PUBLISHINGSCHEDULE 2015

From the ordinary to the sublime, *Bend Fashion Quarterly* explores fashion, style, trends and inspiration – four time a year, celebrating the beauty of the changing seasons.

SPRING

Space Reservation	January 1
Materials Due	January 10
Publication Date	February 1

SUMMER

Space Reservation	April 1
Materials Due	April 10
Publication Date	May 1

FALL

Space Reservation	July 1
Materials Due	July 10
Publication Date	August 1

WINTER

Space Reservation	October 1
Materials Due	October 10
Publication Date	November 1

Editorial Content: featuring articles on what's trending in fashion and how it fits into the high desert lifestyle. Highlighting new and established boutiques, fashion stores, home furnishings, owners views and fashion trends. Articles on clothing, accessories, shoes, boots & sportswear, beauty/aging treatments, spas, fitness & sports, nutrition, weight control and attitudes & play.

Advertising Reach: target audience is women of all buying ages...women who are constantly searching for their look, what makes them happy, where do they get their motivation, how they fit their fashion sense into their daily lives.

Distribution: CPI has hundreds of distribution outlets throughout all of Central Oregon from Madras to La Pine and Burns to Sisters. Local stores will carry the magazine and local distributor will be sure it is stocked in all the right places. Content included on state-of-art website: bendfashionquarterly.com

Image: high gloss magazine with professional photography and impressive presentation and layout.

BEND FASHION QUARTERLY

Published by Cascade Publications Inc.
Locally owned by
Pamela Hulse Andrews & Jeff Martin
404 NE Norton Ave.
Bend, OR 97701

541/388.5665
Contact Marketing Director Janell Boone at
Janell@bendfashionquarterly.com

info@bendfashionquarterly.com
www.bendfashionquarterly.com

Photo | Desperado

RATECARD 2015/2016

	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
Full Page	$1,920	$1,820	$1,710	$1,600
2/3 Page	1,520	1,450	1,370	1,280
1/2 Page (tall)	1,300	1,250	1,200	1,150
1/2 Page (wide)	1,190	1,140	1,090	1,030
1/3 Page	820	770	730	680
1/4 Page	620	570	530	490

COVER RATES	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
Back Cover	$2,420	$2,320	$2,220	$2,110
Inside Front	2,320	2,220	2,120	2,010
Inside Back	2,320	2,220	2,120	2,010

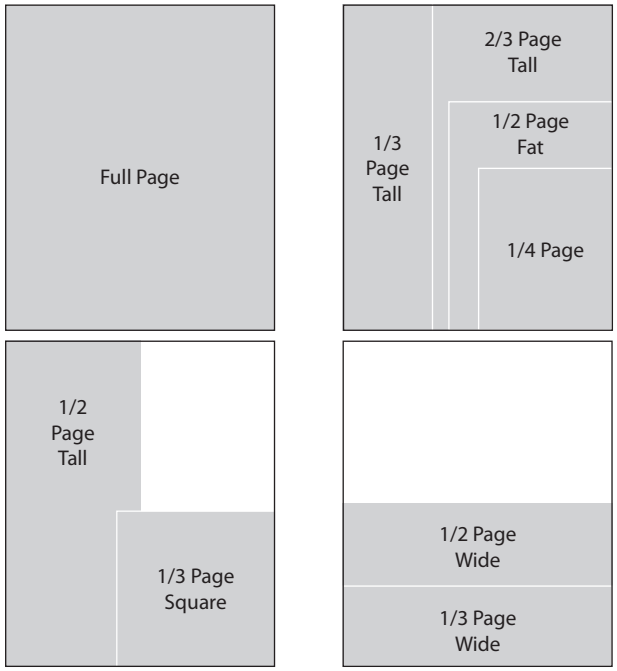
All rates per issue

Updated August 2015

MECHANICAL SPECIFICATIONS

Offset, Web, Halftones: 133 Line Screen
Color: 300dpi, CMYK
Trim Size: 9" (wide) x 10 7/8" (tall)
Allow 1/4" bleed on all 4 sides for bleed
NO CROP MARKS PLEASE
Keep all live material 1/2" from trim edges

AD DIMENSIONS	WIDE	TALL
Full (bleed)	9 1/4"	11 1/8"
Full (no bleed)	8"	9 7/8"
2/3 Page (tall, bleed)	6"	11 1/8"
1/2 Page (tall, bleed)	4 5/8"	11 1/8"
1/2 Page (fat, bleed)	4 7/8"	8"
1/2 Page (wide)	8"	4 13/16"
1/3 Page (tall, bleed)	3 1/8"	11 1/8"
1/3 Page (wide, bleed)	9 1/4"	3 3/4"
1/3 Page (square)	4 7/8"	4 13/16"
1/4 Page	3 7/8"	4 13/6"



RATE POLICY

Bills are rendered prior to date of publication. Invoices are payable upon receipt. Advertising agencies please add commission to insertion rate. Agencies are required to adhere to original insertion orders. If ads are canceled prior to finish date of order, a premium will be added. All contracts will be protected by current rates until expiration of contract. The publisher's liability for any error will not exceed the charge for the advertisement in question.

DIGITAL SPECIFICATIONS

- The file format most preferred is **.pdf**
- Be sure to embed all fonts
- All colors must be **CMYK Process –** we cannot accept spot or RGB colors
- Photo resolution should be set to **300dpi**
- *Bend Fashion Quarterly* provides **in-house graphic design services** for a fee
- Email all ad related materials to: **ads@cascadebusnews.com**

POSITION or PLACEMENT REQUESTS

When available, on a first-com basis.
Minimum ad size: 1/2 page, 15% extra.

SPECIAL SECTION

Cascade Lifestyles
Eat. Drink. Live. This special section on wining, dining and home living is overrun for additional, free distribution. Look for feature stories on restaurants, recipes and high desert homes with a recreational twist.

Up to 10,000 copies are published four times a year and distributed at restaurants, real estate offices, hotels and waiting areas throughout Central Oregon.

CIRCULATION

Bend Fashion Quarterly is distributed to over 6,000 locations in Central Oregon—including hotel rooms, medical centers, waiting rooms, boutiques, coffee shops, salons and newsstands—available to visitors and residents alike. Copies are distributed quarterly, reflecting the fashion seasons of the region and the soul of the people.