



Oregon Newspaper Advertising Company

A service of the Oregon Newspaper Publishers Association

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Oregon Newspaper Advertising Rates & Data

Effective 1/1/08 through 6/30/08

DAILIES

CITY/ZIP NEWSPAPER	COLUMN INCH RATE	PAGE SIZE	COL SIZE	PUB DAYS	DEADLINE	PAID CIRC	TMC CIRC	COLOR 1&b/2&b/3&b	PREPRINT SINGLE SHEET
ALBANY 97321-0041 Albany Democrat-Herald	31.45 D (Albany) 66.25 Sun w/Corvallis	6x21.5	NON SAU	M-F pm S-S am	3 Days	18,800 32,000 Sun w/Corvallis	11,652	403/583/737	62.00 CPM
ASHLAND 97520 Ashland Daily Tidings	20.32 22.50 Fri Revels	6x21.5	NON SAU	M-Sat pm	3 Days 4 Days	3,800	7,500	220.50/346.50/378	41.82 CPM
ASTORIA 97103 The Daily Astorian	15.58	6x21.5	SAU	M-F pm	3 Days	8,900 6,800 Wkly-Pacific Col, WA, The Chinook Observer	24,754	132/220/316	81.00 CPM
BAKER CITY 97814 Baker City Herald	9.81	6x21	NON SAU	M-F pm	3 Days	3,585 M-W 3,885 Th-F	none	117.65/211.78/282.36	59.00 CPM
BEND 97702 The Bulletin	34.10	6x20.5	NON SAU	M-F am S-S am	4 Days 4 Days	32,465 M-F 36,192 Sat/35,205 Sun	31,000	385/425/925	42.55 CPM
COOS BAY 97420 The World	26.52 D, 34.95 Th 30.13 Sat	6x21.5	NON SAU	M-F pm Sat am	5 Days	12,262 M-F 14,300 Sat	8,200 Thurs	147.06/247.06/323.53	914.12 Flat Fee
CORVALLIS 97333 Corvallis Gazette-Times	31.45 D (Corvallis) 66.25 S w/Albany	6x21.5	NON SAU	M-F pm S-S am	3 Days	12,500 32,000 Sun w/Albany	6,422	403/583/737	62.00 CPM
EUGENE 97408 The Register-Guard	77.10 M-Th, 88.09 F-Su	6x21	NON SAU (Modular)	M-F am S-S am	3 Days 4 Days	68,727 M-F 74,507 Sat, 72,415 Sun	51,590	455/750/750	43.00 CPM
GRANTS PASS 97526 Grants Pass Daily Courier	12.88	6x21.5	NON SAU	M-Sat pm	3 Days	16,513	15,000	158.82/247.06/358.82	40.00 CPM
KLAMATH FALLS 97601 Herald and News	23.15	6x20.25	NON SAU	M-Sun am	3 Days	16,410 Daily 16,960 Sun	8,500	145/245/330	54.11 CPM
LA GRANDE 97850 The Observer	12.35	6x21.5	NON SAU	M-Sat pm	3 Days	6,240	4,485 Union Co Mail Tues	146/245/345	55.00 CPM
MEDFORD 97501 Mail Tribune	50.63 D, 55.21 F&Su 56.26 Tempo	6x21.5	NON SAU	M-Sun am	4 Days 4 Days	29,313 M-Th & Sat 36,957 Fri, 34,322 Sun	20,500	686/857/943	45.05
ONTARIO 97914 Argus Observer	12.75 Daily 13.20 Sun	6x21	NON SAU	M-F pm Sun am	3 Days 4 Days	7,500 Daily 8,500 Sun	14,500	125/290	65.00 CPM
PENDLETON 97801 East Oregonian	17.75	6x21.5	NON SAU	Tu-Fri pm Sat/Sun am	3 Days 4 Days	9,990 Tu-F 11,687 Sat, 11,282 Sun	17,600	95/190/285	61.17 CPM
PORTLAND 97205 Daily Journal of Commerce	25.50	5x13	Tab/Modular	M-F am	3 Days	4,200	none	230/318/517/706	SS 588.00
PORTLAND 97201 The Oregonian	253.56 D 263.09 S	6x21.5	NON SAU	M-Sat am Sun am	4 Days	319,000 Daily 395,000 Sun	300,000	2347/3528/5075 Dly 2936/4414/6345 Sun	59.27 Dly CPM 54.19 Sun CPM
ROSEBURG 97470 The News-Review	30.90 9/08 Increase	6x21.5	SAU	M-F pm Sun am	3 Days	19,750 21,450	15,500	259/605	72 CPM
SALEM 97309 Statesman Journal	86.88 D, 100.16 Sat/ Sun/Hol/Expanded Circ	6x21.5	NON SAU	M-Sat am Sun am	3 Days	53,862 Daily 54,972 Sat, 63,916 Sun	37,240	617.62/1168.31/1352.11 Dly 710.54/1352.11/1567.51	51.41 Daily CPM 52.19 Sat/Sun/Hol
THE DALLES 97058 The Dalles Chronicle	13.20	6x21	NON SAU	M-F pm Sun am	2 Days 3 Days	4,635	11,655	114/198/360	64.80 CPM

