



# Yambill Valley News-Register 2017 MEDIA KIT

PO Box 727 • 611 NE Third Street • McMinnville, Oregon 97128  
800.472.1198 • 503.472.5114 • NewsRegister.com





modular rates

# NEWS-REGISTER

2017

## Modular Rates

Columns represent monthly spending commitments. Other sizes available.

Column	AA	A	B	C	D	E	F	G	H	I	J
Portion of Page	OPEN RATE	\$250	\$500	\$750	\$1,000	\$2,500	\$5,000	\$7,500	\$10,000	\$12,500	\$15,000
1/16	\$159	\$127	\$121	\$114	\$108	\$102	\$95	\$89	\$86	\$83	\$79
1/9	\$278	\$222	\$211	\$200	\$189	\$178	\$167	\$156	\$150	\$144	\$139
1/6	\$417	\$333	\$317	\$300	\$283	\$267	\$250	\$233	\$225	\$217	\$208
1/4	\$635	\$508	\$483	\$457	\$432	\$406	\$381	\$356	\$343	\$330	\$317
1/2	\$1270	\$894	\$849	\$805	\$760	\$715	\$670	\$626	\$603	\$581	\$559
3/4	\$1905	\$1249	\$1187	\$1124	\$1062	\$1000	\$937	\$875	\$843	\$812	\$781
FP	\$2540	\$1564	\$1486	\$1408	\$1330	\$1251	\$1173	\$1095	\$1056	\$1017	\$978

Contract rates are revenue based and reflect monthly spending for all News-Register services for a 3 month period of commitment. With a 6 month commitment, skip 1 column for rates. With a 12 month commitment, skip 2 columns for rates. For civic rate, use column C. For association & milestone rates use column A.

Any modular sized display ad is eligible for a 50% pick-up rate when the advertisement is run with no changes in the next available edition of the News-Register and/or The Post.

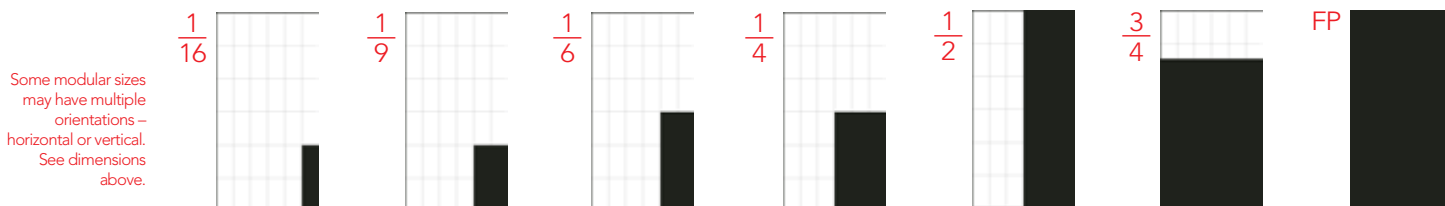
## Dimensions of Ads

Portion of Page	Width x Height (inches)
1/16	1.62 x 8 (v); 3.37 x 4 (h)
1/9	3.37 x 7.07(v); 6.88 x 3.47(h)
1/6	3.37 x 10.68(v); 5.13 x 7.07(sq); 10.39 x 3.47(h)
1/4	5.13 x 10.68(v)
1/2	5.13 x 21.5(v); 10.39 x 10.68(h)
3/4	10.39 x 16.25(v)
FP	10.39 x 21.5(v)

## Color Rates

Portion of Page	Open Rate Color	Contract Color
1/16	\$60	\$50
1/9	\$90	\$75
1/6	\$120	\$100
1/4	\$150	\$125
1/2	\$210	\$175
3/4	\$270	\$225
FP	\$330	\$275

## Modular Sizes



## Published Sections

### Tuesday

Best Food Day Main/News  
Classifieds Sports  
Connections

### Friday

Church Page Main/News  
Connections Classifieds  
Sports Viewpoints

## Display-Ad Deadlines

Friday..... 5 p.m. Tuesday  
Tuesday Post..... 5 p.m. Tuesday  
Tuesday News-Register..... 5 p.m. Thursday





# little giant packages NEWS-REGISTER

2017

## Little Giant Packages

A MONTHLY MODULAR PACKAGE IN THE NEWS-REGISTER AND THE POST.

