



THE YAMHILL VALLEY NEWS-REGISTER 2014

MEDIA KIT

PO BOX 727 • 611 NE Third Street • McMinnville, Oregon 97128 • 800-472-1198 • 503-472-5114 • www.newsregister.com





# modular rates NEWS-REGISTER

2014

## Modular Rates

Columns represent monthly spending commitments. Other sizes available.

Column	AA	A	B	C	D	E	F	G	H	I	J
Portion of Page	OPEN RATE	\$250	\$500	\$750	\$1,000	\$2,500	\$5,000	\$7,500	\$10,000	\$12,500	\$15,000
1/16	\$149	\$119	\$113	\$107	\$101	\$95	\$89	\$83	\$80	\$77	\$74
1/9	\$260	\$208	\$198	\$187	\$177	\$167	\$156	\$146	\$141	\$135	\$130
1/6	\$391	\$312	\$297	\$281	\$266	\$250	\$234	\$219	\$211	\$203	\$195
1/4	\$595	\$476	\$452	\$429	\$405	\$381	\$357	\$333	\$321	\$310	\$298
1/2	\$1,190	\$838	\$796	\$754	\$712	\$670	\$629	\$587	\$566	\$545	\$524
3/4	\$1,786	\$1,171	\$1,113	\$1,054	\$996	\$937	\$879	\$820	\$791	\$761	\$732
FP	\$2,381	\$1,467	\$1,393	\$1,320	\$1,247	\$1,173	\$1,100	\$1,027	\$990	\$953	\$917

Contract rates are revenue based and reflect monthly spending for all News-Register services for a 3 month period of commitment. With a 6 month commitment, skip 1 column for rates. With a 12 month commitment, skip 2 columns for rates. For civic rate, use column C. For association & milestone rates use column A.

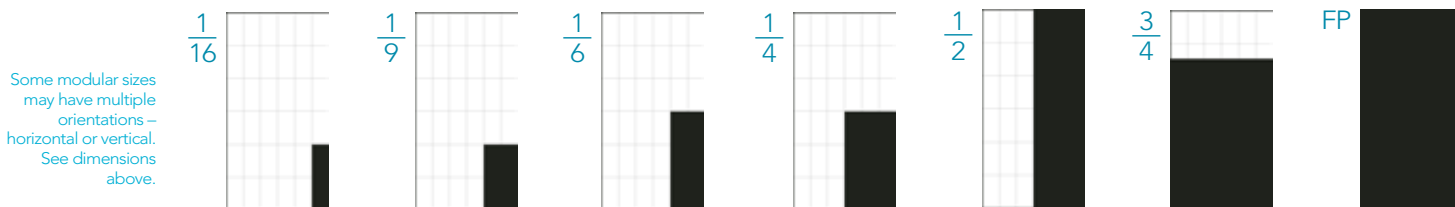
## Dimensions of Ads

Portion of Page	Width x Height (inches)
1/16	1.62 x 8 (v); 3.37 x 4 (h)
1/9	3.37 x 7.07(v); 6.88 x 3.47(h)
1/6	3.37 x 10.68(v); 5.13 x 7.07(sq); 10.39 x 3.47(h)
1/4	5.13 x 10.68(v)
1/2	5.13 x 21.5(v); 10.39 x 10.68(h)
3/4	10.39 x 16.25(v)
FP	10.39 x 21.5(v)

## Color Rates

Portion of Page	Open Rate Color	Contract Color
1/16	\$60	\$50
1/9	\$90	\$75
1/6	\$120	\$100
1/4	\$150	\$125
1/2	\$210	\$175
3/4	\$270	\$225
FP	\$330	\$275

## Modular Sizes



Any modular sized display ad is eligible for a 50% pick-up rate when the advertisement is run with no changes in the next available edition of the News-Register and/or The Post.

## Published Sections

Tuesday		Friday	
Best Food Day	Main/News	Church Page	Main/News
On the Town	Classifieds	Connections	Classifieds
Connections	Sports	Senior News	Sports
		Viewpoints	

## Display-Ad Deadlines

Tuesday	.....	5 p.m.	Thursday
Friday	.....	5 p.m.	Tuesday

**Rebekah Spear**  
Sales Representative  
rspear@newsregister.com  
503-687-1245

**Shaey Anthony**  
Sales Representative  
santhony@newsregister.com  
503-687-1225

**Kelly Hyland**  
Sales Representative  
khyland@newsregister.com  
503-687-1253

**Terry Conlon**  
National Sales Representative  
tconlon@newsregister.com  
503-687-1258





# little giant packages NEWS-REGISTER

2014

## Little Giant Packages

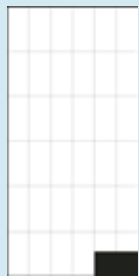
A MONTHLY MODULAR PACKAGE IN THE NEWS-REGISTER AND THE POST.