WEEKLIES

CITY/ZIP NEWSPAPER	COLUMN INCH RATE	PAGE SIZE	COL SIZE	PUB DAYS	DEADLINE	PAID CIRC	TMC CIRC	COLOR 1&b/2&b/3&b	PREPRINT SINGLE SHEET
BAKER CITY 97814 The Record-Courier	6.60	8x20.5	11.6p	Thurs	4:30pm Tue	2,626	none	N/A	295 FLAT FEE
BANDON 97411 Bandon Western World	9.32	6x21.5	NON SAU	Thurs	5pm Fri	2,600	none	115/207/299	189.75 FLAT FEE
BEAVERTON 97075 Beaverton Valley Times	15.22 CNI combo discounts available.	6x21.5	NON SAU	Thur 12	Mon am	8,200	none	112/218/330	40.00
BROOKINGS 97415 Curry Coastal Pilot	13.55	6x21.5	NON SAU	Wed/Sat	Fri 2pm Wed 2pm	7,479	none	165/350/350	44.00

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BROWNSVILLE 97327 The Times	8.00	6x16.5	9.6p TAB	Fri	Mon pm	1,000	none	100	85.00
BURNS 97720 Burns Times-Herald	9.00	6x20.5	NON SAU	Wed	Mon 10am Fri noon Class	3,700	none	80/155/230	80 CPM
CANBY 97013 Canby Herald	12.35	6x21.5	NON SAU	Wed/Sat	Fri noon Wed Thur noon Sat	5,400 10,600 Sat	18,750	135/218/324	41.20 CPM
CAVE JUNCTION 97523 Illinois Valley News	7.50	6x21.5	SAU	Wed	Thur 5pm	3,300	none	80/160/240	\$225 FLAT FEE
CLATSKANIE 97016 The Clatskanie Chief	8.33	6x21	SAU	Thur	Mon pm	2,750	none	70/140/210	100.00 CPM
CONDON 97823 The Times-Journal	5.75	6x21	NON SAU	Thur	Mon 5pm	1,324	none	90/160/250	123.50 CPM
COQUILLE 97423 The Sentinel	10.50	6x21	SAU	Wed	Fri Noon	3,000	2,600	176.47/352.94/529.41	95.00 CPM
COTTAGE GROVE 97424 Cottage Grove Sentinel	11.50	6x21.5	NON SAU	Wed	Fri noon	4,200	none	80/250	60 CPM
CRESWELL 97426 The Creswell Chronicle	10.00	6x16	9.5p Tab	Thur	Fri	1,300	none	100/200/300	65.00 folded
DALLAS 97338 Polk County Itemizer-Observer	9.47 11.32 TMC	6x21	NON SAU	Wed	Fri 3pm	6,100	14,538	125/230/350	40.00 CPM
DRAIN 97435 The Drain Enterprise	4.25	5x16	12.5p Tab	Thur	Tue am	996	none	N/A	146.50 CPM
ENTERPRISE 97828 Wallowa County Chieftain	14.02	6x21.5	SAU	Thur	Fri 5pm	2,800	none	105/190/242	62.40 CPM
ESTACADA Estacada News	11.42	6x21	NON SAU	Wed	Thur noon	3,000	none	112/218/330	40.00 CPM
FLORENCE 97439 The Siuslaw News	15.71	6x21.5	SAU	Wed Sat	Mon noon Thur noon	6,722	none	112/177/294	486 FLAT FEE
