

ADVERTISING IN “THE HAIR BENDER”
The Bimonthly Newsletter for Roman Holiday Hair Design
Published by Forward Press • 503-720-7305 • 4wardpress@gmail.com

About “The Hair Bender”:

“The Hair Bender” is the bimonthly newsletter for Roman Holiday Hair Design. There are actually **two editions**: one is for the salon located at NE 173rd and Halsey in Portland, Oregon (503-255-3252), and the other edition is for the two salons within Courtyard Fountains Retirement Community at 1545 SE 223rd Avenue in Gresham, Oregon (503-674-9292). Both editions are published once every two months, and both are in black print.

Roman Holiday Hair Design is proud to have a very loyal clientele of approximately 350 repeat customers, many at retirement age, who appreciate the value of quality work.

In addition to quality advertising, each issue contains engaging information for our clientele, who are encouraged to take it home to share with family and friends. A supply of newsletters is also provided to neighboring businesses for their clientele to read. Besides the total of 340 copies distributed via the salons (100 for the Halsey Street edition and 240 for Courtyard Fountains), extra copies are available to each advertiser for purchase (see prices below).

Only one advertiser per industry is allowed in each edition of the newsletter.

Advertising questions may be directed to the publisher, Forward Press (503-720-7305).

Pricing Per Issue

For advertising in both editions (total distribution of 340):

\$20 for 1/12 page (1 “block,” 2-1/4” high x 2-3/8” wide)

\$30 for business card (2-1/4” high x 3-5/8” wide)

\$40 for 2 blocks (2-1/4” high x 4-15/16” wide; or 4-11/16” high x 2-3/8” wide)

\$60 for 3 blocks (2-1/4” high x 7-1/2” wide; or 7-1/8” high x 2-3/8” wide)

\$60 for 1/4 page (4-11/16” high x 3-5/8” wide)

\$80 for 4 blocks (4-11/16” high x 4-15/16” wide)

\$120 for 1/2 page (4-11/16” x 7-1/2” wide; or 9-9/16” high x 3-5/8”). This is the maximum size allowed on a newsletter page. Larger ads may be taken as physical inserts; see below.

For advertising in just one edition (Halsey Street 100, Courtyard Fountains 240):

\$17 for 1/12 page (1 “block,” 2-1/4” high x 2-3/8” wide)

\$25 for business card (2-1/4” high x 3-5/8” wide)

\$34 for 2 blocks (2-1/4” high x 4-15/16” wide; or 4-11/16” high x 2-3/8” wide)

\$50 for 3 blocks (2-1/4” high x 7-1/2” wide; or 7-1/8” high x 2-3/8” wide)

\$50 for 1/4 page (4-11/16” high x 3-5/8” wide)

\$68 for 4 blocks (4-11/16” high x 4-15/16” wide; or 9-9/16” high x 2-3/8” wide)

\$100 for 1/2 page (4-11/16” high x 7-1/2” wide; or 9-9/16” high x 3-5/8” wide”). This is the maximum size allowed on a newsletter page. Larger ads may be taken as physical inserts; see below.

Physical Inserts

Ads of any size on separate sheets (must fit within a folded 11x17) may be provided preprinted and will be inserted at the following rate: \$10 setup + \$.05/insert.

Extras

Extra copies of newsletters are available to advertisers @ \$.28 each.

Ad Work

\$50/hour (minimum \$15) to create new ads or to re-create or edit existing ads, including inserts.

Color Printing

Please call for a quote if color is desired.

Deadlines:

Verbal reservation of space: 4th of the month prior to publication (May 4th for the June-July issue).

Submittal of ad or ad copy: 4th of the month prior to publication (May 4th for the June-July issue).

Provision of inserts: 6th of the month prior to publication (May 6th for the June-July issue).

Submittals:

Noninsert ads need to be submitted either electronically (as PDF, JPG or TIFF) or as scannable hard copy (gray areas or glossy surfaces typically do not scan well). Ads submitted in other formats will have to be re-created @ \$50/hour (minimum \$15).

Additional, Free Advertising Opportunity!

In each edition, advertisers will have an opportunity to publish an informative article (approximately 300 words maximum) related to their industry and/or describing their business, at no charge. This opportunity will be offered on a fair rotation basis. We retain the right to edit submitted articles. Advertising in the same edition is required; we will place the ad next to the article. Help with writing the article is available if desired @ \$50/hour.