

# PORTLAND PICKS

life + style  
to you every Friday



## ADVERTISING INFORMATION 2010

## What They Are Saying:

"Can I tell you... business has **BLOWN UP** since I was in Portland Picks."  
~ **Jeff** Davidson, Tribe Hair Studio

"Thank you again for the article on Florio Bakery in Portland Picks. Although about a month has passed, people still mention seeing it when I am out doing demos."

"My last ad brought in **TONS** of new people....**SO EXCITING!**"  
~ **Alayne**, [Portland Team Fitness](#)

"Portland Picks rocks!!! I've gotten a **bunch of orders** from the spot already and I have a feeling it's just going to grow. Exposure really pays off."  
~ **Betsy**, [www.betsyandiya.com](http://www.betsyandiya.com)

"I'm **putting the money I've been spending** in newspapers into **Portland Picks**."  
~ *Name omitted by request*

The hits and **purchases to my website are incredible** since this Friday's Portland Picks came out. This is **AMAZING! I'm getting orders every few minutes!**"  
*Dawn, Tube Your Lash mascara*

"Love Portland Picks. **It's the best use of my money** as a boutique owner."  
~ **Anne**, [Anne Bocci Boutique](#)

"Portland Picks is now the **only place we advertise**. It's not worth it go anywhere else."  
~ **Tonya**, [Recess Wellness](#)

"In our circle, being featured in Portland Picks carries about as much clout as being featured in **Oprah's** favorite things. (That's right ... I just compared you to Oprah!)"  
~ **Katie Johnson**, [www.kixbykatie.com](http://www.kixbykatie.com)

"Our event was a **bigger success than we could have ever imagined**. I asked a lot of the ladies how they heard about the event and **they all said "Portland Picks."**"  
*Margaux, for Shoefly*

"I've had an unheard of, **amazing**, December. **Way beyond my goals. Customers have come to our shop from near and far**. We are lucky to have you as a great, and respected, resource for Portland."  
*Debbe*, [www.tildeshop.com](http://www.tildeshop.com)

"I have found consistently that **a mention from you is like running ads all over town**. People trust PP's opinion and value your taste."  
*Christine Corbett at Knot Ugly*

"Thank you for listing us on your site. Many people reference Portland Picks at Press Club."  
~ **Pete**, The Press Club

## Our Audience:

Women ages 24-55

Annual Household Income: \$85K

85% have hair/salon services more than twice monthly

80% dine out more than twice monthly

75% shop for clothing monthly

75% shop for cosmetics monthly

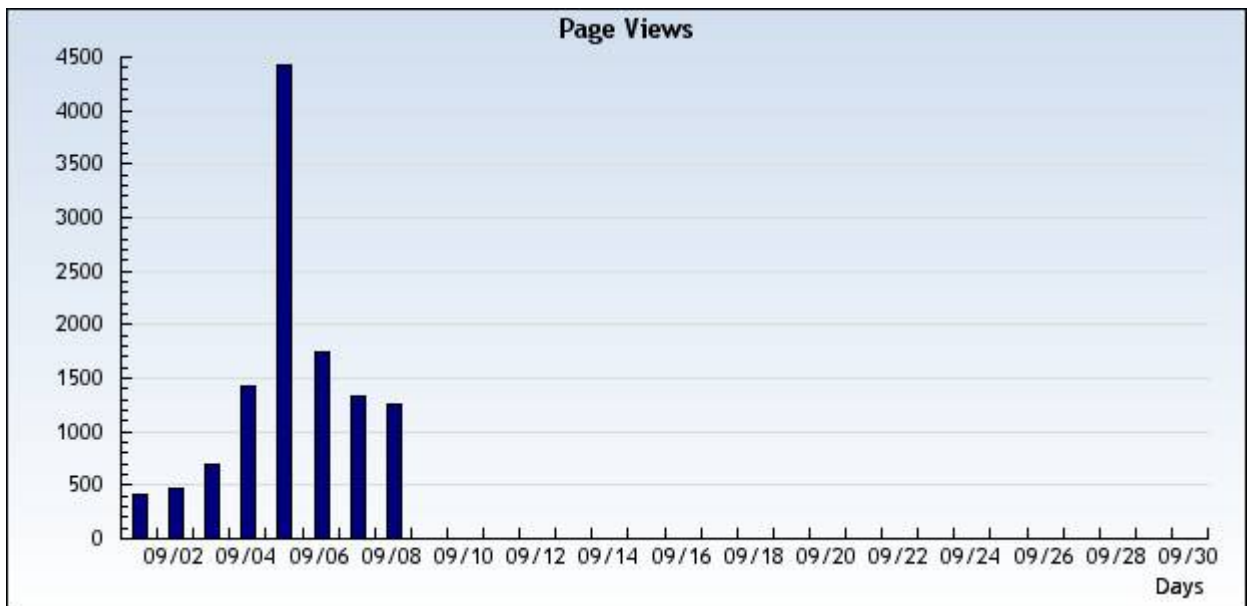
70% own homes

70% enjoy spa services at least 4 times per year

70% are interested in fitness & nutrition

## The Power of Portland Picks:

Advertising on Portland Picks = *results*



These are the Web stats for one of our advertisers. She received typical traffic until the Friday her ad came out—and that's when her stats hit the roof.