Little Giant ads run 12 issues, 4 consecutive weeks. (Two ads in the News-Register and one ad in The Post per week.)

### STARTER 32nd

Twelve 1/32 page ads  
(3.37" x 2")

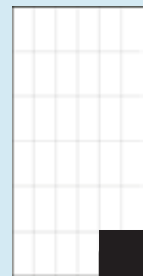
**\$365** per month



### DOUBLE 32nd

Twelve double-sized  
1/32 page ads  
(3.37" x 4")

**\$515** per month



### TRIPLE 32nd

Twelve triple-sized  
1/32 page ads  
(3.37" x 6")

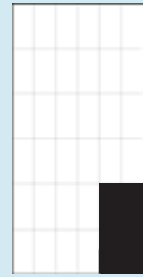
**\$665** per month



### QUAD 32nd

Twelve quadruple-sized  
1/32 page ads  
(3.37" x 8")

**\$815** per month



### ADD EVEN MORE VALUE!

#### Add Internet!

NewsRegister.com's Big Box Ad  
(single ad, single frame) - **\$150**

**Supersize** your message with an  
additional: 1/4 page ad - **\$250**

1/2 page ad - **\$450** or  
Full page ad - **\$850** ea.

Due to the highly discounted rates of these packages, no ad changes may be made during the course of the package run.

### Notes:

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**Rebekah Spear**  
Sales Representative  
rspear@newsregister.com  
503-687-1245

**Shaey Anthony**  
Sales Representative  
santhony@newsregister.com  
503-687-1225

**Kelly Hyland**  
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khyland@newsregister.com  
503-687-1253

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tconlon@newsregister.com  
503-687-1258

# PREMIUM AD POSITIONS

Kelly Hyland 503.687.1253 • Rebekah Spear 503.687.1245 • Shaey Anthony 503.687.1225 • Terry Conlon



### Tuesday Footer Ad

(Dimensions: 10.389" x 3")  
Available only on Tuesday's edition.

**\$650**



### Friday Footer Ad

(Dimensions: 6.88" x 3")  
Available only on Friday's edition.

**\$525**



### Sky Box Ad

(Dimensions: 1.62" x 2.75")  
Black and white only  
Available only on rack copies.  
Approximately 1700 copies.

**\$175**



### Full Size Section Front Page Ad

(Dimensions: 10.3889" x 3")

**\$400**

### Full color is included on all ads!

Printed on both sides, a spadia covers half of a section's front page and all of the back. The spadia package is almost 3 full pages of the most prime real estate in the News-Register.

Cover: 5"x17.8"  
Inside Cover: 5"x21.5"  
Inside Back: 10.39"x21.5"  
Back Page: 10.39"x21.5"



**Front Page Wrap**  
**\$3500**



**Inside Section Front Page Wrap** • **\$2500**



**Front Page Post It Notes** • **\$1099**

**Front-page Ads: \$294**  
**with weekly contract: \$242**

Page-one ads measuring 6 column inches may be purchased by not-for-profit organizations or businesses wishing to sponsor a public service announcement (2 columns x 3 inches).

**Grizzly Sponsor: \$11.00/week**

Support the outstanding athletes from McMinnville High School by sponsoring the Grizzly of the Week space in each Saturday's Sports section during the school year.

**Church Page: \$6.50/week**

List your church in our Church Directory every Saturday.

