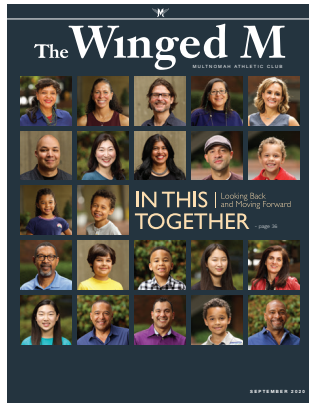
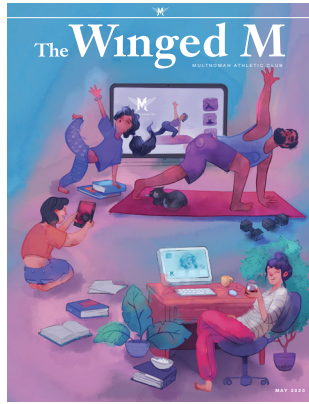
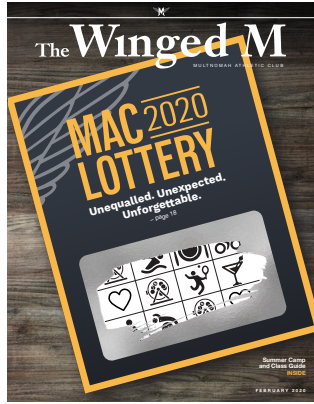


2021 RATE CARD



CIRCULATION & READERS

The Winged M, a monthly magazine for members of Multnomah Athletic Club (MAC), reaches 25,000 readers. *The Winged M* is a four-color monthly magazine printed on 70-pound gloss stock and highlights athletic and social news of MAC members. The vast majority of MAC members are located in the Portland metropolitan area. *The Winged M* is mailed directly to members' homes and businesses by the first of every month.

2021 DEADLINES

ISSUE	SPACE RESERVATION	AD MATERIALS
January	Nov. 6, 2020	Dec. 3, 2020
February	Dec. 4, 2020	January 7
March	January 8	February 4
April	February 5	March 4
May	March 5	April 8
June	April 2	May 6
July	May 7	June 3
August	June 4	July 8
September	July 2	August 5
October	August 6	September 2
November	September 3	October 7
December	October 1	November 4

The Winged M

MULTNOMAH ATHLETIC CLUB'S
MONTHLY MAGAZINE



Multnomah Athletic Club

2021 NET RATES

Rates subject to change without notice.

SIZE

Frequency	OPEN	3x	6x	12x
Spread	\$ 4,930			
Full	\$ 2,390	\$ 1,790	\$ 1,554	\$ 1,195
2/3	\$ 2,160	\$ 1,620	\$ 1,404	\$ 1,188
1/2	\$ 1,560	\$ 1,170	\$ 1,014	\$ 780
1/3	\$ 1,405	\$ 1,055	\$ 914	\$ 775
1/6	\$ 1,060	\$ 795	\$ 689	\$ 583

PREMIUM POSITIONS

Frequency	OPEN	3x	6x	12x
Back	\$ 4,267	\$ 3,200	\$ 2,773	\$ 2,347
Inside Front	\$ 3,237	\$ 2,428	\$ 2,104	\$ 1,780
Inside Back	\$ 3,043	\$ 2,282	\$ 1,978	\$ 1,674
Presidents	\$ 2,772	\$ 2,079	\$ 1,801	\$ 1,524
Preferred	15%	15%	15%	15%

The advertising sales representative can quote insert rates.

CANCELLATION & LATE AD POLICY

Contracts are accepted and rates are applied on a 12-month basis. Contracts may be cancelled anytime before the reservation deadline of the month(s) cancelled. Written cancellation is required.

Latest previous advertisement is repeated if materials are not received by deadline.

FILE SPECIFICATIONS

Color: CMYK
Format: PDF or JPEG
Resolution: 300 dpi
Submissions: email krobb@themac.com

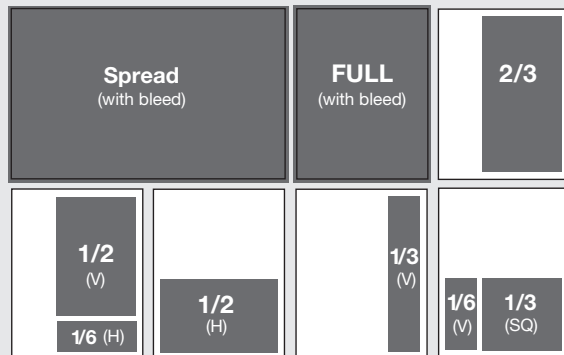
Ads are not guaranteed for color quality unless accompanied by a press-quality proof.

AD SIZES – IN INCHES

	WIDTH	HEIGHT
Spread with bleed	17	11.125
Trim size*	16.75	10.875
Live area**	16.25	10.375
Full Page with bleed	8.625	11.125
Trim size*	8.375	10.875
Live area**	7.875	10.375
Full Page no bleed	7.875	10.375
2/3	4.75	9.625
1/2 horizontal	7.5	4.625
1/2 vertical	4.75	7.125
1/3 square	4.75	4.625
1/3 vertical	2.25	9.625
1/6 horizontal	4.75	2.125
1/6 vertical	2.25	4.625

*Include crop marks at the trim size on bleed ads.

**Position text inside the live area on bleed ads.



CONTRACTS & CONDITIONS

Signed contracts are required for all display advertisements and will not run unless returned to the sales representative. Earned rates are based on the number of advertisements run during the 12-month period covered by the contract. Different sizes may be mixed to earn a rate. Rates are subject to change without notice. Advertising on contract is subject to a change in rates.

CANCELLATION

Contracts are accepted and rates are applied on a 12-month basis. Contracts may be cancelled anytime before the reservation deadline of the month(s) cancelled. No contracts or reserved space may be cancelled after that date. Written cancellation is required.

PAYMENT

All bills are due and payable by the 20th of the month of publication. Accounts 60 days' past due may be suspended or cancelled at the publisher's discretion. New advertisers who are not MAC members or who

are not affiliated with a recognized agency are required to prepay by the space reservation deadline. Past due amounts are subject to finance charges in addition to the amount past due.

CONDITIONS

All advertising is subject to the publisher's approval. The publisher has absolute discretion to accept or reject any advertisement. The publisher assumes no liability if, for any reason, it becomes necessary to omit an advertisement. The publisher's liability for any error will not exceed the charge for the advertisement in question. The publisher reserves the right to limit the size of space to be occupied by an advertisement. Upon execution of an advertising contract by the advertiser and publisher, the terms and conditions specified on this rate card constitute a binding legal contract between the advertiser and publisher.

To see full advertising Terms and Conditions, please go to themac.com/wingedm.

The Winged M

SALES OFFICE

phone: 503-517-7223
 1849 SW Salmon Street
 Portland, OR 97205

MARKETING MANAGER

Kelly Robb
 krobb@themac.com

To view *The Winged M* digital edition
 visit themac.com

