

Central Oregonian

RATE CARD 2011-2012

558 N Main St. • Prineville, OR 97754 • 541-447-6205 • Fax 541-447-1754

Display Advertising

All rates are per column inch unless otherwise indicated

| | |
|--------------------------------|----------|
| Local Display Open Rate | \$8.90 |
| Rerun Rate & Non-profit Rate | \$6.80 |
| National Rate (Commissionable) | \$10.50* |

For the TMC supplement add an additional \$2.00 pci – must be picked up from an advertisement that has been placed in the Central Oregonian.

*15% Agency discount allowed - only

Monthly Earned Rates

| inches | discount | net rate |
|-------------|----------|----------|
| 10-30 | 3% | \$8.60 |
| 31-90 | 6% | \$8.35 |
| 91-225 | 9% | \$8.10 |
| 226-503 | 12% | \$7.80 |
| 504 or more | 15% | \$7.55 |

Monthly Earned Rates are determined by the total inches of advertising placed during the calendar month. Discount will be withdrawn if account is not paid within 30 days of billing.

Other frequency discounts available by special arrangement.

Color Rates

| | local | commissionable |
|--------------------|-------|----------------|
| Color of the day | \$65 | \$70 |
| Black + one color | \$75 | \$90 |
| Black + two colors | \$125 | \$150 |
| Process color | \$225 | \$265 |

Classified Advertising

| | |
|-------------------------------|--------|
| Local classified display rate | \$6.80 |
| Local classified rerun rate | \$5.50 |
| National (commissionable) | \$8.00 |

Frequency discounts available upon request

Classified transient

Call or email for rates at 541-447-6205 or classifieds@centraloregonian.com

Discounts available for multiple insertions. (Prineville & Madras) rates available

Legal advertising charged at the same rate as classified display advertising.

Local Display Advertising Deadlines

| | |
|--------------------|---------------------------|
| Tuesday - Mid Week | Preceding Friday, noon |
| Kitchen & Cuisine | Preceding Tuesday, noon |
| Friday - Weekend | Preceding Wednesday, noon |

Combination Rates - with Madras Pioneer

Ads running in the Central Oregonian may also be picked up into the Madras Pioneer

| | |
|--------------------------------------|---------|
| Combo open rate | \$14.50 |
| Combo rerun & non-profit rate | \$13.50 |
| Combo national rate (Commissionable) | \$18* |
| Combo classified rate | \$11 |
| Combo classified rerun | \$10 |

*15% Agency discount allowed - only

Preprints - per thousand

| | single sheet | 4 to 8 tab | 12 to 20 tab | Over 20 |
|----------------|--------------|------------|--------------|---------|
| Local rate | \$50 | \$60 | \$65 | \$75 |
| Commissionable | \$58* | \$70* | \$77* | \$89* |

Quantities required are reviewed quarterly.

Call for current quantities needed.

*15% Agency discount allowed - only

Mechanical Requirements

Effective October 1, 2011

| column width in inches | display | classified |
|------------------------|---------|------------|
| 1 col. | 1.833 | 1.2 |
| 2 col. | 3.792 | 2.5 |
| 3 col. | 5.75 | 3.8 |
| 4 col. | 7.708 | 5.1 |
| 5 col. | 9.667 | 6.4 |
| 6 col. | 11.625 | 7.7 |
| 7 col. | NA | 9.0 |
| 8 col. | NA | 10.39 |
| 9 col. | NA | 11.625 |

Managers

Vance W. Tong Publisher
Teresa Tooley General Manager
Dena Marshall Senior Designer
Kathy Kludt Bookkeeper

Circulation

Distributed circulation
Tuesday - Paid circulation 3,500
Thursday - TMC, Free circulation 3,500
Friday - Paid circulation 3,500
reviewed quarterly

Printing

Our subsidiary operation, Central Oregon Press, specializes in quality full-color and black and white web press printing of newspapers, phone books, booklets, tabloids, maps and other large format printing on newsprint and book stocks. Phone 541-447-6205 ext. 116
Scott Porter Print Shop Manager

Sending Electronic ads

1. AdSend Code: ORPCO
2. E-mail: comp@centraloregonian.com
3. FTP: ftp://ftp.eaglenewspapers.com
Call for username & password

Policies & Other Information

National Advertising

- a. The local rate is non-commissionable. Only the national rate is commissionable.
- b. National rate discounts are allowed according to current contract with the Oregon Newspaper Advertising Company and the national rate is commissionable for payment by the 30th of the month following publication: 15 percent allowed to agencies recognized by the Oregon Newspaper Advertising Company. Camera-ready or digital copy must be provided with written insertion orders.

General Information

- a. We reserve the right to revise rates without advance notice.
- b. All accounts are net due and payable by the 30th of the month following billing or all discounts are disallowed.
- c. Tasteful alcoholic beverage advertising is accepted. Tobacco advertising is not accepted.
- d. Political ads must carry the name and address of the party responsible for the ad. Unless placed by a recognized agency, all political ads will be charged the applicable monthly volume rate and must be paid in advance.

- e. The monthly volume discounts will be determined at the end of each month based on the ads run at the local display open rate. Ads placed at the rerun rate will not qualify for further discounts.
- f. The rerun rate is for ads scheduled at the same time as the original insertion. The same ad scheduled again later will be charged the applicable first run rate for the first insertion. Volume discounts do not count toward rerun ads.

Our Rights

The Central Oregonian reserves the right to:

- a. Without notice to the customer alter or abbreviate any advertisement or insert the word "Advertisement" above or below any advertisement which in our opinion resembles editorial matter.
- b. Refuse to publish any advertisement.
- c. At any time and without notice to the customer cancel, reject or refuse to publish or continue publishing any advertisement without providing any reason for such rejection or refusal at any time prior to, or after, publication of the advertisement, provided this right will not be unreasonably exercised.
- d. Seek legal counsel on any advertisement with questionable content or nature.

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.

Advertising & Graphic Design

- a. The Central Oregonian has a full-service graphics art department with the ability to produce professional advertising layouts.
- b. Basic typesetting is included with advertising placed at regular rates and one proof is provided upon request. If additional changes and proofs are required, the customer will be charged the standard typesetting rate of \$65 per hour.
- c. Advertising copy is accepted electronically from AdSend, E-mail, and the Eagle FTP site or may be downloaded from other services. Electronic materials are preferred to the addresses at left.
- d. A Panther Pro 40 Imagesetter is used for film output.

This rate card is effective Oct. 1, 2011-Current Date

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e-mail: advertising@centraloregonian.com
Website: www.centraloregonian.com