



Keeping You Connected Since 1866

# 2025 MEDIA SOLUTIONS





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# MODULAR RATES

## NEWS-REGISTER DISPLAY ADS

2025 ADVERTISING RATES

Ad Size	OPEN RATE			COMMUNITY PARTNER OR AGREEMENT			COMMUNITY PARTNER & AGREEMENT		
	1st Run	Pick Up	Color	1st Run	Pick Up	Color	1st Run	Pick Up	Color
1/16	\$160	\$80	\$25	\$96	\$48	\$20	\$80	\$40	\$19
1/8	\$320	\$160	\$50	\$192	\$96	\$40	\$160	\$80	\$38
1/4	\$640	\$320	\$100	\$384	\$192	\$80	\$320	\$160	\$75
1/2	\$1280	\$640	\$150	\$768	\$384	\$120	\$640	\$320	\$113
3/4	\$1920	\$960	\$175	\$1152	\$576	\$140	\$960	\$480	\$131
Full	\$2560	\$1280	\$200	\$1536	\$768	\$160	\$1280	\$640	\$150

Display ad rates are for one run in the Friday print and e-edition issue or one run in each of the Monday and Wednesday e-edition issues (must run consecutively).

Community Partner and/or Agreement rates are revenue-based and reflect good-faith estimate plans of client spending for all News-Register advertising services for a 12 month period.

Agency commissionable rates are available upon request.

### ASK YOUR SALES REPRESENTATIVE

about additional budget-friendly packages, web advertising options and sponsorship opportunities your business can take advantage of.

#### AD DIMENSIONS

Ad Size	Width x Height (inches)
1/16	2.42 x 3.88(v); 5 x 1.82(h)
1/8	2.42 x 8(v); 5 x 3.88(h)
1/4	5 x 8(v); 10.18 x 4(h)
1/2	5 x 16.4(v); 10.18 x 8(h)
3/4	7.59 x 16.4(v); 10.18 x 12.13(h)
FP	10.18 x 16.4(v)

### DISPLAY AD DEADLINES

<b>PUBLISH DATE:</b>	<b>DEADLINES:</b>
Monday e-edition	4 p.m., Thursday prior
Wednesday e-edition	4 p.m., Thursday prior
Friday print edition	4 p.m., Monday prior

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# NEWSREGISTER.COM

## WEB AD RATES

NewsRegister.com is one of America's best community newspaper websites.

*\*Annually awarded top honors by National Newspaper Association.*

NewsRegister.com averages over 250,000 page views a month.

Click through rates on ads average 4x national rates (for media websites).

### PREFERRED FILE FORMAT

Please send your file in pixel-perfect RGB color Space  
JPEG, PNG or GIF (72ppi)  
— OR —  
Send us a "print quality" PDF and we'll resize it for you.

### LEADERBOARD

DIMENSIONS	NO MOTION	WITH MOTION
728 x 90 pixels RGB • 72ppi	\$170/wk	\$245/wk 2 frames

### BIG BOX

DIMENSIONS	NO MOTION	WITH MOTION
300 x 250 pixels RGB • 72ppi	\$130/wk	\$199/wk 2 frames

### HALF BOX

DIMENSIONS	NO MOTION
300 x 125 pixels RGB • 72ppi	\$99/wk

### FREQUENCY RATES

AD SIZE	3 months continuous	6 months continuous	12 months continuous
Leader Board	\$161/wk	\$152/wk	\$139/wk
Big Box	\$122/wk	\$115/wk	\$106/wk
Half Box	\$94/wk	\$88/wk	\$79/wk



### LEADER BOARD (728 x 90 px)



#### A Dickens of a holiday show

'Scrooge's Story' fills the stage at Gallery Theater

- Thanksgiving, Christmas season under way
- County turned out in high numbers for election
- Parks offer free day-use on Friday
- Local school districts join E-cigarette lawsuit
- COVID-19 in Yamhill County - At a Glance
- Two runs planned on Thanksgiving day
- FBI-Sheridan holds hiring event

#### Focus Local. Support Community Journalism.

A subscription to the News-Register shows that you value coverage of local news and helps ensure that such coverage continues.



[Click here to connect for just \\$11/month with EZ-Pay.](#)

[CORONAVIRUS INFO HUB](#)

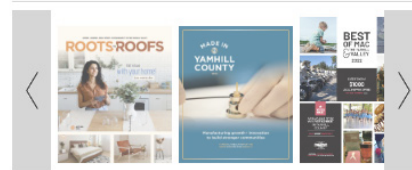
[NEWS](#) | [SPORTS](#) | [COMMUNITY](#) | [OPINION](#)

[SUBSCRIBE](#) | [ADVERTISE](#) | [ARCHIVE](#)

[READ THE LATEST E-EDITION](#)

[CONTACT US](#)

#### Our Latest Special Sections



[See All](#)

#### Top Stories



#### MEET McMINNVILLE & YAMHILL COUNTY

Meet McMinnville & Yamhill County is your guide to the amazing local businesses and services in our area. See Historical Yamhill County business timelines, meet local Real Estate Brokers and more.

