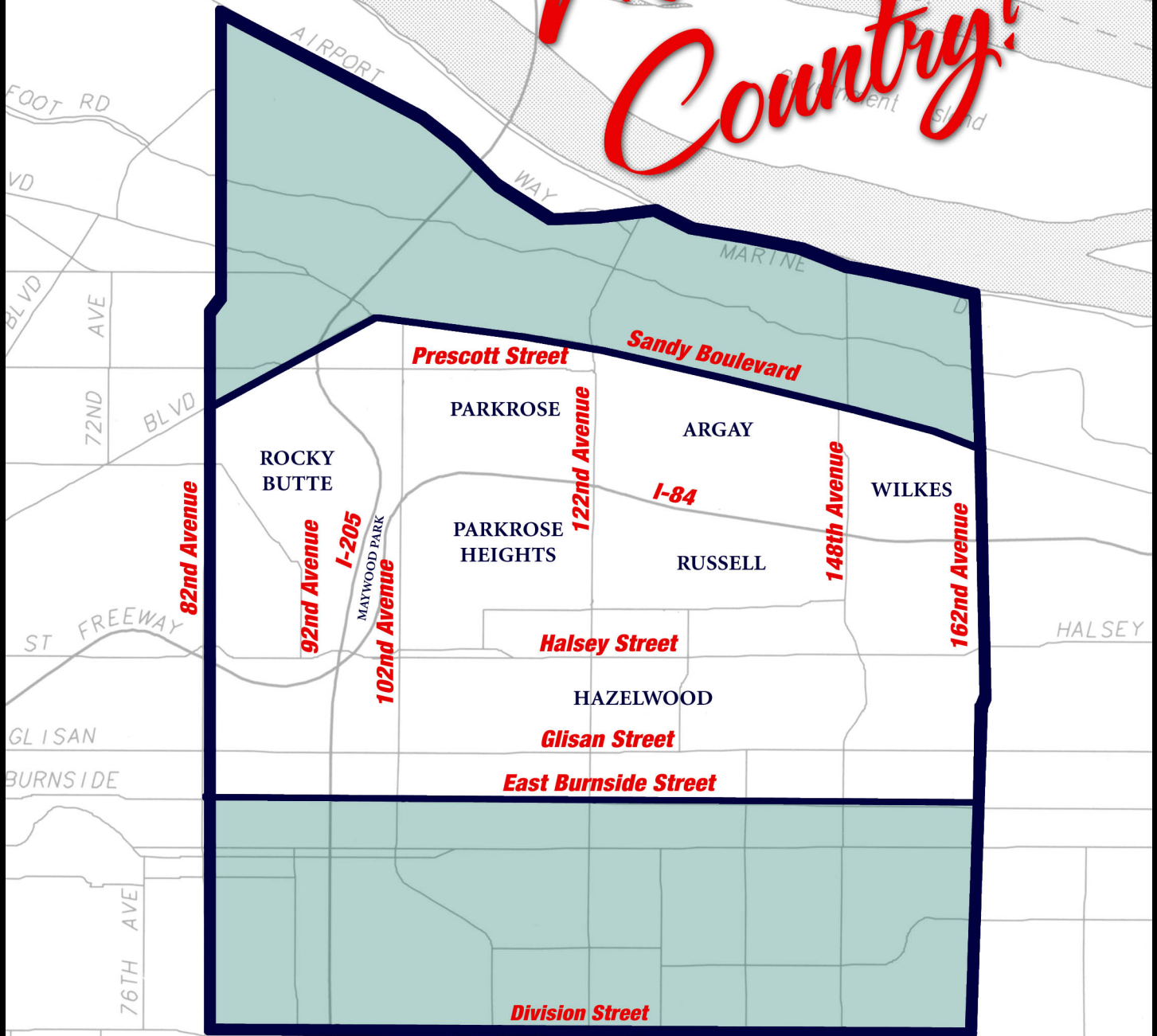


Welcome to

*Memo
Country!*



Circulation

15,700 total circulation

The Mid-county Memo has 13,700 copies direct mailed to every single family home from Northeast Sandy Boulevard to East Burnside Street, and from Northeast 82nd to 162nd Avenues monthly.

The Memo also has 2,000 additional copies delivered to newsstand locations within the mailed circulation area and shaded areas of the map.

