



**Oregon Newspaper Advertising Company**  
*A service of the Oregon Newspaper Publishers Association*

4000 Kruse Way Place, Bldg 2 - S  
 Lake Oswego, OR 97035  
 (503) 624-6397 • Fax (503) 639-9000

**1**  CALL  
 ORDER  
 BILL  
 CHECK

**& 0** **FEE\$ TO YOU!**

*We make newspaper placement easy & affordable!*

Oregon Newspaper National Gross Advertising Rates & Data 1/1/2015 through 12/31/2015

**DAILIES**

CITY/ZIP NEWSPAPER	COLUMN INCH RATE	PAGE SIZE	PUB DAYS	DEADLINE	PAID CIRC	TMC CIRC	COLOR 1&b/2&b/3&b	PREPRINT SINGLE SHEET
ALBANY 97321-0041 Albany Democrat-Herald	41.03 D (Albany) 82.06 Sun w/Corvallis	6x21.5	Mon-Sun am	3 Days	14,410 24,780 Sun w/Corvallis	15,590	225/450/625	64.00 CPM
ASHLAND 97520 Ashland Daily Tidings	9.42	5x11.25	M-Fri pm Sat am	3 Days 4 Days	1,590	7,200	227.63/255.44/386.25	42.12 CPM
ASTORIA 97103 The Daily Astorian	18.41	6x21.5	M-F pm	3 Days	8,800 6,400 Wkly-Pacific Col, WA, The Chinook Observer	18,900	132/220/316	81.00 CPM
BAKER CITY 97814 Baker City Herald	11.62	6x21	Mon/Wed/Fri	3 Days	3,100	5,250	118/224/294	60.00 CPM
BEND 97702 The Bulletin	84.50 93.00 Sun	6x20.25	M-F am S-S am	4 Days 4 Days	32,200 M-F 33,700 Sat/34,200 Sun	31,320	500/620/1210	49.50 CPM
COOS BAY 97420 The World	24.11 Mon-Thurs 27.72 Sat \$40 Flat Fee web charge per ad	6x21.5	M-TH pm Sat am	5 Days	9,532 M-TH 11,000 Sat	7,500 Wed (EMC)	\$2.47 Per Col Inch	914.12 Dly Flat Fee 1051.24 Sat Flat Fee
CORVALLIS 97333 Corvallis Gazette-Times	41.03 D (Corvallis) 82.06 Sun w/Albany	6x21.5	Mon-Sun am	3 Days	10,280 24,780 Sun w/Albany	10,340	225/450/625	64.00 CPM
EUGENE 97408 The Register-Guard	77.10 M-Th, 88.09 F-Su	6x21	M-F am S-S am	3 Days 4 Days	55,879 M-F 56,924 Sat/58,641 Sun	62,000	455/750/750	43.00 CPM
GRANTS PASS 97526 Grants Pass Daily Courier	13.23 Tu-FR 14.38 Sun	6x21.5	Tu-Fri pm Sun - eff 3/3	3 Days	13,222	16,214	170.59/264.71/382.35	40.00 CPM
KLAMATH FALLS 97603 Herald and News	26.95 28.28 Sun	6x20.25	Tue-Sun am	3 Days	15,000 Daily 15,500 Sun	8,150	145/245/330	60.95 CPM
LA GRANDE 97850 The Observer	14.41	6x21	Mon/Wed/Fri	3 Days	5,975	5,190 Union Co Mail Tues	117/223/294	60 CPM
MEDFORD 97501 Mail Tribune	52.66 D, 57.42 F&Su 58.51 Tempo	6x21.5	M-Sun am	4 Days 4 Days	27,900 M-Th & Sat 35,000 Fri, 32,900 Sun	20,500	749/936/1,030	45.30 CPM
ONTARIO 97914 Argus Observer	13.00 Daily 13.35 Sun	6x21.5	Tu-Fri pm Sun am	3 Days 4 Days	6,500 Daily 7,500 Sun	16,500	147.06/341.18	67.00 CPM
Pendleton 97801 East Oregonian	22.94	6x21.5	Tu-Fri am Sat	3 Days 4 Days	8,414	19,298 Wed	\$4PCI \$170 Max	52 CPM
PORTLAND 97205 Daily Journal of Commerce	Call ONAC Rep Modular Sizes/rates avail	5x15.75	Mon/Wed/Fri	4 Days	3,500	none	\$353 all clr	588.00 Single Sheet
PORTLAND 97201 The Oregonian	Call ONAC Rep Modular Sizes/rates avail	6x14 Eff April 2nd	Sun/Wed/Fri & Sat Print - OregonLive	5 Days	260,387 Daily 304,825 Sun	392,000	25% Cost of ad	61.64 Dly CPM/Full Run
ROSEBURG 97470 The News-Review	39.59 Tu-Wed 40.16 Th-Sun	6x21.5	Tues - Fri Sat & Sun am	4 Days	17,116 18,911	14,676	290/670	77.90 CPM
SALEM 97309 Statesman Journal	92.09 D, 106.17 Sat/Sun/Holidays	6x21.5	M-Sat am Sun am	3 Days	49,000 Daily 45,260 Sat, 49,126 Sun	48,147	636.15/1203.36/1392.67 Dly 746.07/1419.72/1645.89 Sun	52.44 Daily CPM 53.81 Sat/Sun/Hol
THE DALLES 97058 The Dalles Chronicle	13.23	6x21	Tu-Fri pm Sun am	2 Days 3 Days	5,152 5,468	10,162	114/198/360	66.00 CPM