FOREST GROVE 97116 News-Times	12.00	6x21.5	NON SAU	Wed	Thur noon	5,500	none	112/218/330	40.00CPM
GOLD BEACH 97444 Curry County Reporter	8.00	6x21.5	NON SAU	Wed	Fri	2,962	none	120 for each clr	42.00 CPM
GRESHAM (Sandy) 97030 The Outlook	16.00 Gresham 18.52 w/Sandy	6x21.5	NON SAU	Wed Sat am	Thur noon	10,500 Gresham 10,500, Sandy 3,500	none	112/218/330	40.00CPM
HALFWAY 97834 Hells Canyon Journal	6.40	6x21	NON SAU	Wed	5 Days	1,305	none	96/192/279	120.00 quarterfolded
HEPPNER 97836 Heppner Gazette-Times	5.92	6x21	NON SAU	Wed	Mon 5pm	1,496	none	95/190/285	90.00
HERMISTON 97838 The Hermiston Herald	10.50	6x21.5	NON SAU	Tues/Fri	Fri/Wed	5,200	7,500	90/180/270	60.00 CPM
HILLSBORO 97123 Hillsboro Argus	18.60	6x21.5	NON SAU	Tues/Fri	Fri/Mon	10,500	41,200 via U.S. mail	94/141/176	41.18 CPM
HOOD RIVER 97031 Hood River News	11.75 2/08 Increase	6x21	NON SAU	Wed/Sat	Fri noon/Wed Wed pm/Sat	5,400	9,713	105/188/364	70.59 CPM
JEFFERSON 97352 Jefferson Review	9.00	6x21	NON SAU	Thur	Fri noon	734	none	90/180/270	125CPM
JOHN DAY 97845 Blue Mountain Eagle	8.60	6x21.5	NON SAU	Wed	Fri 5 pm	3,000	none	106/164/223	150.00 CPM
JUNCTION CITY 97448 Tri-County News	11.96 15.41 combo w/West Lane News 1900	5x16	11.6p Tab	Thur	Fri 11 am	2,500	18,300	95/185/275	63.2 CPM
KEIZER 97303 Keizertimes	11.95	6x21.5	NON SAU	Fri	Fri pm	3,145	none	125/250/375	215 FLAT FEE
LAKE OSWEGO 97034 Lake Oswego Review	15.59 CNI combo discounts available	6x21.5	NON SAU	Thurs noon	Mon am	8,200	none	112/218/330	40 CPM
LAKEVIEW 97630 Lake County Examiner	8.16	6x20.25	NON SAU	Wed	Fri 3 pm	2,550	4,575	1 clr-52 full clr 155	56.00 CPM
LEBANON 97355 Lebanon Express	13.75	6x21.5	NON SAU	Wed	Thurs	2,606	none	85/160/235	62.00 CPM
LINCOLN CITY 97367 The News Guard	12.40 combo w/Tillamook 15% discount	6x21.5	NON SAU	Wed	Thurs. 5p.m.	5,400	none	110/220/402	59 CPM
MADRAS 97741 The Madras Pioneer	10.00	6x21	NON SAU	Wed	Fri	4,150	4,200/Thurs	125/200/285	50.00 CPM
MCKENZIE BRIDGE 97413 McKenzie River Reflections	6.40	5x16.5	11.5p Tab	Thurs	Mon	1,122	none	150/250/350	357.50 FLAT FEE
MCMINNVILLE 97128 News-Register	18.15	6x21.5	NON SAU	Tue/ Thur/Sat	3 days	10,921	12,480	123/247/382	45.88 CPM

