



# PORTLAND PARKS & RECREATION

Healthy Parks, Healthy Portland

## Community Music Center Ad Rates & Guidelines (Revised 7/7/09)

**Advertise in our catalogs.** CMC publishes two Course Catalogs annually. The School Year catalog lists courses and events available September through early June; ads are thus available to readers for nine months. The Summer catalog covers the summer months, and is an especially good choice for advertising summer festival schedules or camps. We will invoice you after the publication in which your ad appears has been printed and mailed. Contact the Director for information on ad trades. CMC reserves the right to accept or reject any ad, and reserves editorial control over all its published materials.

**AD ART INSTRUCTIONS - IMPORTANT:** Our publications use only black-and-white or grayscale ads. Avoid sending art in RGB or CYMK, as conversion by us may reduce the image quality.

Send art to [cmc@ci.portland.or.us](mailto:cmc@ci.portland.or.us) in PDF, JPG, or TFF formats, or supplied in scanner-ready form. Substitutions may be made at any time before issue deadline without extra charge as long as the replacement ad is the same size.

**Next publication deadline: Reserve your space for our Summer 2010 catalog by February 26**

Issue	Deliver Ad Copy to CMC by	ETA to Client Mailboxes
Summer Catalog	March 8, 2010	Early April, 2010
Fall (School Year 2009-10) Catalog	July, 2010 (date TBA)	Mid August, 2010

### Available sizes and rates:

Size	Dimensions (W x H)	School Year (Fall) Catalog	Summer Catalog
Business Card (landscape only)	3.5 x 2	\$77	\$56
Square	3.5 x 3.5	\$135	\$98
Quarter Page (portrait only)	3.5 x 4.75	\$183	\$133
Half Page—portrait	3.5 x 9.5	\$366	\$266
Half Page—landscape	7.5 x 4.75	\$392	\$285
Full Page	7.5 x 9.5	\$784	\$570

*Other sizes may be available subject to catalog space and formatting limitations.*

**\* Special limited-time offer:** Advertise in both the Summer and Fall Catalogs and receive a 15% discount on your ad (does not apply to trades).

### Community Music Center

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### Administration

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*Sustaining a healthy park and recreation system to make Portland a great place to live, work and play.*

[www.PortlandParks.org](http://www.PortlandParks.org) • Zari Santner, Director