**WEEKLIES**

CITY/ZIP NEWSPAPER	COLUMN INCH RATE	PAGE SIZE	PUB DAYS	DEADLINE	PAID CIRC	TMC CIRC	COLOR 1&b/2&b/3&b	PREPRINT SINGLE SHEET
BAKER CITY 97814 The Record-Courier	8.82	5x21	Thurs	Noon Tues	None	none	118/283	295 FLAT FEE
BANDON 97411 Bandon Western World	17.70 \$40 Flat web charge per ad	6x21.5	Thurs	5pm Fri	1,606	none	.62 Per Col Inch	194.12 FLAT FEE
BEAVERTON 97075 Beaverton Valley Times	16.17 Combo rates avail	6x21	Thur 12	Thurs noon	6,500	none	112/218/330	37.65 CPM
BROOKINGS 97415 Curry Coastal Pilot	15.65	6x21.5	Wed/Sat	Fri 2pm wed 2pm	5,800	none	185/420	56.50 CPM

CITY/ZIP NEWSPAPER	COLUMN INCH RATE	PAGE SIZE	PUB DAYS	DEADLINE	PAID CIRC	TMC CIRC	COLOR 1&b/2&b/3&b	PREPRINT SINGLE SHEET
BROWNSVILLE 97327 The Times	5.88 B/W	6x16.5	Wed	Mon pm	800	none	\$7.06 pci includes color	100.00 CPM
BURNS 97720 Burns Times-Herald	10.59	6x20.37	Wed	Mon 10am Fri noon Class	3,850	none	94/201/271	270.59 Flat Fee
CANBY 97013 Canby Herald	13.23 Combo rates avail	6x21	Wed	Fri noon Wed Thur noon Sat	5400 Wed 4,600	none	112/218/330	37.65 CPM
CAVE JUNCTION 97523 Illinois Valley News	10.00	6x21.5	Wed	Thur 5pm	3,300	none	115/260	\$300 FLAT FEE
CLATSKANIE 97016 The Clatskanie Chief	10.19	6x21	Fri	Mon pm	2,200	none	70/141	100.00 CPM
CONDON 97823 The Times-Journal	7.35	6x21.5	Thur	Mon 5pm	1,458	none	90/160/250	123.50 CPM
COQUILLE 97423 The Sentinel	10.60	6x21	Wed	Fri Noon	2,050	2,600	176.47/352.94/529.41	150.00 CPM Flat Fee
COTTAGE GROVE 97424 Cottage Grove Sentinel	17.34	6x21	Wed	Fri noon	4,025	none	112/295	316 FLAT FEE
CRESWELL 97426 The Creswell Chronicle	10.00	6x16	Thur	Fri	1,100	1,300	100/200/300	91.00 FLAT FEE
DALLAS 97338 Polk County Itemizer-Observer	11.14 13.32 TMC	6x21	Wed	Fri 3pm	5,500	8,500	125/230/350	40.00 CPM
DRAIN 97435 The Drain Enterprise	4.25	5x16	Thur	Tue am	900	none	N/A	146.50 CPM
ENTERPRISE 97828 Wallowa County Chieftain	10.20	6x21.5	Wed	Fri 5pm	3,350	none	30" or larger \$142 29" or smaller \$71	62.40 CPM
ESTACADA Estacada News	11.47 Combo rates avail	6x21	Thurs	Thur noon	2,500	none	112/218/330	37.65 CPM
FLORENCE 97439 The Siuslaw News	21.49	6x21.5	Wed Sat	Mon noon Thur noon	7,157	7,000	112/230/294	486 FLAT FEE
FOREST GROVE 97116 News-Times	13.23 Combo rates avail	6x21	Wed	Thur noon	5,050	none	112/218/330	37.65 CPM