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MILL CITY 97360 Mill City Independent Press	8.24	6x21.5	SAU	Wed	Fri	1,234	none	110/220/330	205 FLAT FEE
MILTON-FREEWATER 97862 Valley Herald	8.00	6x21.5	SAU	Fri	Mon 5pm	2,200	none	94/188/229	250 FLAT FEE
MOLALLA 97038 Molalla Pioneer	12.35	6x21.5	NON SAU	Wed Sat	Fri Wed	3,560 10,600 Sat	18,750	135/270/405	41.18 CPM
MYRTLE CREEK 97457 The Douglas County Mail	8.90	6x21.5	SAU	Thur	Tue noon	2,900	none	95/190/285	80 CPM
MYRTLE POINT 97458 Myrtle Point Herald	8.00	6x21.5	NON SAU	Thur	Fri noon	1,760	none	90/190/285	55 CPM
NEWBERG 97132 The Graphic	12.64	6x21.5	NON SAU	Wed/Sat	Wed- Fri 5pm Sat- Thurs noon	5,500	4,000 -Wed only	130/260/265	41.18 CPM
NEWPORT 97365 News-Times	17.64	6x21.5	NON SAU	Wed/Fri	Fri/Wed	10,361	12,387	100/200/300	64.40 CPM
OAKRIDGE 97463 Dead Mountain Echo	10.00	5x16.5	11.9p Tab	Thur	Mon.	450	2,500	150/250/350	93 CPM
PENDLETON 97801 Pendleton Record	6.50	6x21	SAU	Thur	Tue	880	none	50/75/100	100 CPM
PORT ORFORD 97465 Port Orford News	6.00	6x22.5	NON SAU	Wed	Fri pm	921	none	85/165/245	42.00 CPM
PRINEVILLE 97754 Central Oregonian	10.20	6x21	NON SAU	Tue/Fri	2 Days	4,358	2,700	90/150/265	53.00 CPM
REDMOND 97756 The Redmond Spokesman	12.65	6x20.5	NON SAU	Wed	Fri prior	4,800	none	115/185/270	45.00 CPM
REEDSPORT 97467 The Umpqua Post	9.32	6x21.5	NON SAU	Wed	Fri noon	2,100	none	115/207/299	138 single flier Flat Fee
ROGUE RIVER 97537 Rogue River Press	8.00	4x16	2.5" Col Tab	Wed	Mon noon	2,000	none	64.35/100/200 501C/100 Full	45.00 CPM
ST. HELENS 97051 The Chronicle/Sentinel Mist	9.34 14.36 combo w/News Advertiser	6x21	NON SAU	Wed/Sat	3 Days	5,412	13,788	150.40/300.85/451.25	75 CPM
SANDY (Gresham) 97055 Sandy Post	10.47 Sandy 18.52 Combo w/Gresham	6x21.5	NON SAU	Wed	Thur pm	3,600 Sandy 3,600/Gresham 9,000	none	106/212/318	40 CPM
SCAPPOOSE 97056 South County Spotlight	10.47	6x21.5	NON SAU	Wed	Mon pm	3,744	none	112/218/330	75 CPM
SCIO 97374 Scio News	9.00	6x21	NON SAU	Thur	Fri noon	581	none	90/180/270	125 CPM
SEASIDE 97138 The Seaside Signal	9.00	4x12	2.375" col	Thur	Mon 5pm	3,700	none	full color only -	64.71 CPM
SHERIDAN 97378 The Sun	16.80	6x21.5	Non Sau	Wed	Fri	2,500	none	176.40/340.20/504	117.80 CPM
SILVERTON 97381 Silverton Appeal/Mt. Angel News	17.77 28.24 combo w/Stayton	6x21.5	NON SAU	Wed	Fri am	3,715	3,500	139.45/252/351.82	50.65
STAYTON 97383 The Stayton Mail	17.77 28.24 combo w/Silverton	6x21.5	NON SAU	Wed	Fri noon	3,604	6,500	139.45/252/351.82	50.65
SUTHERLIN 97479 North County News	8.00	12.5x22.5	2" Col	Wed	Fri	1,013	none	B/W Only	Upon request
SWEET HOME 97386 The New Era	10.95	6x21.5	SAU	Wed	Fri am	2,228	5,000	105/175	67.00 CPM
TIGARD 97075 Tigard-Tualatin Times	15.22 CNI combo discounts available	6x21.5	NON SAU	Thur noon	Mon am	7,400	none	112/218/330	40 CPM
TILLAMOOK 97141 Headlight-Herald	12.40 combo w/Lincoln City - 15% discount	6x21.5	NON SAU	Wed	Mon 10 am	8,500	none	109.25/218.50/327.75 Process 431.25	50.00 CPM
VALE 97918 Malheur Enterprise	7.50	6x21.5	NON SAU	Wed	Mon	1,800	none	80/140/200	100.00 CPM
VENETA 97487 West-Lane News	11.96 15.41 combo w/ Tri-County News	5x16	11.5p Tab	Thur	Fri 11 am	2,000	16,047	95/185/275	44.85 CPM
WARRENTON 97146 The Columbia Press	6.50	5x13	12p Tab	Fri	Fri	968	none	95/190/280	75 CPM
WEST LINN 97068 West Linn Tidings	13.76 CNI combo discounts available	6x21.5	NON SAU	Thur noon	Mon	4,300	none	112/218/330	40 CPM
WILSONVILLE 97070 Wilsonville Spokesman	12.35	6x21.5	SAU	Wed	Fri noon	3,500	2,600	125/185/275	35.00CPM
WOODBURN 97071 Woodburn Independent	10.50	6x21.5	NON SAU	Wed/Sat	Fri	4,250 Wed 11,500 Sat	18,750	147/282/412	50.00 CPM

