



Oregon Newspaper Advertising Company

A service of the Oregon Newspaper Publishers Association

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Oregon Newspaper National Gross Advertising Rates & Data

7/1/2011 through 12/31/2011

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 | 43.06D (Albany) 86.12 Sun w/Corvallis | 6x21.5 | Mon-Sun am | 3 Days | 16,050 27,700 Sun w/Corvallis | 15,590 | 403/583/737 | 64.00 CPM |
| ASHLAND 97520 Ashland Daily Tidings | 20.93 23.18 Thur Revels | 6x21.5 | M-Fri pm Sat am | 3 Days 4 Days | 27,000 | 7,200 | 227.63/255.44/386.25 | 42.12 CPM |
| ASTORIA 97103 The Daily Astorian | 17.05 | 6x21.5 | M-F pm | 3 Days | 8,800 6,400 Wkly-Pacific Col, WA, The Chinook Observer | 18,900 | \$5 pci/\$225 max | 81.00 CPM |
| BEND 97702 The Bulletin | 50.15 Eff- 10/1 \$77.00 | 6x20.5 | 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 \$20 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 | 43.06 D (Corvallis) 86.12 Sun w/Albany | 6x21.5 | Mon-Sun am | 3 Days | 11,250 27,700 Sun w/Albany | 10,340 | 403/583/737 | 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 | 59,000 M-F 62,000 Sat,63,500 Sun | 62,000 | 455/750/750 | 43.00 CPM |
| GRANTS PASS 97526 Grants Pass Daily Courier | 12.88 | 6x21.5 | M-Sat pm | 3 Days | 16,100 | 14,950 | 170.59/264.71/382.35 | 40.00 CPM |
| KLAMATH FALLS 97603 Herald and News | 25.71 Dly 26.96 Sun | 6x20.25 | Tue-Sun am | 3 Days | 16,000 Daily 16,500 Sun | 8,150 | 145/245/330 | 60.95 CPM |
| LA GRANDE 97850 The Observer | 13.83 | 6x21 | M-Fri | 3 Days | 5,975 | 5,190 Union Co Mail Tues | 147/247/347 | 53 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 | 18.97 | 6x21.5 | Tu-Fri pm Sat/Sun am | 3 Days 4 Days | 8,290 | 19,298 | \$4PCI \$170 Max | 52 CPM |
| PORTLAND 97205 Daily Journal of Commerce | 1/10th modular=\$264.71 | 5x15.75 | M-F am | 3 Days | 3,500 | none | 353/706/1,059 | SS 588.00 |
| PORTLAND 97201 The Oregonian | 263.70 D 273.61 S | 6x21.5 | M-Sat am Sun am | 5 Days | 260,387 Daily 304,825 Sun | 392,000 | 2441/5278 Dly 3053/6599 Sun | 61.64 Dly CPM/Full Run 56.36 Sun CPM/Full Run |
| ROSEBURG 97470 The News-Review | 37.70 M-Wed 38.25 Th-Sun | 6x21.5 | M-F pm Sun am | 4 Days | 17,928 18,929 | 14,615 | 290/670 | 73.80 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 | 51,555 | 636.15/1203.36/1392.67 Dly 746.07/1419.72/1645.89 Sun | 52.44 Daily CPM 53.81Sat/Sun/Hol |
| THE DALLES 97058 The Dalles Chronicle | 13.75 | 6x21 | Tu-Fri pm Sun am | 2 Days 3 Days | 5,152 MWF 5,468 | 10,162 | 114/198/360 | 66.00 CPM |

WEEKLIES

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|---|---|-----------|-------------|--------------------|-----------|----------|----------------------|-----------------------|
| BAKER CITY 97814 The Record-Courier | 7.00 | 5x21 | Thurs | Noon Tues | None | none | 118/283 | 295 FLAT FEE |
| BAKER CITY 97814 Baker City Herald | 11.18 | 6x21 | Mon/Wed/Fri | 3 Days | 3,100 | 5,250 | 117.65/211.78/282.36 | 60.00 CPM |
| BANDON 97411 Bandon Western World | 16.30 \$20 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 | 15.22 CNI combo discounts available. | 6x21 | Thur 12 | Thurs noon | 6,500 | none | 112/218/330 | 40.00 CPM |
| BROOKINGS 97415 Curry Coastal Pilot | 14.90 | 6x21.5 | Wed/Sat | Fri 2pm Wed 2pm | 7,000 | none | 185/420 | 47.00 CPM |