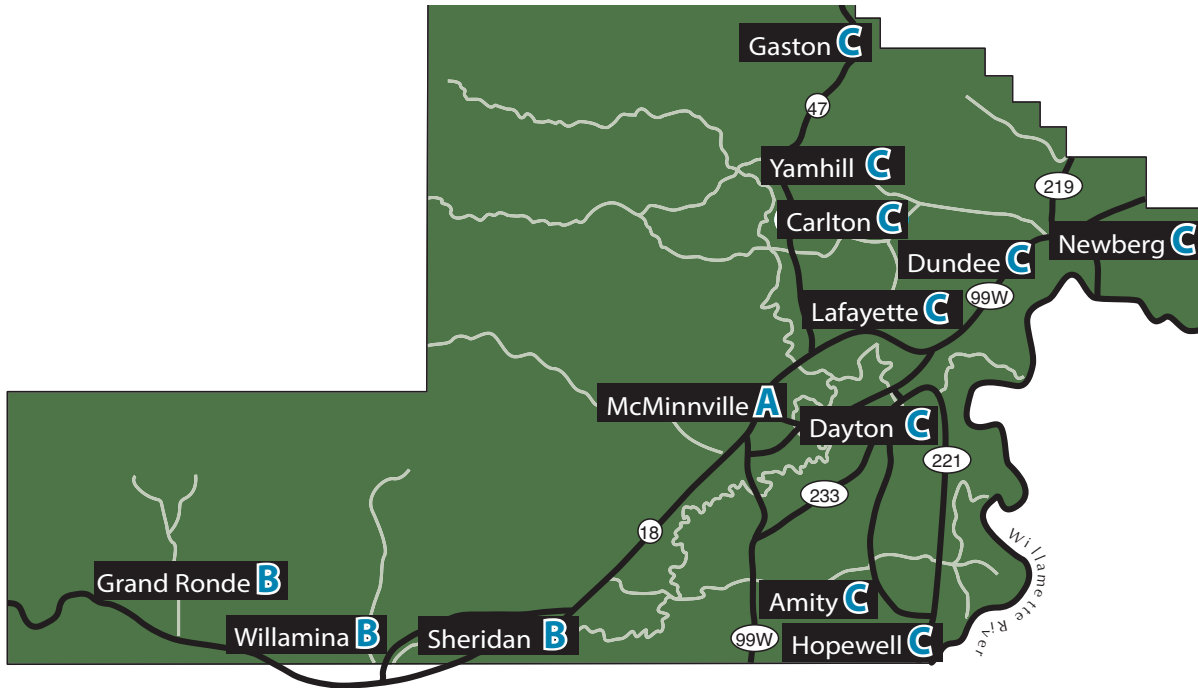
**Church Sponsor: \$8.00/week**

Show your civic-mindedness by supporting McMinnville-area churches on the Church Page every Saturday.

All political advertising will be excluded from these ad positions.  
All content is subject to publisher approval prior to print.

# INSERT RATES

Kelly Hyland 503.687.1253 • Rebekah Spear 503.687.1245 • Shaey Anthony 503.687.1225 • Terry Conlon



## Preprinted Inserts

4-16 Tab Pages • 2-8 Standard Pages • 8-32 Mini-Tab Pages  
Inserts Annually

1	12	24	48	72	96	104
\$61.50	\$59.00	\$56.50	\$54.00	\$52.75	\$51.50	\$50.25

For each additional 4 tab pages in excess of 16 pages, add \$4 per thousand.

Costs are per thousand inserts. News-Register and Post inserts may be combined to count toward contract fulfillment. Minimum quantity= 1000 inserts. Preprints larger than 11" x 11" must be folded. An indicia or mail permit cannot appear anywhere on the insert. Gatefolds and dutch doors count as 2 tab pages. Spadias count as 4 tab pages. Please inquire about increased rates for heavy inserts weighing in excess of 0.4 ounces per 4 pages. **Add \$60 for zoned inserts.**

### Single Sheet Inserts Up To 11" x 11"

Price per thousand inserts - Minimum quantity = 1000 inserts

Full circulation (News Register AND The Post).....\$35

Full circulation one publication:

(News-Register OR The Post) .....\$41

Zoned (News-Register or The Post)..... \$41/M + \$60 flat zone fee

60# or heavier stock is preferred. Ship inserts to arrive seven days in advance to: OLI, 1315 NE Miller, McMinnville, OR 97128; 503-472-5115.

