



## VINTAGE N-R

Chronicling life in Yamhill County through the generations with the newspaper photo archives **A8**

UPDATED JANUARY 1, 2022

Yamhill County's  
**NewsRegister**

2022

# MEDIA KIT

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

by **STARLA POINTER**  
of the News-Register

Beloved children's author Beverly Cleary, who was born in McMinnville and spent several years of her childhood in Yamhill, died Friday, March 25, in Carmel, California. She was 104 and would have turned 105 on April 12.

Cleary was the author of numerous children's books, including *Ramona the Pest*, *"Dear Mr. Lenshaw"* and *"Mouse on a Motorcycle."*

Melanie Johnson of McMinnville recalled loving the *Ramona* books when she was a child. Her daughter and now her granddaughter have enjoyed the series, as well.

Many of the stories were set on Klickitat Street in Portland, where her family moved after leaving Yamhill.

Children's author Stephanie Shaw of McMinnville grew up not far from Klickitat Street.

"I was convinced her characters were real and looked forward to meeting Henry and Ribsy," said Shaw, a retired educator who was principal of Wascher Elementary in Lafayette. "I absolutely adored her writing as it captured the place and time of my childhood perfectly."

In later life, Cleary wrote about her early days in a memoir, *"Girl from Yamhill."* She also recalled her Yamhill days in a special that OPB produced in 2016, on the occasion of Cleary's 100th birthday.

The Oregon Art Beat special was called *"Lucky All the Way,"* which was how Cleary described her life.

See **CLEARY, A5**



"I absolutely adored her writing as it captured the place and time of my childhood perfectly."

— Stephanie Shaw

At left, Beverly Cleary at work. The Yamhill native was known for books such as *"Ramona Quimby, Age 8"* and *"The Mouse on the Motorcycle."*

Courtesy Cleary Family Archives

### TOPPING BY

# The right volunteer for the job

*Larry Kurtz, trained as a medical transcriptionist, uses skills to help abuse victims*



Juliette's House board member and volunteer Larry Kurtz sits with some of the stuffed animals that comfort children when they visit the assessment center.

Marcus Larson/News-Register

## Horse owner indicted on 55 counts of neglect

By **PAUL DAQUILANTE**  
Of the News-Register

A Carlton woman who allegedly provided inadequate care for 48 horses on her Northeast Hendricks Road property has been indicted on 55 counts of second-degree animal neglect by a Yamhill County Grand Jury.

She also neglected a group of cats, according to court records.

In addition to the Class C felony neglect counts, 82-year-old Susan Swango has been charged with fraudulent use of a credit card, a Class A misde-



Swango



modular rates

# NEWS-REGISTER

2022

Ad Size	Open Rate	\$3,000/yr	\$6,000/yr	\$9,000/yr	\$12,000/yr	\$21,000/yr	\$30,000/yr	\$36,000/yr	\$48,000/yr
	AA	A	B	C	D	E	F	G	H
1/16	\$210	\$158	\$147	\$139	\$128	\$124	\$120	\$116	\$111
1/9	\$368	\$276	\$258	\$243	\$225	\$217	\$210	\$202	\$195
1/6	\$552	\$414	\$386	\$364	\$337	\$326	\$315	\$304	\$293
1/4	\$841	\$547	\$513	\$480	\$454	\$429	\$412	\$395	\$379
1/2	\$1683	\$1,060	\$993	\$942	\$875	\$825	\$791	\$757	\$724
3/4	\$2524	\$1,514	\$1,413	\$1,338	\$1,237	\$1,186	\$1,136	\$1,085	\$1,035
Full	\$3365	\$1,952	\$1,817	\$1,716	\$1,582	\$1,514	\$1,447	\$1,380	\$1,312

Rates are revenue-based and reflect good-faith estimate plans of client spending for all News-Register advertising services for a 12 month period. Charitable (501c3) groups — use column C. Non-profit (501c4, 501c6, 501c7) groups — use column A. "Community Partners" with good-faith estimate plans skip one column for rates.

Any modular size display ad is eligible for a 40% pick-up discount when the advertisement is run with no changes in the next available News-Register.

## 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)

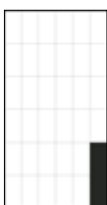
## Color Rates

Portion of Page	Color for Column AA	Color for Columns A-H
1/16	\$76	\$66
1/9	\$107	\$92
1/6	\$138	\$118
1/4	\$173	\$149
1/2	\$235	\$201
3/4	\$296	\$253
FP	\$358	\$304

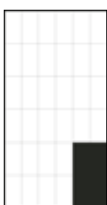
## Modular Sizes

Some modular sizes may have multiple orientations — horizontal or vertical. See dimensions above.

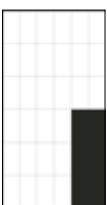
1/16



1/9



1/6



1/4



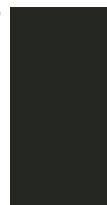
1/2



3/4



FP



## Display-Ad Deadlines

Friday News-Register: 4 p.m. Tuesday | Tuesday News-Register: 4 p.m. Wednesday



# little giant packages NEWS-REGISTER

2022

## Little Giant Packages

High frequency creates Top-of-Mind Awareness for your business!