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|---|---|--------------|---------------|-------------------------------|---------------------------------------|------------------|--|--------------------------|
| BROWNSVILLE 97327 The Times | 8.00 | 6x16.5 | Wed | Mon pm | 800 | none | 100 | 85.00 CPM |
| BURNS 97720 Burns Times-Herald | 9.50 | 6x20.5 | Wed | Mon 10am Fri noon Class | 3,850 | none | 94/176/271 | 270.59 Flat Fee |
| CANBY 97013 Canby Herald | 10.95 | 6x21.5 | Wed/Sat | Fri noon Wed Thur noon Sat | 5400 Wed 7,200 Sat | none | 145/218/324 | 40.00 CPM |
| CAVE JUNCTION 97523 Illinois Valley News | 7.80 | 6x21.5 | Wed | Thur 5pm | 3,300 | none | 115/260 | \$300 FLAT FEE |
| CLATSKANIE 97016 The Clatskanie Chief | 8.33 | 6x21 | Thur | Mon pm | 2,400 | none | 60/118 | 100.00 CPM |
| CONDON 97823 The Times-Journal | 5.75 | 6x21.5 | Thur | Mon 5pm | 1,324 | none | 90/160/250 | 123.50 CPM |
| COQUILLE 97423 The Sentinel | 16.50 | 6x21 | Wed | Fri Noon | 3,000 | 2,600 | 176.47/352.94/529.41 | 150.00 CPM |
| COTTAGE GROVE 97424 Cottage Grove Sentinel | 13.16 | 6x21 | Wed | Fri noon | 4,000 | none | 95/250 | 250 FLAT FEE |
| CRESWELL 97426 The Creswell Chronicle | 10.00 | 6x16 | Thur | Fri | 927 | 1,300 | 100/200/300 | 91.00 FLAT FEE |
| DALLAS 97338 Polk County Itemizer-Observer | 9.47 11.32 TMC | 6x21 | Wed | Fri 3pm | 6,100 | 14,538 | 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 | 9.95 | 6x21.5 | Thur | Fri 5pm | 3,350 | none | 30" or larger \$142 29" or smaller \$71 | 62.40 CPM |
| ESTACADA Estacada News | 11.42 | 6x21 | Wed | Thur noon | 2,500 | none | 112/218/330 | 40.00 CPM |
| FLORENCE 97439 The Siuslaw News | 16.34 | 6x21.5 | Wed Sat | Mon noon Thur noon | 6,800 | 7,000 | 112/230/294 | 486 FLAT FEE |
| FOREST GROVE 97116 News-Times | 12.00 | 6x21 | Wed | Thur noon | 5,050 | none | 112/218/330 | 40.00 CPM |
| GOLD BEACH 97444 Curry County Reporter | 8.75 | 6x21.5 | Wed | Fri | 2,962 | none | 100/310 | 65 CPM |
| GRESHAM (Sandy) 97030 The Outlook | 16.00 Gresham 18.52 w/Sandy | 6x21 | Wed Sat am | Thur noon | 10,000 Gresham 10,000, Sandy 3,800 | none | 112/218/330 | 40.00CPM |
| HALFWAY 97834 Hells Canyon Journal | 6.40 | 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 | 11.48 | 6x21.5 | Wed/Sat | Fri forWed Wed for Sat | 2,386 | w/East Oregonian | \$4 PCI/\$170 Max | 52.00 CPM |
| HILLSBORO 97123 Hillsboro Argus | 17.10 | 6x21.5 | Tues/Fri | Fri/Mon | 9,800 | 34,595 Tues | 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 |
| JEFFERSON 97352 Jefferson Review | 9.00 | 6x21 | Thur | Fri noon | 480 | none | 90/180/270 | 125.00 CPM |
| JOHN DAY 97845 Blue Mountain Eagle | 9.14 | 6x21.5 | Wed | Fri 5 pm | 3,000 | none | 106/164/223 | 180 Flat Fee |
| KEIZER 97303 Keizertimes | 14.49 | 6x21.5 | Fri | Fri pm | 2,000 | none | 125/250/375 | 275 Flat Fee |
| LAKE OSWEGO 97034 Lake Oswego Review | 15.59 CNI combo discounts available | 6x21 | Thurs | Thurs noon | 7,650 | none | 112/218/330 | 40.00 CPM |
| LAKEVIEW 97630 Lake County Examiner | 9.60 Rate change May | 6x20.25 | Wed | Fri 3 pm | 2,450 | 4,400 | 1 clr-73 full clr 182.35 | 56.00 CPM |
| LEBANON 97355 Lebanon Express | 12.35 | 6x21.5 | Wed | Thurs | 2,700 | none | 147/294/441 | 62.00 CPM |
| LINCOLN CITY 97367 The News Guard | 13.60 combo w/Tillamook 15% discount | 6x21.5 | Wed | Thurs. 5pm | 4,800 | none | 112/224/412 | 50.00 CPM |
| MADRAS 97741 The Madras Pioneer | 10.50 | 6x21 | Wed | Fri | 4,163 | 4,200/Thurs | 125/200/285 | 50.00 CPM |
| MCKENZIE BRIDGE 97413 McKenzie River Reflections | 6.40 | 5x16.5 | Thurs | Mon | 1,122 | none | 150/250/350 | 357.50 FLAT FEE |
| MCMINNVILLE 97128 News-Register | 19.05 | 6x21.5 | Wed/Sat | 3 days | 10,193 | 16,318 | 123/247/382 | 45.88 CPM |
| MILTON-FREEWATER 97862 Valley Herald | 8.00 | 5x21 | Fri | Mon 5pm | 2,200 | none | 94/188/229 | 250 FLAT FEE |
| MOLALLA 97038 Molalla Pioneer | 10.95 | 6x21.5 | Wed | Fri | 3,560 | none | 145/218/324 | 40.00 CPM |

