

DISPLAY ADVERTISING OPPORTUNITIES

The Review is a community newspaper published by the nonprofit Phinney Neighborhood Association (PNA). It contains articles on local businesses, human interest, issues affecting north-end neighborhoods, as well as events, programs and classes of interest to the community. We publish four times per year: winter, spring, summer and fall.

The Review has a circulation of 21,000 with 20,000 mailed directly to PNA members and all residents in the Phinney Ridge and Greenwood neighborhoods. It is also available in local libraries and community locations.

SIZES & RATES

1-column ads			
Width	Height	Black/White	Color
2.25"	2"	\$46	\$92
2.25"	3"	\$69	\$138
2.25"	4"	\$92	\$184
2.25"	5"	\$115	\$230
2.25"	6"	\$138	\$276

2-column ads			
Width	Height	Black/White	Color
4.75"	2"	\$92	\$184
4.75"	3"	\$138	\$276
4.75"	4"	\$184	\$368
4.75"	5"	\$230	\$460
4.75"	6"	\$276	\$552
4.75"	7" (1/4 pg)	\$322	\$621

DISCOUNTS

- PNA Business Members get a 10% discount on single ad placements.

Why choose *The Review*?

- Target the Phinney Ridge-Greenwood neighborhoods directly
- Reach 20,000+ households
- Gain recognition as a local business
- Build community ties by supporting the PNA
- Spend wisely; it's affordable!

Back page

We have three premium color spaces (7.5" x 2.25") on our back cover. The rate is \$550 per ad on a space available basis (waiting list).

1/2 page available upon request

See page 3 for deadlines and ordering information.

DEADLINES, RATES & ORDERING

2023-24 ISSUE DATES & DEADLINES

Issue	Circulation	Ad order & artwork due
Spring 24	3/1-6/2	Thurs, 2/8
Summer 24	6/3-8/28	Thurs, 5/9

***Please note: your ad order and payment must be in by the deadline to guarantee your space in the issue!**

COST ESTIMATOR WORKSHEET:

ONE EDITION ONLY:

Ad price (from chart on front): \$ _____

then subtract

10% discount if PNA business member - \$ _____

Total: \$ _____

****PLEASE NOTE THE PNA HAS PAUSED THE OPTION TO PURCHASE ADS FOR FOUR EDITIONS AT A TIME. THE PNA WILL HONOR ALL ANNUAL SUBSCRIPTIONS THROUGH FALL 24. THANK YOU FOR UNDERSTANDING.****

TO ORDER:

Visit phinneycenter.org/review/advertise and click the "Order Now" button. Place your order using the online form. After you submit your order online, we'll email you back with an invoice within a few business days (before payment is due).

AD ARTWORK REQUIREMENTS:

Resolution: 300 DPI

File format: PDF preferred

For color ads: CMYK color profile (not RGB or Pantone)

For black and white ads: grayscale color profile

* Please see "Artwork specifications", page 4, for help.

See next page for ad
instructions and tips



ADVERTISING ART SPECIFICATIONS

AD ARTWORK REQUIREMENTS:

Resolution: 300 DPI

File format: PDF preferred

For color ads: CMYK color profile (not RGB or Pantone)

For black and white ads: grayscale color profile

ACCEPTED FILE TYPES:

- PDF (**preferred**): When you export to PDF from your original program, please choose the option "Press Quality." Fonts must be embedded. Do not include any printer's marks, such as crop or bleed marks.
- .tiff: Original Image resolution must be 300 dpi. Color ads must be saved as CMYK. Black and white ads should be saved as grayscale.
- .jpg: Original image resolution must be 300 dpi. Color ads must be saved as CMYK. Black and white ads should be saved as grayscale.

AD SIZES:

Please create your original file size the same size as the finished ad size. Do not include extra white space or bleed.

Column sizes (the width of the ad) are as follows:

(height will vary depending on what ad size you purchased)

- 1 column: 2.25" wide by X" high (in 1" increments)
- 2 columns: 4.75" wide by X" high (in 1" increments)
- 1/3 of back cover space: 2.25" H x 7.5" W

SETTING UP AD FOR COLOR OR BLACK AND WHITE (GRAYSCALE):

Color: Color ads should be submitted in CMYK. Please make sure that your ad does not contain RGB color or spot (Pantone) colors. If we need to convert your ad, there may be unwanted color shifts.

Black and white: All black and white ads must be submitted in grayscale. Please make sure your original artwork (before you convert to PDF) is a grayscale file - not RGB or CMYK (color modes).

Note for Illustrator users: If you are creating a grayscale ad in Illustrator, black will still present as CMYK (color) unless you convert the objects to grayscale. Before you convert to PDF, go to "Select-->Select All" and then "Edit-->Edit Colors-->Convert to Grayscale." Similarly, if your color ad artwork contains spot/Pantone colors you can do the same process and chose "Convert to CMYK".

Note for Canva users: Download as "PDF Print." If your ad is black and white, please let us know in your order comments that you used Canva to create your ad, so we can convert it to a grayscale file.

RECOMMENDED DESIGN PROGRAMS

- Adobe InDesign, Illustrator, Photoshop
- Canva.com online design tool (basic account is free)
- Microsoft Publisher (do not use Word or Power Point)

DESIGN TIPS

- Type should be no smaller than 7 pt.
- Reverse type (white letters on a colored background) should be no smaller than 10 pt.
- Sans serif type families will reproduce best. Typefaces with thin strokes (serifs) and thin lines may not reproduce well in small font sizes.
 - Sans-serif font example (Arial)
 - Serif font example (Times New Roman)
- For readability, reverse or color-build type should not be positioned on top of screened backgrounds of less than 70% or light-colored backgrounds.
- Fine or thin lines may not show up on a colored background
- Article: [What Makes a Good Ad Layout?](#) (we are unaffiliated with the company/author)

QUESTIONS? NEED HELP?

For artwork questions: Email Steph Yeo at stephy@phinneycenter.org, 206.783.2244

For ad sales questions: Contact Christiane at ads@phinneycenter.org, 206.783.2244

Submit ad artwork to: ads@phinneycenter.org on or before the artwork deadline. We'll contact you if we need you to make changes to your artwork.