We have a job opening waiting for you!

### BIG BOX (300x250px)

McKenzie Duncan Johns  
CERTIFIED PUBLIC ACCOUNTANTS

### HALF BOX (300x125px)

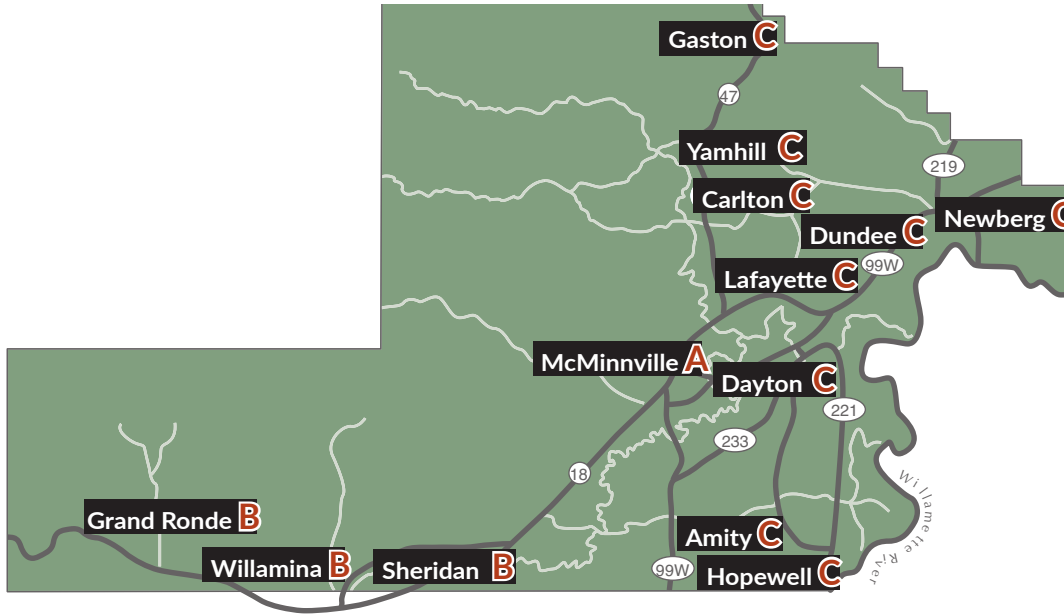
ONLY TAKE YOUR TIME. WE'LL TAKE YOUR BUSINESS.

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# INSERT RATES



## PREPRINTED INSERTS

4-16 Tab Pages • 2-8 Standard Pages • 8-32 Mini-Tab Pages  
Inserts Annually

1	12	24	48	72
\$69	\$66	\$64	\$61	\$60

For each additional 4 tab pages in excess of 16 pages, add \$4 per thousand.

Costs are per thousand inserts. Minimum quantity = 617 inserts. Preprints larger than 11" x 11" must be folded. An indicia or mail permit cannot appear anywhere on the insert. Gatefolds and dutch doors count as 2 tab pages. Spadias count as 4 tab pages. Please inquire about increased rates for heavy inserts weighing in excess of 0.4 ounces per 4 pages. Add \$60 for zoned inserts.

### Single Sheet Inserts Up To 11" x 11"

Price per thousand inserts – Minimum quantity = 617 inserts  
**Full circulation** ..... \$42  
**Zoned**..... \$42/M + \$60 flat zone fee

60# or heavier stock is preferred. Ship inserts to arrive seven days in advance to: OLI, 1315 NE Miller, McMinnville, OR 97128; 503-472-5115.

**Zoning:** Available by zone A - B - C

## YAMHILL COUNTY ZIP CODES

	ZIP	N-R
<b>Zone A</b>		
McMinnville.....	97128	4,720
<b>Zone B</b>		
Grand Ronde .....	97347	62
Sheridan .....	97378	307
Willamina .....	97396	267
<b>Zone B Total</b>		
<b>Zone C</b>		
Amity.....	97101	272
Carlton.....	97111	307
Dayton.....	97114	390
Dundee.....	97115	71
Lafayette .....	97127	146
Newberg.....	97132	173
Yamhill .....	97148	295
<b>Zone C Total</b>		
		1,654
<b>TOTAL</b>		<b>7,010</b>