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|--|--|--------------|-------------|---------------------------------|-------------------------------------|-----------------|---|--------------------------|
| MYRTLE CREEK 97457 The Douglas County Mail | 8.90 | 6x21.5 | Thur | Tue noon | 2,900 | none | 153.00 per color | 95.00 CPM |
| MYRTLE POINT 97458 Myrtle Point Herald | 10.00 | 6x21.125 | Thur | Fri noon | 1,760 | none | 117/235/353 | 73.50 CPM |
| NEWBERG 97132 The Graphic | 12.65 | 6x21.5 | Wed/Sat | Wed- Fri 5pm Sat- Thurs noon | 5,500 | 4,000 -Wed only | 155/305 | 41.18 CPM |
| NEWPORT 97365 News-Times | 23.25 | 6x21.5 | Wed/Fri | Wed/Fri | 9,200 Wed 10,200 Fri | 12,350 | 110/220/330 | 74.75 CPM |
| OAKRIDGE 97463 Dead Mountain Echo | 12.95 | 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 | 10.50 | 6x21 | Tue/Fri | 2 Days | 3,500 | 3,500/Thurs | 90/150/265 | 58.00 CPM |
| REDMOND 97756 The Redmond Spokesman | 19.95 | 6x20.5 | Wed | Fri prior | 5,000 | none | 115/155/230 | 40 .00CPM |
| REEDSPORT 97467 The Umpqua Post | 16.30 \$20 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 | 8.50 | 6x16 | 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 | Wed | 3 Days | 5,412 | 13,788 | 150.40/300.85/451.25 | 75.00 CPM |
| SANDY (Gresham) 97055 Sandy Post | 10.47 Sandy 18.52 Combo w/Gresham | 6x21 | Wed | Thurs noon | 3,800 Sandy 3,800/Gresham 10,000 | none | 106/212/318 | 40.00 CPM |
| SCAPPOOSE 97056 South County Spotlight | 10.47 | 6x21 | Wed | Thurs noon | 4,500 | none | 112/218/330 | 75.00 CPM |
| SCIO 97374 Scio News | 9.00 | 6x21 | Thur | Fri noon | 434 | none | 90/180/270 | 125.00 CPM |
| SEASIDE 97138 The Seaside Signal | 9.00 | 6x21.5 | Thur | Mon 5pm | 3,000 | none | 450.00 Full Color only | 55.00 CPM |
| SHERIDAN 97378 The Sun | 16.80 | 6x21.5 | Wed | Fri | 1,800 | none | 176.40/340.20/504.00 | 117.60 CPM |
| SILVERTON 97381 Silverton Appeal/Mt. Angel News | 18.30 29.09 combo w/Stayton | 6x21.5 | Wed | Fri am | 2,082 | 3,540 | 139.45/252/351.82 combo211.79/362.82/526 | 39.22 CPM |
| SPRINGFIELD 97477 Springfield Times | 11.75 | 6x21.5 | Fri | Mon 5pm | 1,525 | | 117.65/ 235.30 | 41.18CPM |
| STAYTON 97383 The Stayton Mail | 18.30 29.09 combo w/Silverton | 6x21.5 | Wed | Fri noon | 1,576 | 5,160 | 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 | 295 FLAT FEE |
| SWEET HOME 97386 The New Era | 11.65 | 5x16.50 | Wed | Fri am | 2,100 | 5,700 | 112/188 | 70.50 CPM |
| TIGARD 97075 Tigard-Tualatin Times | 15.22 CNI combo discounts available | 6x21 | Thur | Thurs noon | 5,600 | none | 112/218/330 | 40.00 CPM |
| TILLAMOOK 97141 Headlight-Herald | 13.59 combo w/Lincoln City - 15% discount | 6x21.5 | Wed | Mon 10 am | 8,500 | none | 112/224/335 Process 412 | 50.00 CPM |
| VALE 97918 Malheur Enterprise | 7.85 | 6x21.5 | Wed | Mon | 1,300 | none | Color - Per Col inch Call ONAC for details | 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 | 13.76 CNI combo discounts available | 6x21 | Thur | Thurs noon | 3,850 | none | 112/218/330 | 40.00 CPM |
| WILSONVILLE 97070 Wilsonville Spokesman | 10.95 | 6x21.5 | Wed | Fri noon | 3,500 | none | 145/218/324 | 40.00CPM |
| WOODBURN 97071 Woodburn Independent | 12.65 | 6x21.5 | Wed/Sat | Fri | 4,200 Wed 7,920 Sat | 18,750 | 147/282/412 | 41.00 CPM |

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

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