

Most Common 2x2 Questions

Can I get tear sheets from papers after the ad runs?

There are too many papers to provide tear sheets. The Oregon Newspaper Publishers Association (ONPA) monitors ads sent to participating newspapers and guarantees placement in at least 90 percent of them. Upon request, ONPA will issue an affidavit confirming placement.

What day does my ad run? Every day of the week in dailies?

Each paper runs the ad once a week. The weeklies run the ad the day they publish (usually Wednesday or Thursday). Daily and bi-weekly newspapers use the day that's best for their markets (generally Thursday or Friday). Many newspapers include the ad in their total market coverage papers at no extra cost.

What if I want to run my ad again but change it?

Simply send another Oregon 2x2 Advertising Network order with your payment and new camera-ready ad. Call-in changes cannot be accepted.

Does it cost less to run the same ad again?

No. Oregon 2x2 ads are offered at a special promotional rate and already reflect substantial savings.

Are other businesses like mine advertising the same week?

There's no way to know in advance. Category exclusivity is not offered.

Are there any restriction on what I can advertise?

ONPA and each participation newspaper reserve the right to reject ads that do not comply with state and federal regulations or are offensive, deceptive or otherwise unacceptable. (See Guidelines for Advertising on our website.)

How many Calls will I receive if I run this ad?

This depends on your ad. Advertise a good product with a great price, do it consistently, and you should be pleased with the response.

How can I place an ad in the Oregon 2x2 Network?

Simply call the newspaper where you received this brochure or the ONPA office in Portland, 503-624-6397.

Can I place an ad in other states?

Yes. If you wish to reach outside Oregon, more than 40 states offer 2x2 networks with excellent readership and low rates. Let us help you create a package to get your message out - in Oregon and beyond.

What is the cost?

\$650 for total paid (274,864) and free circulation.