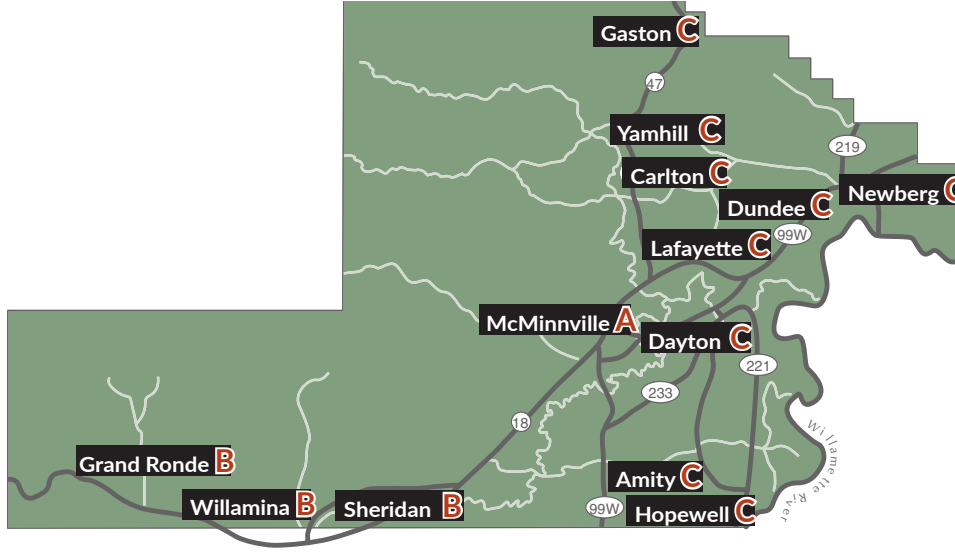
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# CIRCULATION/REACH



## YAMHILL COUNTY ZIP CODES

	ZIP	N-R
<b>Zone A</b>		
McMinnville.....	97128	4,720
<b>Zone B</b>		
Grand Ronde .....	97347	62
Sheridan .....	97378	307
Willamina .....	97396	267
	<b>Zone B Total</b>	<b>636</b>
<b>Zone C</b>		
Amity.....	97101	272
Carlton.....	97111	307
Dayton.....	97114	390
Dundee.....	97115	71
Lafayette .....	97127	146
Newberg.....	97132	173
Yamhill .....	97148	295
	<b>Zone C Total</b>	<b>1,654</b>
	<b>TOTAL CIRCULATION</b>	<b>7,010</b>

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# YAMHILL COUNTY DEMOGRAPHICS\*

**POPULATION** ..... 108,239

## GENDER

Female ..... 49.9%  
Male ..... 50.1%

## AGE

Under 18 years ..... 21.1%  
18-64 years ..... 60.3%  
65+ years ..... 18.6%

## RACE

White ..... 73.6%  
Hispanic ..... 16.8%  
Native American/Alaskan ..... 0.7%  
Asian ..... 2.0%  
Black ..... 0.7%  
Other race ..... 1.2%  
Multiple races ..... 5.0%

## EDUCATION LEVEL AGE 25+

University degree or more ..... 29.2%  
Associate degree ..... 9.0%  
Some college, no degree ..... 25.5%  
High school degree or higher ..... 26.5%

## MARITAL STATUS AGE 18+

Married ..... 51.8%  
Divorced ..... 12.6%  
Widowed ..... 4.1%  
Never Married ..... 31.6%

## HOUSEHOLDS

Total ..... 40,619  
Owner Occupied ..... 67.5%  
Renter Occupied ..... 28.5%  
Vacant ..... 4.0%

## HOUSEHOLD INCOME LEVEL

\$0 - \$15,000 ..... 7.7%  
\$15,000 - \$24,999 ..... 8.3%  
\$25,000 - \$34,999 ..... 5.0%  
\$35,000 - \$49,999 ..... 8.9%  
\$50,000 - \$74,999 ..... 19.5%  
\$75,000 - \$99,999 ..... 15.3%  
\$100,000 - \$149,999 ..... 20.7%  
\$150,000 + ..... 14.5%  
Median Household Income ..... \$77,256

\*Citation U.S. Census Bureau (2021)

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# THE FINE PRINT

## 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 4 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. Agreement rates are based on conditions noted in the signed advertising agreement.

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.

## Electronic Submissions

For complete information on file types we support, please refer to the advertising section on newsregister.com, or ask your sales representative.

## 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.

## Ads Not In English

We will accept advertising 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.

## Mechanical Specifications/Dimensions

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

### Dimensions\*

Columns	Inches	Columns	Inches
1	2.4188	5	13.7938
2	5	6	16.3792
3	7.5896	7	18.9646
4	10.175	8	21.55 (doubletruck)

\*Advertisements that exceed 19 inches on a standard page will be billed at a full column depth: 16.4 inches standard.

### NEWS-REGISTER CONTACT INFORMATION:

PO Box 727 • 1315 NE Miller Street  
McMinnville, Oregon 97128  
800.472.1198 or locally

phone 503.472.5114 • fax 503.472.5997  
advertising@newsregister.com  
NewsRegister.com

Publisher - Jeb Bladine  
Corporate Sales Manager - Ossie Bladine  
Advertising Sales Manager - Christy Nielsen