GOLD BEACH 97444 Curry County Reporter	9.18	6x21.5	Wed	Fri	2,200	none	100/310	65 CPM
GRESHAM (Sandy) 97030 The Outlook	17.44 Combo rates avail	6x21	Tues/Fri	Thur noon	10,000 Gresham 10,000, Sandy 3,800	none	112/218/330	37.65 CPM
HALFWAY 97834 Hells Canyon Journal	7.33	6x21	Wed	5 Days	1,100	none	96/192/279	120.00 quarterfolded
HEPPNER 97836 Heppner Gazette-Times	5.92	6x21	Wed	Mon 5pm	1,640	none	95/190/285	90.00 CPM
HERMISTON 97838 The Hermiston Herald	14.70	6x21.5	Wed/Sat	Fri forWed Wed for Sat	2,422	w/East Oregonian	\$4 PCI/\$170 Max	52.00 CPM
HILLSBORO 97123 Hillsboro Argus	Call ONAC Rep Modular sizes/rates avail	6x21.5	Tues/Fri	Wed/Fri	34,896 Wed 5,339 Fri	none	94/141/176	35.00 CPM
HOOD RIVER 97031 Hood River News	12.35	6x21	Wed/Sat	Fri noon/Wed Wed pm/Sat	5,400	9,713	105/188/364	70.59 CPM
JOHN DAY 97845 Blue Mountain Eagle	9.35	6x21.5	Wed	Fri 5 pm	3,000	none	106/164/223	180 Flat Fee
KEIZER 97303 Keizertimes	11.76	6x21.5	Fri	Fri pm	2,000	none	125/250/375	275 Flat Fee
LAKE OSWEGO 97034 Lake Oswego Review	17.64 Combo discounts avail	6x21	Thurs	Thurs noon	7,650	none	112/218/330	37.65 CPM
LAKEVIEW 97630 Lake County Examiner	9.20	6x20.25	Wed	Fri 3 pm	2,100	4,025	1 clr-73 full clr 182.35	56.00 CPM
LEBANON 97355 Lebanon Express	13.84	6x21.5	Wed	Thurs	2,600	none	147/294/441	64.00 CPM
LINCOLN CITY 97367 The News Guard	10.41 B&W 12.76 FC	6x21.5	Wed	Thurs. 5pm	4,200	none	112/224/412	50.00 CPM
MADRAS 97741 The Madras Pioneer	10.88 Combo discounts avail	6x21	Wed	Fri	4,163	4,200/Thurs	112/218/330	37.65 CPM
MCMINNVILLE 97128 News-Register	21.39	6x21.5	Tues/Fri Direct Mail	3 days	10,193	16,318	123/247/382	45.88 CPM
CITY/ZIP NEWSPAPER	COLUMN INCH RATE	PAGE SIZE	PUB DAYS	DEADLINE	PAID CIRC	TMC CIRC	COLOR 1&b/2&b/3&b	PREPRINT SINGLE SHEET
MILTON-FREEWATER 97862 Valley Herald	9.41	5x21	Fri	Mon 5pm	2,200	none	94/188/229	250 FLAT FEE
MOLALLA 97038 Molalla Pioneer	13.23 Combo rates avail	6x21	Wed	Fri	3,560	none	112/218/330	37.65 CPM
MYRTLE CREEK 97457 The Douglas County Mail	14.12	6x21.5	Thur	Tue noon	2,900	none	w/inch rate	95.00 CPM
MYRTLE POINT 97458 Myrtle Point Herald	8.82	6x21.125	Thur	Fri noon	2,000	none	117/235/353	73.50 CPM
NEWBERG 97132 The Graphic	13.23 Combo rates avail	6x21.5	Wed	Wed- Fri 5pm	5,500	4,000 -Wed only	155/305	41.18 CPM