Little Giant ads run 12 issues, 4 consecutive weeks. (Two ads in the News-Register and one ad in The Post per week.)

### STARTER 32nd

Twelve 1/32 page ads  
(3.37" x 2")

ADD FULL  
COLOR FOR  
ONLY \$30  
PER RUN

**\$399** per month

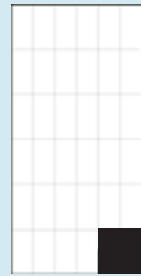


### DOUBLE 32nd

Twelve double-sized  
1/32 page ads  
(3.37" x 4")

ADD FULL  
COLOR FOR  
ONLY \$60  
PER RUN

**\$589** per month

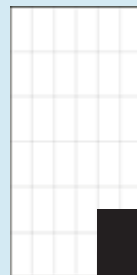


### TRIPLE 32nd

Twelve triple-sized  
1/32 page ads  
(3.37" x 6")

ADD FULL  
COLOR FOR  
ONLY \$75  
PER RUN

**\$749** per month



### QUAD 32nd

Twelve quadruple-sized  
1/32 page ads  
(3.37" x 8")

ADD FULL  
COLOR FOR  
ONLY \$90  
PER RUN

**\$899** per month



Due to the highly discounted rates of these packages, no ad changes may be made during the course of the package run.

### ADD EVEN MORE VALUE!

#### Add Internet!

NewsRegister.com's Big Box Ad  
(single ad, single frame) - **\$180**

**Supersize** your message with an

additional: 1/4 page ad - **\$299**

1/2 page ad - **\$499** or

Full page ad - **\$999** ea.

### Notes:

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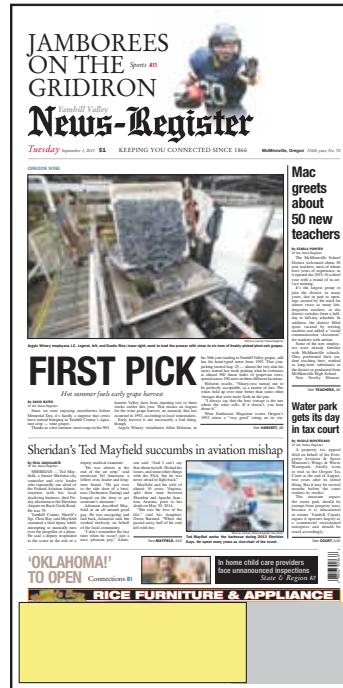


# premium ad positions NEWS-REGISTER

2017



**Tuesday Footer Ad**  
(Dimensions: 10.389" x 3")  
Available only on Tuesday's edition. **\$679**



**Friday Footer Ad**  
(Dimensions: 6.88" x 3")  
Available only on Friday's edition. **\$549**



**Front Page Post It Notes**  
**\$899**



**Full Size Connections Front Page Ad**  
(Dimensions: 10.3889" x 3")  
**\$429**



**Front Page Wrap**  
**\$3500**

**Inside Section Front Page Wrap**  
**\$2500**



## Full color is included on all ads!

Printed on both sides, a spadia covers half of a section's front page and all of the back. The spadia package is almost 3 full pages of the most prime real estate in the News-Register.

Cover: 5"x17.8"  
Inside Cover: 5"x21.5"  
Inside Back: 10.39"x21.5"  
Back Page: 10.39"x21.5"

**Front-page Ads:** **\$359**  
**with weekly contract:** **\$259**  
Page-one ads measuring 6 column inches may be purchased by not-for-profit organizations or businesses wishing to sponsor a public service announcement (2 columns x 3 inches).

**Grizzly Sponsor:** **\$11.00/week**  
Support the outstanding athletes from McMinnville High School by sponsoring the Grizzly of the Week space in each Friday's Sports section during the school year.

**Church Page:** **\$6.50/week**  
List your church in our Church Directory every Friday.

**Church Sponsor:** **\$8.00/week**  
Show your civic-mindedness by supporting McMinnville-area churches on the Church Page every Friday.