### Zoning Availability:

News-Register - Available by zone **A - B - C**

The Post - Available by zip code

## Yamhill County Zip Codes

	ZIP	N-R	THE POST	Total
<b>Zone A</b>				
McMinnville .....	97128	5,442	10,230	15,672
<b>Zone B</b>				
Grand Ronde .....	97347	88	0	88
Sheridan.....	97378	419	2,735	3,154
Willamina.....	97396	188	1,050	1,238
	<b>Zone B Total</b>	<b>695</b>	<b>3,785</b>	<b>4,480</b>
<b>Zone C</b>				
Amity.....	97101	382	1,320	1,702
Carlton.....	97111	371	0	371
Dayton.....	97114	501	1,147	1,648
Dundee .....	97115	97	0	97
Lafayette.....	97127	217	787	1,004
Newberg.....	97132	228	0	228
Yamhill.....	97148	358	0	358
	<b>Zone C Total</b>	<b>2,154</b>	<b>3,254</b>	<b>5,408</b>
<b>TOTAL</b>		<b>8,291</b>	<b>17,269</b>	<b>25,560</b>



# NEWSREGISTER.COM

Kelly Hyland 503.687.1253 • Rebekah Spear 503.687.1245 • Shaey Anthony 503.687.1225 • Terry Conlon

The screenshot shows the NewsRegister.com website interface. At the top, there's a search bar and a navigation menu. The main content area features a large photo of a football game with the headline "Never let it go". Below this, there are several news snippets: "Next on Oregon agenda: Columbia River bridge" and "Government shutdown stops timber sales in forests". To the right, there are promotional banners for "CLICK HERE TO VIEW THE LATEST ELECTRONIC EDITION" and "HALF CRAZY DEALS". The left sidebar contains "Local Headlines" and "About Open Source" sections. The bottom of the page has more news items and advertisements, including "Expansion 2.0" and "WOMEN'S HEALTH UPDATE".

## Leader Board

## NewsRegister.com

is America's best community newspaper website\* and we're Oregon's oldest community newspaper website.

\*National Newspaper Association, 2002, 2004

**Leader Board** (728 x 90 pixels)  
 \$75.00/week  
 no motion  
 \$100/week  
 w/limited motion  
 2 frames only, ROS

**Big Box** (300x250 pixels)  
 \$50.00/week  
 no motion  
 \$100/week  
 w/ motion, ROS

**Half Box** (300x125 pixels)  
 \$30.00/week  
 no motion, ROS

Video is available  
Consult with your sales rep for  
more information.

# THE POST

Kelly Hyland 503.687.1253 • Rebekah Spear 503.687.1245 • Shaey Anthony 503.687.1206 • Terry Conlon

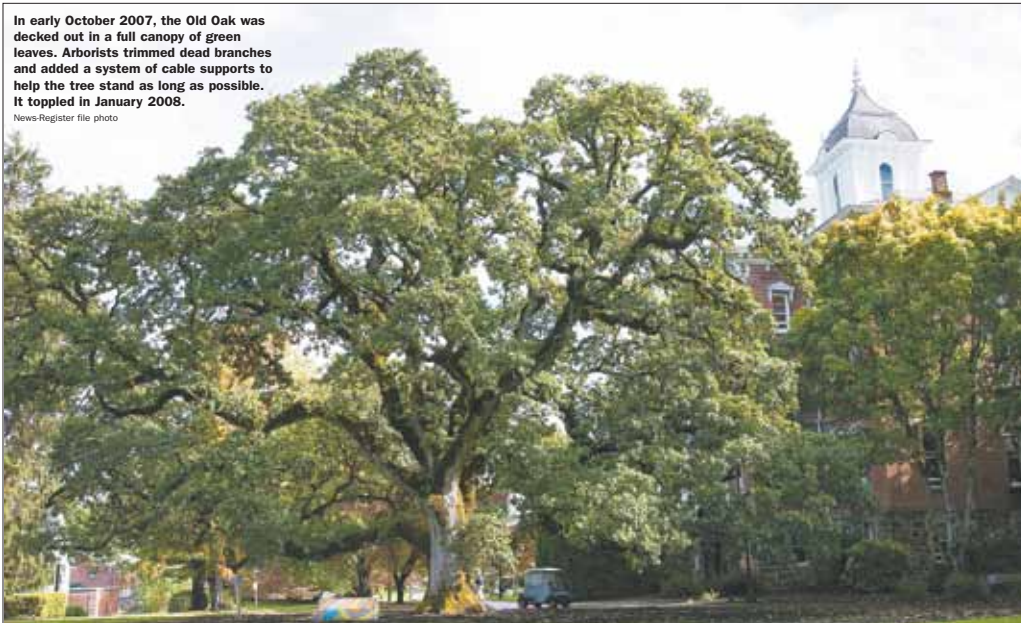
*Yamhill Valley's free shopping guide*

TUESDAY, OCTOBER 8, 2013 / 40TH YEAR, NO. 41

# THE POST

In early October 2007, the Old Oak was decked out in a full canopy of green leaves. Arborists trimmed dead branches and added a system of cable supports to help the tree stand as long as possible. It toppled in January 2008.