NEWPORT 97365 News-Times	24.42	6x21.5	Wed/Fri	Wed/Fri	9,200 Wed 10,200 Fri	12,108	110/220/330	74.75 CPM
OAKRIDGE 97463 Dead Mountain Echo	11.00	5x16.5	Thur	Mon.	450	2,400	206/412/618	175 Flat
PENDLETON 97801 Pendleton Record	8.24	6x20.5	Thur	Tue	1,000	none	59/118/177	100.00 CPM
PRINEVILLE 97754 Central Oregonian	10.88 Combo rates avail	6x21	Tue/Fri	2 Days	3,400	3,200 TMC	265.00	58.00 CPM
REDMOND 97756 The Redmond Spokesman	24.00	6x20.5	Wed	Fri prior	4,639	none	115/155/230	40 .00CPM
REEDSPORT 97467 The Umpqua Post	15.70 \$40 Flat web charge per ad	6x21.5	Wed	Fri noon	1,204		.62 Per Col Inch	141.18 SS Flat Fee
ROGUE RIVER 97537 Rogue River Press	10.58	6x16	Wed	Mon noon	2,000	none	B/W + 20% 501C/100 Full	\$100 for 2,000
ST. HELENS 97051 The Chronicle/Sentinel Mist	12.41 Combo Chronicle & News Advertiser	6x21	Wed	3 Days	4,134	11,495	150.40/300.85/451.25	75.00 CPM
SANDY (Gresham) 97055 Sandy Post	11.11 Combo rates avail	6x21	Wed	Thurs noon	3,800 Sandy 3,800/Gresham 10,000	none	106/212/318	40.00 CPM
SCAPPOOSE 97056 South County Spotlight	10.88 Combo rates avail	6x21	Fri	Thurs noon	4,500	none	112/218/330	76.47 CPM
SEASIDE 97138 The Seaside Signal	10.00	6x21.5	Every other week Pub Fri - Mailed	Mon 5pm	2,000	none	\$5 pci/\$225 Max	65.00 CPM
SILVERTON 97381 Silverton Appeal/Mt. Angel News	16.12	6x21.5	Wed	Thurs 3pm	2,308	3,500	139.45/252/351.82 combo211.79/362.82/526	39.22 CPM
SPRINGFIELD 97477 Springfield Times	11.00	5x15	Fri	Mon 5pm	1,650		117.65/ 235.30	41.18CPM
STAYTON 97383 The Stayton Mail	17.45	6x21.5	Wed	Thurs 3pm	1,756	5,300	139.45/252/351.82 combo211.79/362.82/526	39.22 CPM
SUTHERLIN 97479 Douglas County News	9.41	6x21.5	Wed	Fri	2,100	none	\$15 pci 4 Clr	275 FLAT FEE
SWEET HOME 97386 The New Era	12.10	5x16.50	Wed	Fri am	2,100	5,700	112/188	148.00 CPM
TIGARD 97075 Tigard-Tualatin Times	16.17 CNI combo discounts available	6x21	Thur	Thurs noon	5,600	none	112/218/330	37.65 CPM
TILLAMOOK 97141 Headlight-Herald	10.82 B&W 13.52 FC	6x21.5	Wed	Mon 10 am	8,500	none	112/224/335 Process 412	50.00 CPM
VALE 97918 Malheur Enterprise	10.41 - FC 8.82 B/W	6x21.5	Wed	Mon 3 pm	1,400	none	Rate Includes FC	100.00 CPM
WARRENTON 97146 The Columbia Press	7.05	5x10.5	Fri	Fri	975	none	60/120/180	75.00 CPM
WEST LINN 97068 West Linn Tidings	14.70 CNI combo discounts available	6x21	Thur	Thurs noon	3,850	none	112/218/330	37.65 CPM
WILSONVILLE 97070 Wilsonville Spokesman	13.23 CNI combo discounts available	6x21	Wed	Fri noon	3,500	none	112/218/330	37.65 CPM
WOODBURN 97071 Woodburn Independent	13.23 CNI combo discounts available	6x21.5	Wed	Fri	4,200 Wed	none	112/218/330	37.65 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.