## Advertise on Portland Picks

Advertising opportunities are available in Portland Picks weekly newsletters, as well as through dedicated emails that recommend and highlight your company or product exclusively.

### **Fast Facts:**

More than 25,000 subscribers to Portland Picks' Friday emails, as of September 2009

Educated, professional women with a high household income who love to shop, dine out, and use services to enhance their lives

Our readers say they buy at least one item per issue.

Our readers say they look forward to each Friday and receiving Portland Picks, and often forward it to their friends.

We have a personal relationship with Portland Picks readers. They believe in and care about what they read and what we recommend, and contact us often to tell us they love us and give recommendations of their own.

The Website receives approximately 15,000 unique visits per month.

### **Added Values:**

Your ad will be stored in our Website's archived issues. These get picked up by the search engines helping others find your product.

We may have opportunities through out the year for our advertisers to be in swag bags at exclusive Portland Picks-sponsored events.

If you pre-pay for multiple insertions we can offer you a package deal with discounts, such as Buy 3 Hip Happenings, Get 1 Free, Buy a Homepage Ad, Get 1 Free Hip Happening

Portland Picks offers additional services including graphic design, Website creation and hosting, publicity and marketing assistance. We want to help you grow your business!

## Weekly Ad Rates:

**Hip Happenings, \$225** (event notices: sale/grand opening/fashion show/etc.)

These include a max 55-word intro, 1 JPG image and a what/when/where/call/url address in the listing.

**Chick Picks, \$350** (*individual products, websites, e-stores*) Two paragraphs (75 words max) and 1 JPG image

**Item/Event/Cocktail of the Week, \$400** (a bold, mid-page ad that really stands out; perfect for showcasing a single product, a service, or online shopping site.) These include a max 75-word description, plus 1 large\* JPG image.

**Picks, \$500** (*top-of-page write-ups*) These include 3 paragraphs (175 words max) and 2 JPG images. These showcase local brick-and-mortar businesses.

**Side-Column Homepage ad, \$625** (*a fab space for marketing, they read like a print ad!*) This is a “wide skyscraper” on our home page, max 25 words, 1 JPG image, and it stays up for a 1-month cycle. We can do Flash if you prefer.

**Dedicated Emails, \$1500** (*These are All About You, and are sent out independently of the regular weekly Picks, on Tuesdays.*) These include max 200 words, plus 2-6 JPG images.

## **Special Section Ad Rates & Dates:**

These include 2 paragraphs (approximately 85 words) and 1 JPG image.

**Valentine's Day Gift Guide, \$550: Friday, Feb. 5**

**Wedding Planner/Gift Guide, \$550: Friday, April 2**

**Holiday Gift Guide, \$550: Friday, December 3**

## **Exclusive Issue Ad Rates & Dates:**

**Treat Yourself Right, Jan. 8, \$300:** featuring spas, salons, fitness studios, estheticians, massage, personal growth, nutrition, pampering, acupuncture, etc. 65 words, 1 JPG image

**Mommy Guide, March 12, \$175:** featuring products & services for parents and/or children, including fun ways to "take a vacation" from the kids like dining out, pampering or hotel/travel ideas. 55 words, 1 JPG image.

**Labor Day Sales Spectacular, Tuesday, Aug. 31, \$175.** A listing of Labor Day sales around town. 55 words, 1 JPG image.

**Green Guide, Oct. 15, \$300:** A great way to promote what's green about your business, your green products, or green services. 65 words, 1 JPG image.

**We write your ad for you, based on your info and needs!  
There is nothing easier... or more effective.**

## Ad Requirements:

**Picks, Chick Picks, Hip Happenings images:** One to two JPGs or GIFs, 150 x 150 pixels, 72 dpi—note: *If your artwork is your Hip Happening ad (no text), you can submit a JPG that is 360 pixels wide by 300 pixels deep*

**Event/Item/Cocktail of the Week images\*:** 360 pixels wide by 260 pixels long

**Side-column homepage ad:** JPG, TIF or PDF, 160 pixels wide by 600 long

### Please include in each ad submission:

Two or three paragraphs of information/key points

Contact information: name of business, full address with ZIP, phone, email, Web address

**Lead Time:** 2 weeks is preferred.

**Payment:** Check or money order is preferred.

**Please email editor-in-chief Alisa Sloan with any questions or to place your ad:** [alisa@portlandpicks.com](mailto:alisa@portlandpicks.com)



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