Tim Curran
 Advertising Manager
 Phone: 503-287-8904
 Fax: 503-249-7672

Mid-county Memo Publishing, Inc.
 3510 N.E. 134th Ave.
 Portland, OR 97230
 Web site: www.midcountymemo.com

Shirleen Movick
 Advertising Sales Representative
 Phone: 503-860-9789
 Fax: 503-249-7672
 E-mail: shirleen@midcountymemo.com

E-mail: advertising@midcountymemo.com

Mid-county Memo Display Advertising Rates

(PUBLISHED MONTHLY)

DISPLAY AD SIZES	MECHANICS		CONSECUTIVE ISSUE RATES			
	AD DIMENSIONS (width x depth)	COLUMN	1X (OPEN)	3X	6X	12X
1/48 pg	3-1/4" x 1"	1 col x 1"	\$53.00	\$50.00	\$46.00	\$42.00
1/24 pg (bus. card)	3-1/4" x 2"	1 col x 2"	\$101.00	\$92.00	\$84.00	\$77.00
1/12 pg	3-1/4" x 4" or 6-3/4" x 2"	1 col x 4" or 2 col x 2"	\$193.00	\$169.00	\$154.00	\$140.00
1/8 pg	3-1/4" x 6" or 6-3/4" x 3"	1 col x 6" or 2 col x 3"	\$224.00	\$205.00	\$182.00	\$168.00
1/6 pg	3-1/4" x 8" or 6-3/4" x 4"	1 col x 8" or 2 col x 4"	\$238.00	\$217.00	\$203.00	\$189.00
1/4 pg	3-1/4" x 12" or 6-3/4" x 6"	1 col x 12" or 2 col x 6"	\$294.00	\$273.00	\$252.00	\$238.00
1/3 pg	3-1/4" x 16" or 6-3/4" x 8"	1 col x 16" or 2 col x 8"	\$385.00	\$343.00	\$315.00	\$294.00
1/2 pg	6-3/4" x 12" or 10-1/4" x 8"	2 col x 12" or 3 col x 8"	\$546.00	\$496.00	\$455.00	\$427.00
Full pg	10-1/4" x 16"	3 col x 16"	\$847.00	\$804.00	\$767.00	\$734.00
Website Banner Ads • \$35/month • Size: 120 x 240 pixels						

Full Color: 25% Additional • Spot Color: 15% Additional • Design & Layout included in price of ad

Pre-printed Inserts:

1,000 - 6,000: 4.5¢ each • 6,000 - 13,000: 4.0¢ each • Over 13,000: 3.5¢ each
8-1/2" x 11" or 11" x 17" prefolded to 8-1/2" x 11"

mid-county MEMO

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ADVERTISING:
advertising@midcountymemo.com
EDITORIAL:
editor@midcountymemo.com

ADVERTISING AGREEMENT

MEMO Sales Representative: _____

ADVERTISER INFORMATION –

Advertiser: _____
Phone: _____ Fax: _____
Business Type: Sole Proprietor Corporation Partnership LLC
Contact person: _____
Address: _____
Billing Address (if different): _____
City: _____ State: _____ Zip: _____
E-mail: _____ Website: _____

AD SPECIFICATIONS –

Ad Size: _____ Columns: _____ x Inches: _____
Color: _____ Spot (one color) Process (full color) Color cost per ad: \$ _____
Length of ad run term: _____ Issue(s) Ad dates: from _____ to _____

COST OF ADVERTISING –

Ad Cost: \$ _____ + color cost (\$ _____) = \$ _____ Total per issue
Preferred Positioning: _____ Ad Location: _____

PAYMENT SCHEDULE & METHOD –

- Payment for first month's advertising is required in advance of publication for new advertisers. Payments for advertising in subsequent issues covered by this contract are due in full within 15 days of Publishers invoice. Past due accounts are charged a monthly finance charge of 1.5% per month (18% APR).
- Payment in full for each issue ad cost is due within 15 days of Publishers invoice. Past due accounts are charged a monthly finance charge of 1.5% per month (18% APR).

Balance Monthly Total Amount Due Statement

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If Mid-county Memo Publishing is responsible for any error or omission in the published display advertisement, a corrected display advertisement will be published in the subsequent issue, at no charge to the client.

mid-county MEMO

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Phone: 503-287-8904
Fax: 503-249-7672

ADVERTISING:
advertising@midcountymemo.com
EDITORIAL:
editor@midcountymemo.com

Dear Mid-County Business Owner:

This letter will introduce you to the Mid-county Memo. Serving Gateway, Parkrose and the surrounding communities for 16 years, we dedicate ourselves to providing news, information and feature articles of interest to the residents of our Mid-Multnomah County community.