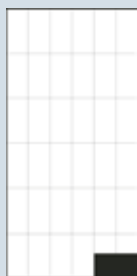
Runs in 8 consecutive News-Registers (Twice a week for 4 weeks)

### STARTER 32nd

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

ADD FULL  
COLOR FOR  
ONLY \$45  
PER RUN

**\$349** per month

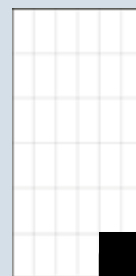


### DOUBLE 32nd

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

ADD FULL  
COLOR FOR  
ONLY \$76  
PER RUN

**\$489** per month

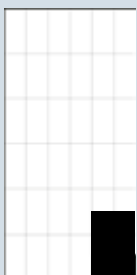


### TRIPLE 32nd

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

ADD FULL  
COLOR FOR  
ONLY \$94  
PER RUN

**\$639** per month



### QUAD 32nd

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

ADD FULL  
COLOR FOR  
ONLY \$109  
PER RUN

**\$749** 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)

**\$237** for 4 weeks  
Buy 3 weeks, get 4th free

### Notes:

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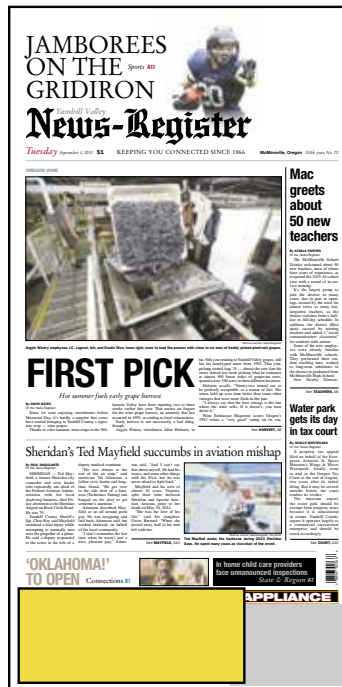
# premium ad positions

# NEWS-REGISTER

2022



**Tuesday Footer Ad**  
(Dimensions: 10.389" x 3")  
Available only on Tuesday's edition. **\$759**



**Friday Footer Ad**  
(Dimensions: 6.88" x 3")  
Available only on Friday's edition. **\$629**



**Front Page Viewpoints**  
(Dimensions: 10.389" x 3")  
Available only on Friday's edition. **\$629**



**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:** \$409  
**with weekly contract:** \$299  
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

2022

**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. Average click through rates on ads average 4x national rates (for media websites).

**NewsRegister.com**

## LEADERBOARD



### Linfield considering name change to 'university'

Linfield College is considering changing its name to Linfield University as it prepares to add graduate programs and seeks to continue increasing enrollment. President Miles Davis said he will present...

#### Wheatland Ferry closed

Wolfe re-indicted to 'conform' with new death penalty law

Mac building owner sues former body/spa tenant

Bar resumes disbarment proceedings against attorney

State ending contract with public defenders group

Winemakers reflect on harvest of mixed blessings

Ballots due 8 p.m. Tuesday

AN FAQ GUIDE TO NEWSREGISTER.COM

NEWS | SPORTS | COMMUNITY | OPINION

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READ THE LATEST E-EDITION



DO YOU HAVE LOWER BACK PAIN?

**BIG BOX**

Lisa R. Pool, L.Ac.  
Licensed Acupuncturist  
503-474-7446  
blueskywellness.com

Portland's busiest business directory

**HALF BOX**

on the "A" list!

Make a thing of the past

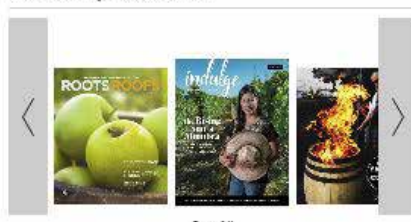
**BIG BOX**

you have summer work that could pay, working in a discrimination, we can help.

PROVIDENCE medical clinic



#### Our Latest Special Sections



See All

#### Top Stories



#### Wrong-way driver injured in crash

A Salem woman was injured Tuesday morning when she crashed her vehicle after driving against traffic on Southeast Baker Street in the area of Walgreens. The driver was identified as 27-year-old Kristie

## PREFERRED FILE FORMAT

Please send pixel-perfect RGB  
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	\$105/wk	\$180/wk 2 frames

## BIG BOX

DIMENSIONS	NO MOTION	WITH MOTION
300 x 250 pixels RGB • 72ppi	\$79/wk	\$140/wk 2 frames

## HALF BOX

DIMENSIONS	NO MOTION
300 x 125 pixels RGB • 72ppi	\$59/wk

## FREQUENCY RATES

AD SIZE	3 months continuous	6 months continuous	12 months continuous
Leader Board	\$99/wk	\$91/wk	\$86/wk
Big Box	\$75/wk	\$69/wk	\$65/wk
Half Box	\$56/wk	\$51/wk	\$49/wk



demographics

# NEWS-REGISTER

2022

**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





the fine print

# NEWS-REGISTER

2022

## 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](http://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	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

phone 503.472.5114 • fax 503.472.5997  
[advertising@newsregister.com](mailto:advertising@newsregister.com)  
[NewsRegister.com](http://NewsRegister.com)

Publisher - Jeb Bladine  
Corporate Sales Manager - Ossie Bladine  
Sales Manager - Terry Conlon