ALL RATES ARE 15% AGENCY COMMISSIONABLE, INCLUDING COLOR & PREPRINT CHARGES

NOTE: The rates and data contained herein are published periodically by Oregon Newspaper Advertising Co. (ONAC) based on information submitted by publishers/ad managers. ONAC exercises reasonable care to assure accuracy in printing and subsequently updating rates and data, but assumes no financial liability if publisher fails to notify ONAC 90 days prior to change. PUBLISHER'S LIABILITY FOR ERROR: The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement. INDEMNIFICATION: The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.

FREE ad placement in daily and weekly newspapers nationwide!

ONAC can also place advertising in these ONPA member newspapers:

Associate Members

The Bee, Portland
Bend Weekly
Cannon Beach Gazette
Capital Press, Salem
Cascade Business News, Bend
Catholic Sentinel/El Centinela, Portland
Clackamas Review
The Daily Triplicate, Crescent City CA
Damascus/Boring Observer
Eugene Weekly
First Friday, Grants Pass
Jewish Review, Portland
Latin News!, Portland
Newberry Eagle, La Pine
The North Coast Citizen, Manzanita
Northwest Senior & Boomer News, Keizer
The Nugget Newspaper, Sisters
Oregon Coast Today, Lincoln City
The Oregon Spectator, Oregon City
Portland Tribune
The Regal Courier, King City
The Sherwood Gazette
Smoke Signals, Grand Ronde
The Source Weekly, Bend
Southwest Community Connection, Beaverton
Spilyay Tymoo, Warm Springs
St. Johns Sentinel

