"	4.875"
Third-Page (SQ)	4.875"	4.875"
Third-Page (V)	2.25"	10"
One-Sixth	2.25"	4.875"
One-Eight	2.25"	2.25"

\*Bleed is available for full page ads only.

## Terms and Conditions

### 1. Payments, Terms, Discounts

Bills are rendered on publication and are due and payable within 30 days. 1.5% monthly (18% per annum) interest will be charged on unpaid balances over 30 days. Costs of formal collection proceedings and all court costs, if necessary, will be borne by the advertiser. Earned discounts for frequency, volume, or other allowed trade discounts shall be forfeited in total if payment terms or other applicable terms of the contract are not met by the advertiser.

### 2. Agency Status Discount

Agency commissions (discounts) of 15% shall be allowed for bona fide agencies representing more than one client and having separate corporate name, address, and established credit from the advertiser. Agency commissions (discounts) shall be allowed only if all payment terms and conditions of the contract are met; agency commissions (discounts) and other applicable earned discounts shall be forfeited if the terms of this contract are

not met. Agencies must provide press-ready materials in full accordance with Publisher's specifications. One (1) ad proof must be supplied with each insertion.

### 3. Representations

4. Representations made by agents of the Publisher are not considered binding on the Publisher until confirmed in a "Confirmation of Contract" signed by the Publisher and returned to the advertiser. No separate written or verbal agreements reached between a salesperson and advertiser shall be binding on the Publisher unless written on the contract and signed by the Publisher and the advertiser.

### 5. Cancellations

Cancellations will not be accepted after the closing date. If ad copy or materials are not received by the material due date the Publisher is authorized by the contract to publish an advertisement in the publication and collect the full amount due as indicated on the confirmation order.

## MECHANICAL SPECIFICATIONS:

Northwest Renovation (NWR) prefers PDF file formats, using Adobe Acrobat Distiller version 3.0 or higher. High-resolution digital files only. Color files must be a minimum of 300 dpi at 100% of size. Do not downsample or compress images and graphics. All files must be composite CMYK, with all images and fonts embedded. All advertising should be accompanied by a matchprint quality, color-accurate proof or color can not be guaranteed.

No low-resolution JPEGs or GIF files accepted. All files need to be saved as CMYK, and spot colors need to be converted to their CMYK tint equivalent. Trapping is the responsibility of the advertiser. If a low-resolution image is embedded NWR will not be responsible for color or quality of reproduction.

## CLOSING DATES:

Closing dates for space reservations and ad materials is 30 days prior to publication date or by agreement with the Publisher.

## GENERAL INFORMATION:

**Frequency:** bimonthly

**Binding:** saddle stitched

**Trim size:** 8 3/8" X 10 7/8"

**Live matter:** 1/2" from all trimmed edge

**Line screen:** 150, dot density; not to exceed 280%.

Bleeds are available for full page advertisements only. Dimensions are 8.875" X 11.375". Vital matter on bleed advertisements must be kept at least .5" from trim.

Please read the Terms and Conditions before signing any contract.



### Northwest Renovation

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### Advertising

Bill Leissner  
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bill@nwrenovation.com

### 6. Acceptance

The Publisher reserves the right to refuse any advertisement it deems not fitting or acceptable to the magazine.

### 7. Make-Good

The Publisher shall agree to make-good on printer's or Publisher's error in reproduction only, and which clearly damages the effectiveness of the advertising. This shall not be construed to include the position of the advertising on the page or in the magazine (see item 5 above). Such make-goods shall be made in succeeding issue for the value of the damaged portion, but shall not relieve the advertiser from any obligation to pay for the advertising already run.

### 8. Agency Contract

All advertisers and their agencies are required by the Publisher to sign a contract with the Publisher, and the terms of the contract shall supercede any other for insertion of advertising space.