All political advertising will be excluded from these ad positions.  
All content is subject to publisher approval prior to print.



newsregister.com

# NEWS-REGISTER

2017

**NewsRegister.com** is America's best community newspaper website\* and we're Oregon's oldest community newspaper website.

\*National Newspaper Association, 2002, 2004

NewsRegister.com averages over 300,000 page views a month. Average click through rates on ads average 4x national rates (for media websites).

**NewsRegister.com**

FALL in love with your hard floors  
McMinnville: 503.472.3889 • **Leader Board**  
www.morriscleaning.com



## County is filled with aging bridges

The bridges of Yamhill County are growing old. Of the 89 listed on the National Bridge Inventory, 59 were built before 1970, making them at least 45 years old. The condition of eight of the county's ...

Stopping By: Yamhill couple team up for Art Harvest tour

Mac man allegedly opens fire on raft

First graders: Constant motion, constant learning

Students start day with breakfast

County consults critics on roadside maintenance

Theft ring defendant sent to prison

Attacker said to face mental problems

AN F.A.Q. GUIDE TO NEWSREGISTER.COM

NEWS | SPORTS | COMMUNITY | OPINION

SUBSCRIBE | ADVERTISE | ARCHIVE

READ THE LATEST E-EDITION



### Our Latest Special Sections



### Roots to Roofs September 2015

A quarterly guide to Yamhill Valley homes, gardens, and real estate.

**NOW AVAILABLE ONLINE!**



See All

### Top Stories

#### Yamhill County assists Roseburg shooting victims

The Yamhill County District Attorney's Office extended an offer last Thursday, in the wake of a shooting rampage at Umpqua Community College in Roseburg, of assistance of its victims' ...

Skull found northwest of McMinnville

Astoria Column vandalized

Congresswoman to hold water discussion at local farm today

Oregon shooting victims: Teens just starting out, teacher

'Here we go again' - Americans lament after Oregon shooting

Veteran who tried to stop Oregon gunman was shot 5 times

Grades dropped as Army doesn't take student shooter

### DRYING TIMES

DROUGHT IN YAMHILL COUNTY

Read our report on Oregon's drought and its effects on local cities, agriculture and recreation.

Now Online:

Drying Times: Drought in Yamhill

## Leader Board

(728 x 90 pixels)

72 dpi, RGB format

\$85.00/week  
no motion

\$125/week  
w/limited motion  
2 frames only, ROS

## Big Box

(300x250 pixels)

72 dpi, RGB format

\$60.00/week  
no motion

\$125/week  
w/ motion, ROS

## Half Box

(300x125 pixels)

72 dpi, RGB format

\$40.00/week  
no motion, ROS

## Video is available

Consult with your marketing consultant for more information.





the post

# NEWS-REGISTER

2017

*Yamhill Valley's free shopping guide*

TUESDAY, OCTOBER 6, 2015 / 42<sup>ND</sup> YEAR, NO. 40

## THE POST



Brice Edwards, senior archaeologist for the Confederated Tribes of Grand Ronde, sifts through a soil sample at the tribe's archaeology lab in Grand Ronde. "Starting any new project, you want to go slow," he said. "You want to examine the soil carefully."

Rockne Roll/News-Register

### SIFTING THROUGH THE PAST

*Grand Ronde archaeologists find history written in the dirt* **P.3**

Permit # 7  
McMinnville, OR  
PAID  
US Postage  
Presort Std

### The Post

The Post is a wealth of shopping information and is mailed to over 17,000 homes in Yamhill County. The Post includes display advertising from local businesses, national preprints, News-Register classified ads and the News-Register's weekly "Stopping By" column. Plus, highlights from the previous week's News-Register stories.

Space and copy deadline for The Post: 5 p.m. Tuesday.

