

ADVERTISING SPECIFICATIONS

Advertiser Supplied Press-Ready Art:

Submit press-ready ads digitally in JPEG, PNG, PDF, or TIFF format.

To be considered press-ready, files must be the correct size and color mode: CMYK or grayscale, with a preferred line resolution (dpi) of 220. We cannot guarantee the reproduction quality of files under 180 dpi.

Maximum color build is 240%.

Microsoft Publisher documents must be converted to and submitted as a press-ready PDF file.

- A \$10 minimum fee will apply to the following:
- Ads submitted as a hard copy (formerly camera-ready) which require scanning to a digital format.

The latest NW dining news ...



current events ...



Development Map ...



NW Examiner

Serving Portland's Northwest Neighborhoods since 1986

2026 ADVERTISING RATES & PUBLICATION SCHEDULE

The NW Examiner is read in 22,500 homes and businesses in greater Northwest Portland. It is also read fervently. In the 2020, more than 150 readers sent notes of gratitude and praise for the fearless, quality journalism and attention to the every-day activities and community life.

Paid subscriptions, initiated last year, demonstrate that 750 households are willing to underwrite and donate generously to preserve their unique local newspaper.

The NW Examiner was founded in 1986 by Allan Classen, who remains the editor and publisher, as well as a resident of the community he covers.

In every issue:

Snapshots	Development Map
The Pearl	Going Back
Business Briefs	Going Out
Obituaries	Community Events

NW Examiner
INSIDE We're making it easy to donate
See back page
JANUARY 2025 / VOLUME 38, NO. 5 **THE** SERVING PORTLAND'S NORTHWEST NEIGHBORHOODS SINCE 1986 nwexaminer

Power Ploy
Who benefits from PGE's proposed Forest Park power line?

Family story
Bill Naito's reluctant biographer

Obituaries



Advertising
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Editorial
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503-241-2353 allan@nwexaminer.com

www.NWExaminer.com
1209 SW Sixth Ave., #303
Portland, OR 97204

CIRCULATION & DISTRIBUTION

20,000 monthly copies printed/distributed

↓
19,400 mailed to NW & SW Portland residents

+ **600** available at neighborhood newsstands, libraries, pubs, coffee shops and stores.

97201
2,300 copies

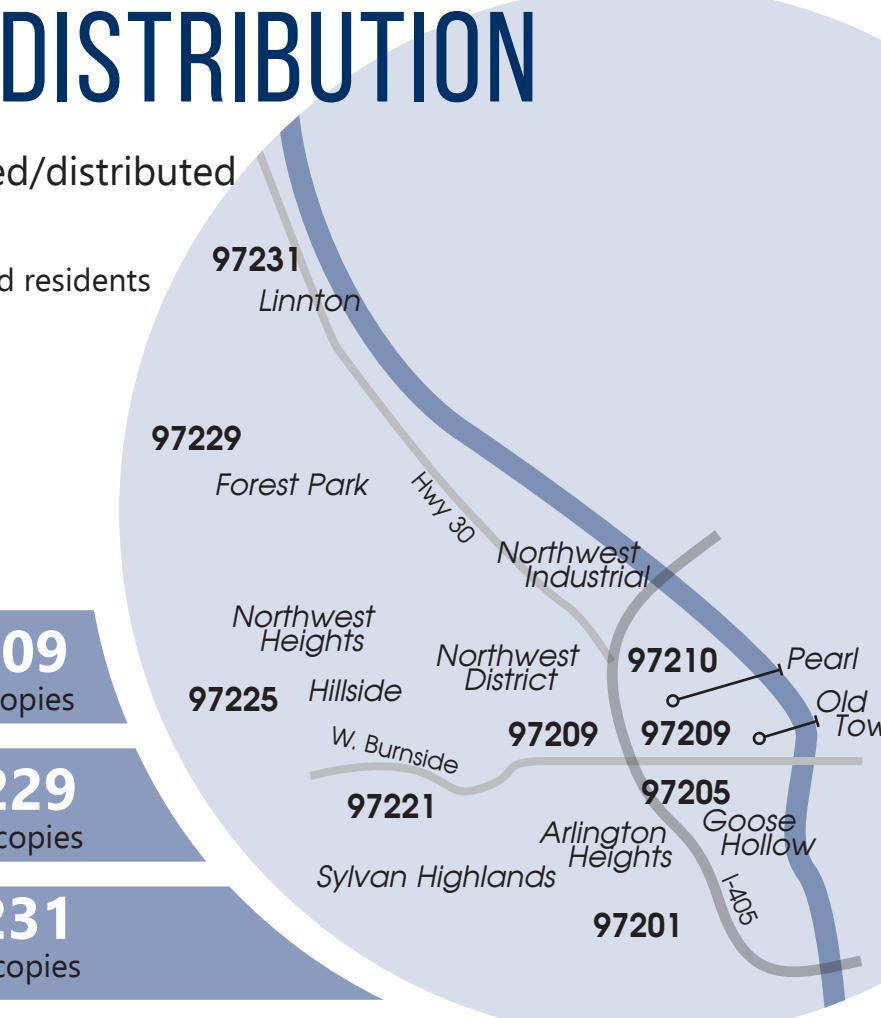
97205
300 copies

97209
9,250 copies

97210
4,100 copies

97229
2,225 copies

97231
1,225 copies



READER DEMOGRAPHICS

77%

of NW Portland residents find that local retailers & services are very accessible

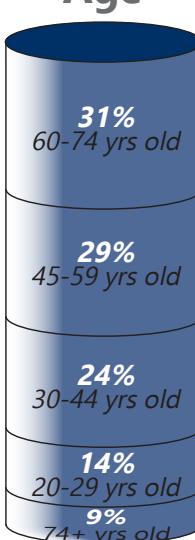


Annual income range is from \$75,000 to \$150,000+

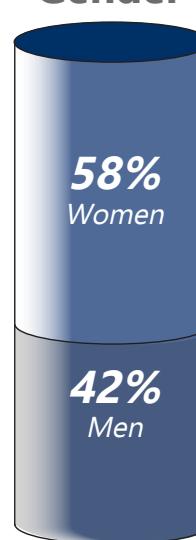


Median home sale price is \$269,000 to \$698,000

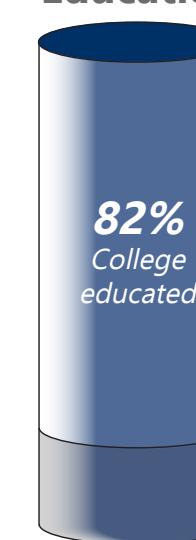
Age



Gender



Education



PUBLICATION SCHEDULE/DEADLINES

Publication Date
Space Reservation*
Art Deadline*

* Space & art deadlines are the month prior to publication

JANUARY						
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OCTOBER						
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NOVEMBER						
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ADVERTISING RATES

Ad Size	Ink	1 month	3 months	6 months	12 months
Full	B & W Color	\$1850 \$2100	\$1750 \$1950	\$1650 \$19800	\$1550 \$1800
1/2	B & W Color	\$900 \$1050	\$855 \$1000	\$800 \$950	\$750 \$900
1/4	B & W Color	\$475 \$600	\$425 \$550	\$390 \$515	\$350 \$475
1/8	B & W Color	\$260 \$385	\$240 \$365	\$215 \$340	\$195 \$325
1/16	B & W	\$190	\$170	\$150	\$130
Business Card	B & W	\$140	\$110	\$100	\$80



Pre-Printed Inserts: 5.5 cents each, must full cover each Zip Code selected, see Circulation for figures. All orders require 250 extra copies.