

# Advertising with Street Roots



211 NW Davis Portland, OR 97209

Street Roots is a weekly publication with an estimated print readership of 15,000 people in the Portland metro area every week. Online, our web site attracts more than 25,000 unduplicated visits each month.

## Print Advertising:

Street Roots offers several standard ad sizes for pricing. Modifications can be made to increase or decrease ad sizes, according to the buyer's preference and the paper's column requirements. Prices may vary on custom-sized ads.

## Online Advertising:

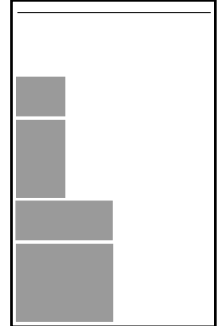
Street Roots offers three standard ad sizes for our web site.

It is agreed that the advertiser will hold the publisher harmless against any loss, expense, or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisement.

## Print Rates

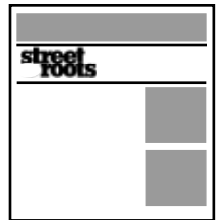
	Single Run	26 runs/6 mos.	52 runs/1 year
<b>1 col. x 2 inches</b>	<b>\$125</b>	<b>\$500</b>	<b>\$1,000</b>
<b>1 col. x 4 inches</b>	<b>\$175</b>	<b>\$650</b>	<b>\$1,200</b>
<b>2 col. by 2 inches</b>	<b>\$200</b>	<b>\$750</b>	<b>\$1,400</b>
<b>2 col. by 4 inches</b>	<b>\$250</b>	<b>\$850</b>	<b>\$1,600</b>

1 column width equals 2.4 inches



## Online Rates - in pixels

	1 month	3 months	6 months	1 year
<b>1000 x 100 (banner)</b>	<b>\$450</b>	<b>\$1,000</b>	<b>1,200</b>	<b>1,400</b>
<b>600 x 600 (box ad)</b>	<b>\$100</b>	<b>\$250</b>	<b>\$400</b>	<b>\$600</b>



## Specifications

Display ads must be submitted ready for publication at 200 dpi or better. Ads may be sent in TIFF, JPG or PDF formats. Print ads are in black and white only. Only online ads are available in full color.

Special consideration is given to advertisers in both the print and online editions. A 10 percent discount is available for qualified advertisers.

For more information about our advertising options, or to send in an ad, please contact **Israel Bayer at [israel@streetroots.org](mailto:israel@streetroots.org)**.

Checks should be made payable to Street Roots, and mailed or delivered to:

**Street Roots**  
**211 NW Davis St.**  
**Portland, OR. 97209**

Street Roots creates income opportunities for people experiencing homelessness and poverty by producing a newspaper and other media that are catalysts for individual and social change.