



*Pacific Northwest Association
of Want Ad Newspapers
DISPLAY AD ORDER FORM*

Date: _____

Client Name: _____

Client Phone: _____

Client Address: _____

Client City/State/Zip: _____

Originating Paper: _____

Salesperson: _____

Ad Size, SAU Columns x Inches: _____

Start Week: _____

Number of Weeks: _____

| CITY/STATE | PUB NAME | Rate per SAU-inch (B&W) | Ad Cost (Rate x SAU column inches) |
|--|-----------------------------|-------------------------|------------------------------------|
| <input type="checkbox"/> Bend / Redmond, OR | Nickel Marketplace | \$12.08 | _____ |
| <input type="checkbox"/> Portland, OR | Portland Tribune | \$24.00 | _____ |
| <input type="checkbox"/> Oregon City, OR | Oregon City News | \$18.00 | _____ |
| <input type="checkbox"/> Clackamas, OR | Clackamas Review | \$18.00 | _____ |
| <input type="checkbox"/> Klamath Falls, OR | The Nickel | \$11.02 | _____ |
| <input type="checkbox"/> Tri-Cities / Hermiston (WA & OR) | Giant Nickel | \$11.48 | _____ |
| <input type="checkbox"/> Sunnyside / Prosser, WA | Sunnyside Sun Shopper | \$14.77* | _____ |
| <input type="checkbox"/> Wenatchee / Moses Lake, WA | Exchange, Wen / ML Edition | \$11.81 | _____ |
| <input type="checkbox"/> Spokane, WA (Eastern WA / North ID) | The Spokane Exchange | \$15.75 | _____ |
| <input type="checkbox"/> Lewis-Clark/ Palouse (ID & WA) | Exchange, LC Valley Edition | \$7.88 | _____ |
| <input type="checkbox"/> Burley, ID | Weekly Mailer | \$16.00 | _____ |
| <input type="checkbox"/> Kamiah, ID | Clearwater Progress | \$8.40 or \$12.63* | _____ |
| <input type="checkbox"/> Grangeville, ID | Idaho County Free Press | \$9.79 or \$15.98* | _____ |
| <input type="checkbox"/> Coeur d'Alene, ID | Nickel's Worth | \$17.25 | _____ |
| <input type="checkbox"/> Kalispell, MT | Mountain Trader | \$10.50 | _____ |
| <input type="checkbox"/> Vegreville, AB, Canada | Vegreville News Adv. | \$16.01 | _____ |
| <input type="checkbox"/> Prince Albert, SK, Canada | Prince Albert Shopper | \$19.34 | _____ |

COST CALCULATION

Ad Size, in SAU Column Inches: _____
(SAU column widths shown below)

Total SAU Rate: _____ x _____
(added from editions chosen on the left)

Total Weekly Cost: _____

Number of Weeks: _____ x _____

Total Ad Cost: _____

TOTAL AD COST PER WEEK

Total SAU Rate per Column-Inch:
(to be multiplied by Total Ad Size)
(starred rates include color)

| SAU Column Widths |
|---------------------------------|
| 1 column = 1.8" or 11 picas |
| 2 columns = 3.8" or 22.8 picas |
| 3 columns = 5.8" or 34.5 picas |
| 4 columns = 7.7" or 46.3 picas |
| 5 columns = 9.7" or 58 picas |
| 6 columns = 11.6" or 69.8 picas |

Email camera-ready ads to Ads@PNAWAN.org

Ad Filename: _____

Date Sent: _____

Special Instructions / Other Information: _____

Questions? Please call our office at 509-922-3456 and ask for the PNAWAN / WRAP Director.

Authorized ADVERTISER or REPRESENTATIVE Signature (if applicable) _____

By signing I am authorizing the Pacific Northwest Association of Want Ad Newspapers (PNAWAN) to place my display ad in the specified editions. I understand that there are no cancellations after ad has been submitted, and no alterations or copy changes permitted once the ad has been sent. Any publication may refuse to print an ad if it does not meet the standards of the publisher, in which case price will be adjusted accordingly.