**Make your advertising dollars go even further!**

### Dimensions and Prices of Ads

Portion of Page	Price	Width x Height (inches_
1/16	\$96.00	1.62 x 8 (v); 3.37 x 4 (h)
1/9	\$169.68	3.37 x 7.07 (v); 6.88 x 3.47 (h)
1/6	\$256.32	3.37 x 10.68 (v); 5.13 x 7.07 (sq); 10.39 x 3.47 (h)
1/4	\$384.48	5.13 x 10.68 (v)
1/2	\$774.00	5.13 x 21.5 (v); 10.39 x 10.68 (h)
3/4	\$1,170.00	10.39 x 16.25 (v)
FP	\$1,548.00	10.39 x 21.5 (v)

Advertising rates are \$12 per column inch if advertising in only The Post. Or, run your News-Register ad in The Post for half of the News-Register price, with both publications are purchased.



demographics

# NEWS-REGISTER

2017

**POPULATION**..... 62,342

## GENDER

Female..... 48.5%  
Male..... 51.5%

## AGE

Under 5 years..... 7.2%  
18 years and over..... 73.9%  
65 years and over..... 14.3%

## RACE

White..... 87.5%  
Hispanic..... 14.4%  
Native American/Alaskan..... 2.2%  
Asian..... 1.0%  
Black..... 1.1%  
Other race..... 5.4%  
Multiple races..... 2.6%

## EDUCATION LEVEL

AGE 25+

University degree or more..... 20.4%  
Associate degree..... 5.1%  
Some college, no degree..... 24.9%  
High school degree or higher..... 82.5%  
Less than high school degree..... 17.5%

## MARITAL STATUS

AGE 15+

Married..... 59.6%  
Divorced..... 9.9%  
Widowed..... 5.4%  
Never Married..... 25.1%

## HOUSEHOLDS

Total..... 22,809  
Owner Occupied..... 64.7%  
Renter Occupied..... 31.7%  
Vacant..... 3.6%

## HOUSEHOLD INCOME LEVEL

\$0 – \$15,000..... 13.5%  
\$15,000 – \$24,999..... 10.7%  
\$25,000 – \$34,999..... 11.9%  
\$35,000 – \$49,999..... 20.1%  
\$50,000 – \$74,999..... 22.6%  
\$75,000 – \$99,999..... 10.9%  
\$100,000 – \$149,999..... 7.3%  
\$150,000 +..... 2.9%  
Average per household..... \$56,881





# look who's talking NEWS-REGISTER

2017



"Advertising with the News-Register has been great for connecting Andrew Physical Therapy to our community, and reminding readers to come to us when they need help getting back in motion. I greatly value their prompt attention to my advertising, attention to detail and outstanding customer service."

John Andrew  
Owner, Andrew Physical Therapy



"Working with the News-Register has been a great decision I've made for my advertising needs. Their marketing consultants are professional, knowledgeable, and willing to put together a custom advertising plan just for me; and their designers create beautiful ads that bring my marketing vision to life."

Jobe Nash  
Manager, Les Schwab Tire Company-McMinnville



"I wanted to stop my day long enough to tell all concerned how extremely satisfied I am with the recent service on both my ads and my web site in both cases the service is both professional and painless for me. My rep has been a joy to work with. Thank you so much for helping us grow our business."

Terry and Linda Clevenger,  
TR Clevenger Construction



"My ad rep has helped us find affordable, yet attractive direction of getting our name out there, and participate in some of the advertising opportunities that were available. I was able to look at what had been used in previous ads, then their graphic artists have designed some stunning new ads for us. We're very grateful!"

Tim Roaden  
Provoking Hope



"I opened my practice in McMinnville in 1994, and have been promoting my business every week since then. Consistent advertising in the News-Register has been one marketing tool that has helped to grow my business. Many people recognize us from our pictures in our ads."

Dr. Ingrid Viljak  
Dr. Ingrid M. Viljak Dentistry



"I meet with my News-Register rep and we plan out a year-long campaign incorporating News-Register print and internet ads which will reach a broad range of my prospective clients. I'm very pleased with the design of my ads, and now I can concentrate on my customers."

Brian Wicks  
Owner, Cascadia Landscaping



"The News-Register has made my job as a marketing manager easy. My rep is like family. Her consistent mentorship has led to beautiful ads that remind the community that we are their local hospital and here to serve. She provides me with every advertising opportunity and idea, then somehow is able to bring to life in print the exact vision in my mind. We could not be as effective in our community without the help of the News-Register delivering our message."