Each issue boasts in depth articles about issues and events important to our readers.

Memo writers search out interesting topics about the people and places of Mid-Multnomah County.

The Memo Pad celebrates special events and accomplishments that Mid-County residents want to share with their friends and neighbors.

Special events, fundraisers and meetings are announced in the Memo Calendar .

Local businesses get the spotlight in Business Memo's.

Our readers speak out in Letters to the Editor .

With a monthly circulation of 15,500 issues, The Mid-county Memo reaches 33,000 readers monthly. 13,500 copies are mailed directly to homes in Mid-Multnomah County. 2,000 copies are distributed through newsstands.

I look forward to meeting you to learn your promotional needs and seek to build a long-term relationship. I am available to answer any questions you may have regarding the opportunities provided your business by The Mid-county Memo.

Sincerely,

Tim Curran
Advertising Sales
The Mid-county Memo

MEMO *mid-county*

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Portland, OR 97230
Phone: 503-287-8904
Fax: 503-249-7672

ADVERTISING:
advertising@midcountymemo.com
EDITORIAL:
editor@midcountymemo.com

APPLICATION FOR CREDIT

Company Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____
Principals and Titles: _____
Description of Business: _____
Please Check One: Proprietorship Partnership Corporation Other
Accounts Payable Contact: _____
Advertising Contact: _____
Tear Sheet Request - Quantity: _____
Does advertiser require more than one copy of bill? YES NO (if yes, how many? _____)
Will advertiser provide purchase order numbers?: _____
Bank: _____ Branch: _____
Bank Officer Contact: _____ Phone: _____
Checking Account No: _____
Loan Account No: _____
Savings Account No.: _____

TRADE REFERENCES -

1. Company Name: _____
Address: _____
Phone: _____ Account #: _____
2. Company Name: _____
Address: _____
Phone: _____ Account #: _____
3. Company Name: _____
Address: _____
Phone: _____ Account #: _____

TERMS -

All advertising is cash with copy. Advertisers may establish credit by completing the application above and returning it to the credit manager. Credit references will be checked and a dollar limit established. Your salesperson will inform you when this process is completed.

The information above is provided for the express purpose of obtaining credit and is warranted to be true and correct. The applicant's signature below attests financial responsibility and willingness to make payment consistent and in agreement with the terms stated on the order, invoice and/or statement of account. The applicant agrees to pay the reasonable attorney's fees, costs and disbursements, and collection expenses of The Mid-county MEMO in the event a lawsuit is filed to collect the open account balance, or any portion thereof.

If the applicant is a partnership or corporation, I hereby certify that I have due and proper authority to complete this application and bind the partnership or corporation to all of the terms of the open account. I hereby further personally guarantee the open account and agree to pay all obligations owed by the applicant to The Mid-county MEMO.

Applicant: _____ (Please Print) Date: _____
Signature: _____ Title: _____

mid-county MEMO

Tim Curran
Publisher/Advertising Manager
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NEW BUSINESS INFORMATION FORM

This form is intended to provide the Mid-county Memo newspaper with information to be used in a brief story in our Business Memos column about your business. It is our way of both welcoming you to the neighborhood and informing the Memo readers of your presence. There is no charge for this service.

The information requested below is that most commonly needed for a story of this kind. Any questions you do not feel comfortable answering or simply do not have an answer for may be left blank.

Please feel free to call if you have questions.

Thank you!

Name of business: _____

Address: _____

Telephone: __ (____) _____

Owners: _____

Is this a new business or an existing business with a new owner? _____

When did you open/or take ownership? _____

Description of what product or service the business offers: _____

Number of employees: _____

Hours of operation: _____

OWNER INFORMATION –

Age: _____

Spouse's name - if married: _____

Children's name(s) & age(s): _____

Are spouse or children helping with business? _____

Neighborhood of residence (Gateway, Parkrose, etc.): _____

Birthplace: _____

Previous employment and/or business previously owned: _____

What attracted you to this neighborhood as a location for your business? _____

Do you perform any volunteer or community work that you would like to have mentioned? _____

Name of person submitting information: _____