News-Register file photo



## LONG LIVE THE OLD OAK

Permit #7  
McMinnville, OR  
PAID  
US Postage  
Presort Sta

## The Post

The Post, is a wealth of shopping information and is mailed to over 17,000 homes in Yamhill County.

The Post includes display advertising from local businesses, national preprints, News-Register classified ads and the News-Register's weekly "Stopping By" column. Plus, highlights from the previous week's News-Register stories.

**Make your advertising dollars go even further!**

## Advertising Rates

\$10 a column inch if advertising in only The Post.

Or, run your News-Register ad in The Post for half of the News-Register price, when both publications are purchased.

# DEMOGRAPHICS

Kelly Hyland 503.687.1253 • Rebekah Spear 503.687.1245 • Shaey Anthony 503.687.1225 • Terry Conlon 503.687.1258

## POPULATION.....62,342

### GENDER

Female..... 48.5%  
Male..... 51.5%

### AGE

Under 5 years .....7.2%  
18 years and over ..... 73.9%  
65 years and over ..... 14.3%  
Median age..... 32.8%

### RACE

White..... 87.5%  
Hispanic ..... 14.4%  
Native American/Alaskan .....2.2%  
Asian..... 1.0%  
Black..... 1.1%  
Other race .....5.4%  
Multiple races .....2.6%

### EDUCATION LEVEL

AGE 25+

University degree or more ..... 20.4%  
Associate degree .....5.1%  
Some college, no degree..... 24.9%  
High school degree or higher ..... 82.5%  
Less than high school degree ..... 17.5%

## MARITAL STATUS

AGE 15+

Married..... 59.6%  
Divorced .....9.9%  
Widowed .....5.4%  
Never Married ..... 25.1%

## HOUSEHOLDS

Total..... 22,809  
Owner Occupied..... 64.7%  
Renter Occupied..... 31.7%  
Vacant.....3.6%

## HOUSEHOLD INCOME LEVEL

\$0 – \$15,000 ..... 13.5%  
\$15,000 – \$24,999 ..... 10.7%  
\$25,000 – \$34,999 ..... 11.9%  
\$35,000 – \$49,999 ..... 20.1%  
\$50,000 – \$74,999 ..... 22.6%  
\$75,000 – \$99,999 ..... 10.9%  
\$100,000 – \$149,999 .....7.3%  
\$150,000 + .....2.9%  
Average per household.....\$56,881





# LOOK WHO'S TALKING

Kelly Hyland 503.687.1253 • Rebekah Spear 503.687.1245 • Shaey Anthony 503.687.1225 • Terry Conlon



"I met with my News-Register rep and we planned out a year-long campaign incorporating News-Register print, classified and internet ads which will reach a broad range of my prospective clients. I'm very pleased with the design of my ads, and now I can concentrate on my customers."

Brian Wicks  
Cascadia Landscaping



"Advertising with the News-Register has been great for connecting Andrew Physical Therapy to our community, and reminding readers to come to us when they need help getting back in motion. I greatly value their prompt attention to my advertising, attention to detail and outstanding customer service."

John Andrew  
Owner, Andrew Physical Therapy



"Gallery Ballet & Tap has expanded since 1982 to meet the needs of our local community. When we advertise through the News-Register about new dance classes online, website visits go up from local clicks. We offer year-round classes! [www.galleryballet.com](http://www.galleryballet.com) gives the details; the News-Register gets you there!"

Edwina Castle  
Gallerey Ballet & Tap



"Does News-Register advertising work? You bet it does! I have been busier than ever with new customers. Try it yourself; you won't be disappointed."

Chris Gustafson  
Owner, Evergreen Hearing



"I always use the News-Register for my advertising needs. Every time I run a coupon, sales go up and my customers are happy. A large portion of my marketing budget is spent with the newspaper because I know I can depend on getting the word out based on the News-Register's circulation and readership."

Matt Primbs  
Owner, Sandwich Express



"As a life-long Oregonian I recognize the importance of the News-Register as a marketing tool for the Yamhill County area. For the past year, the News-Register has been an important part of my introduction as a massage therapist to my home town."