Upper Rogue Independent, Eagle Point
Wheeler County News, Spray
Willamette Week, Portland

Collegiate Members

The Advocate, Mt. Hood CC, Gresham
The Beacon, Univ. of Portland
Byline, Rogue Community College, Medford
Chemeketa Courier, Chemeketa CC, Salem
The Clackamas Print, Clackamas CC, Oregon City
The Collegian, Willamette Univ., Salem
The Commuter, Linn-Benton CC, Albany
The Crescent, George Fox University, Newberg
The Daily Barometer, Oregon State Univ., Corvallis
Hilltop News, Corban College, Salem
Index, Pacific University, Forest Grove
The Linfield Review, Linfield College, McMinnville
The Mainstream, Umpqua CC, Roseburg
Oregon Daily Emerald, Univ. of Oregon, Eugene
The Pioneer Log, Lewis & Clark College, Portland
The Siskiyou, Southern Oregon Univ., Ashland
The Southwester, Southwestern Oregon CC, Coos Bay
The Torch, Lane CC, Eugene
Vanguard, Portland State Univ.
The Voice, Eastern Oregon Univ., La Grande
The Voice, Multnomah Bible College, Portland
Western Oregon Journal, Western Oregon Univ., Monmouth

Digital Ad Submission

ONAC provides one-stop digital ad delivery to newspapers nationwide

The Internet is the fastest, easiest, and most economical way to deliver newspaper advertising. Upload your ad via our web server; we'll preflight it, then notify the target newspapers, and they can download it from our web site within minutes.

Here's how to send us an ad:

- Go to our web site at www.orenews.com.
- Click on "Digital upload" under "Advertising" on the left side of the page.
- Fill out the online ad submission form.
- Choose your files and they will be uploaded to our site.

This procedure is the same for all ad submissions and delivery methods.

If you are interested in digital ad delivery, please contact **Julie Schmidt**, julie@orenews.com or (503) 624-6397 ext 38.

Oregon newspapers are now produced in two column formats. SAU (Standard Advertising Units) was previously the standard, but an increasing number of newspapers are converting to a narrower, non-SAU format.

Cols	SAU (in.)	Non-SAU (in.)
1	2-1/16	1-7/8
2	4-1/4	3-7/8
3	6-7/16	5-7/8
4	8-5/8	7-7/8
5	10-13/16	9-7/8
6	13	11-7/8

Oregon Newspaper Advertising Company (ONAC) has been helping media buyers and advertisers since 1936 to plan media budgets and place advertising in Oregon's daily and non-daily newspapers. With a single call to ONAC's professional staff, you can buy space in some or all of Oregon's newspapers, as well as newspapers in Washington, Idaho, and elsewhere, **AT NO CHARGE!**

ONAC provides a one-order, one-bill, one-check service that allows advertising agencies and advertisers relief from costly, time-consuming paperwork and handling. **THERE IS NO CHARGE FOR ANY OF THESE SERVICES.**

For more information about ONAC display advertising services, contact **Nancy Johnson** (ext 27) or **Linda Hutcheson** (ext 22) at 503-624-6397, or email ads@orenews.com.

ONAC also coordinates two statewide advertising services, one for classifieds and one for small display ads.

Oregon Classified Advertising Network (OCAN) allows you to place a 25-word classified ad in 80 Oregon newspapers (representing paid circulation of more than 550,000) and on the web at classifieds.oregon.com, all for just \$250.

Oregon 2x2 Network allows you to place a 2-column by 2-inch display ad, which can contain graphics and bold type, in 58 Oregon newspapers (circulation nearly 400,000) for just \$650.

For more information about OCANs or the Oregon 2x2 Network, contact **Julie Schmidt** (ext 38) at (503) 624-6397, or email ocan@orenews.com or oregon2x2@orenews.com.

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