Haley Rogers  
Marketing PR Manager, Willamette Valley Medical Center



"My rep at the News-Register helped us plan our annual advertising campaign. We looked at what would be most effective in promoting our monthly open houses and there were always so many great options. She was wonderful about keeping me informed about specials and one of my favorite ads we did was a full-page, color ad that we were able to get at a super discount. I would definitely say that our advertising with the News-Register has helped quite a lot with getting the word out about Delphian. We definitely plan to continue!"

Tkeisha Wydro  
Delphian School





the fine print

# NEWS-REGISTER

2017

## General Policies

The Publisher may refuse any ad or preprint at any time.

The News-Register's liability for any error in a published advertisement will not exceed the portion of space in which the error occurred and will be limited to the first publication of the advertisement. The Advertiser is responsible for notifying the News-Register of any error in time for correction before the second insertion.

Requests for positioning will be given every consideration, however no placement guarantees will be given or assumed.

The minimum ad size for display advertising is 2 column inches.

Advertising prepared in whole or part by the News-Register staff becomes the property of the News-Register. Permission in writing must be obtained before said advertising may be used in any other publication.

## Terms & Conditions

Credit and charge privileges will be established through application and approval.

Local rates are non-commissionable. Contract rates are based on conditions noted in the signed advertising agreement.

Display advertising is charged as the advertisements appear on the printed page to the nearest quarter-inch in depth.

Advertising cancelled after it has been type set will be charged at a rate of \$2.00 per column inch.

Advertising space, including preprinted inserts will not be sold to anyone for the purpose of resale.

Payments in full are due within 15 days of the billing date indicated on the statement. Amounts unpaid by the end of the following billing cycle have a 1.5% late fee added per month (18% APR). Accounts with balances 30 days or more past due may have credit discontinued.

## Political Advertising

Normal rates, contracts and discounts apply to political advertising. Any advertising this newspaper, at its discretion, deems political in nature, must be prepaid. That includes, but is not limited to, all advertising by candidates or holders of political office; advertising related to ballot measures or proposed ballot measures; issues before a legislative body, etc.

While disclaimers are no longer required on political advertising by state law, this newspaper considers the name and address of persons paying for political advertising to be a matter of public record. The name and address of persons

or organizations paying for such advertising will be available to the public.

## Civic Advertising

To qualify for the Civic/Not For Profit/Charity Rate, the group must meet all of the following guidelines:

1. The group must have a documented 501(c)(3), "Not-for-profit" status.
2. The group must not be an agency of the federal, state or local government.
3. The group's primary source of revenue must be derived from donations, dues, ticket or gate sales and not fees for services rendered, i.e. tuition or medical expenses.
4. The products or services of the not-for-profit group must not compete directly with for-profit groups.

## Ads Not In English

We will accept advertising in languages in any language. Ads not in English require submission of an accurate translation of those ads so we may review them for acceptability. No translation service is offered by the News-Register.

## Special Services

Artwork: Original artwork, photo manipulations and illustration produced by ad services staff for advertisements will be charged at \$60/hour.

## Electronic Submissions

For complete information on file types we support, please refer to the advertising section on [newsregister.com](http://newsregister.com), or ask your sales representative.

## Mechanical Specifications/Dimensions

News-Register standard pages are 6 columns wide by 21.5 inches deep.

### Dimensions

Columns	Inches	Columns	Inches
1	1.6157	7	13.1158
2	3.3704	8	14.8704
3	5.1250	9	16.6250
4	6.8796	10	18.3796
5	8.6343	11	20.1342
6	10.3889	12 (Dbl. Truck)	21.8888

Advertisements that exceed 19 inches on a standard page will be billed at a full column depth: 21.5 inches standard.

### News-Register contact information:

PO Box 727 • 611 NE Third Street  
McMinnville, Oregon 97128  
800.472.1198 or locally

p.503.472.5114 • f.503.472.5997  
[advertising@newsregister.com](mailto:advertising@newsregister.com)  
[News-Register.com](http://News-Register.com)

Publisher - Jeb Bladine  
Sales Manager - Robert Sudeith  
National Advertising - Terry Conlon