Camron Dunn  
Owner, Alderwood Massage



"I opened my practice in McMinnville in 1994, and have been promoting my business every week since then. Consistent advertising in the News-Register has been one marketing tool that has helped to grow my business. Many people recognize us from our pictures in our ads."

Dr. Ingrid Viljak  
Dr. Ingrid M. Viljak Dentistry



"We have just recently started promoting in the News-Register and received an immediate response to our ad. We plan on increasing our promotional budget with the News-Register to expand our market share. In addition to designing our ads, their graphics team also created a new logo for us."

Matthew Lewis,  
Co-owner, Brookfield Painting

# THE FINE PRINT

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**Kelly Hyland 503.687.1253 • Rebekah Spear 503.687.1245 • Shaey Anthony 503.687.1206 • Terry Conlon 503.687.1258**

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## General Policies

The Publisher may refuse any ad or preprint at any time.

The News-Register's liability for any error in a published advertisement will not exceed the portion of space in which the error occurred and will be limited to the first publication of the advertisement. The Advertiser is responsible for notifying the News-Register of any error in time for correction before the second insertion.

Requests for positioning will be given every consideration, however no placement guarantees will be given or assumed.

The minimum ad size for display advertising is 2 column inches.

Advertising prepared in whole or part by the News-Register staff becomes the property of the News-Register. Permission in writing must be obtained before said advertising may be used in any other publication.

## Terms & Conditions

Credit and charge privileges will be established through application and approval.

Local rates are non-commissionable. Contract rates are based on conditions noted in the signed advertising agreement.

Display advertising is charged as the advertisements appear on the printed page to the nearest quarter-inch in depth.

Advertising cancelled after it has been type set will be charged at a rate of \$2.00 per column inch.

Advertising space, including preprinted inserts will not be sold to anyone for the purpose of resale.

Payments in full are due within 30 days of the billing date indicated on the statement. Amounts unpaid by the end of the following billing cycle have a 1.5% late fee added per month (18% APR). Accounts with balances 30 days or more past due may have credit discontinued.

## Political Advertising

Normal rates, contracts and discounts apply to political advertising. Any advertising this newspaper, at its discretion, deems political in nature, must be prepaid. That includes, but is not limited to, all advertising by candidates or holders of political office; advertising related to ballot measures or proposed ballot measures; issues before a legislative body, etc.

While disclaimers are no longer required on political advertising by state law, this newspaper considers the name and address of persons paying for political advertising to be a matter of public record. The name and address of persons or organizations paying for such advertising will be available to the public.

## Civic Advertising

To qualify for the Civic/Not For Profit/Charity Rate, the group must meet all of the following guidelines:

1. The group must have a documented 501(c)(3), "Not-for-profit" status.
2. The group must not be an agency of the federal, state or local government.
3. The group's primary source of revenue must be derived from donations, dues, ticket or gate sales and not fees for services rendered, i.e. tuition or medical expenses.
4. The products of services of the not-for-profit group must not compete directly with for-profit groups.

## Ads Not In English

We will accept advertising in languages in any language. Ads not in English require submission of an accurate translation of those ads so we may review them for acceptability. No translation service is offered by the News-Register.

## Special Services

Artwork: Original artwork, photo manipulations and illustration produced by ad services staff for advertisements will be charged at \$60/hour.

## Electronic Submissions

For complete information on file types we support, please refer to the advertising section on newsregister.com, or ask your sales representative.

## Mechanical Specifications/Dimensions

News-Register standard pages are 6 columns wide by 21.5 inches deep.

### Dimensions

Columns	Inches
1	1.6157
2	3.3704
3	5.1250
4	6.8796
5	8.6343
6	10.3889
7	13.1158
8	14.8704
9	16.6250
10	18.3796
11	20.1342
12 (Dbl. Truck)	21.8888

Advertisements that exceed 19 inches on a standard page will be billed at a full column depth: 21.5 inches standard.

## News-Register contact information:

PO Box 727 • 611 NE Third Street  
McMinnville, Oregon 97128  
800.472.1198 or locally  
p.503.472.5114 • f.503.472.5997  
advertising@newsregister.com  
News-Register.com

Publisher - Jeb Bladine  
Sales Manager - Robert Sudeith  
National Advertising - Terry Conlon