



Display Advertising Rates & Specifications



OREGON PETROLEUM ASSOCIATION (OPA) brings together leaders in the state's petroleum industry. Members frequently use the Resource Directory as a networking, information, and purchasing tool throughout the year. It reaches the entire OPA membership, allowing your company to showcase products and services, renew existing relationships, and make new contacts.

Covers*
Full page
4.5" x 7.75"

*Covers may bleed.
 Trim: 5.5 x 8.5
 Bleed: 1/8": 5.75 x 8.75
 Live area: 5 x 8
 If a bleed is intended, indicate with crop marks.

PUBLICATION SPECS

Trim Size: 5.5" x 8.5" **Circulation:** 500
Binding: Saddle Stitch **Published:** June 2010

AD DEADLINE

March 29, 2010

POSITIONS AVAILABLE

1/4 Horiz.
4.5 x 1.75

1/2 Horiz.
4.5 x 3.5

	Color 4-color or b/w	Member		Non-Member	
		2-years payable each year	1-year	2-years payable each year	1-year
Back Cover	4c	\$ 640	\$ 665	\$ 860	\$ 885
Inside Covers	4c	\$ 635	\$ 655	\$ 840	\$ 865
Full page	b/w	\$ 495	\$ 525	\$ 710	\$ 745
1/2 page	b/w	\$ 360	\$ 375	\$ 525	\$ 545
1/4 page	b/w	\$ 310	\$ 330	\$ 425	\$ 475
Text Listing		\$ 145	\$ 145	\$ 235	\$ 235

Guaranteed placements (other than covers or tabs) are subject to a 15% premium.

With the purchase of a display ad, you will receive 1 complimentary text listing.

Description text for listings start at \$80; additional text listings are half price. See listing ratesheet for more information.

1/2 Vert.
2.125
x
7.125

1/4 Vert.
2.125
x
3.5

HOW DO I SEND MY AD?

Email ads as a **tif** or **pdf** file to: **ads@llm.com**

Or send: **on CD** • ftp upload: **llm.com/upload.html**

- Name files clearly, indicating your company name and publication. For example OPA_10-11_AAASupplies.tif
- Set artwork at a minimum of 300 dpi and imbed all fonts.
- When we receive an ad, we will email you a confirmation within 2 business days with the status of your ad.
- For ads larger than 5mb, please use our ftp site. Email ads@llm.com for details.
- Email us for more detailed specifications.

Need us to help create an ad for you? Need help making a PDF file?
 LLM can help! Contact your sales rep or email ads@llm.com.

Questions? Contact your sales rep or email ads@llm.com.

TO ADVERTISE

Please contact:

JOHN GARBETT

503-445-2224

john@llm.com

LLM Advertising sold by
PUBLICATIONS LLM Publications, Inc.
Where Publishing Comes To Life

8201 SE 17th Ave., Portland, OR 97202
 Fax: 503-655-0778 • www.llm.com