



Keeping You Connected Since 1866

2023 MEDIA SOLUTIONS





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MODULAR RATES

NEWS-REGISTER DISPLAY ADS

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	\$221	\$166	\$155	\$146	\$134	\$131	\$126	\$122	\$117
1/9	\$387	\$291	\$272	\$256	\$236	\$228	\$221	\$213	\$205
1/6	\$581	\$436	\$406	\$383	\$355	\$343	\$332	\$320	\$308
1/4	\$885	\$576	\$540	\$505	\$478	\$451	\$434	\$416	\$399
1/2	\$1772	\$1116	\$1045	\$992	\$921	\$868	\$833	\$797	\$762
3/4	\$2657	\$1594	\$1487	\$1408	\$1302	\$1248	\$1196	\$1142	\$1089
Full	\$3542	\$2055	\$1913	\$1806	\$1665	\$1594	\$1523	\$1453	\$1382

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

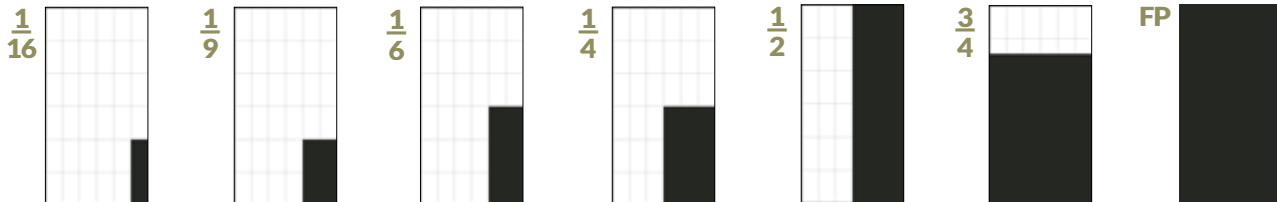
Portion of Page	Width x Height (inches)
1/16	1.62 x 8 (v); 3.37 x 4 (h)
1/9	3.37 x 7.07(v); 6.88 x 3.47(h)
1/6	3.37 x 10.68(v); 5.13 x 7.07(sq); 10.39 x 3.47(h)
1/4	5.13 x 10.68(v)
1/2	5.13 x 21.5(v); 10.39 x 10.68(h)
3/4	10.39 x 16.25(v)
FP	10.39 x 21.5(v)

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.



DISPLAY-AD DEADLINES

FRIDAY NEWS-REGISTER 4 pm Tuesday | TUESDAY NEWS-REGISTER 4 pm Wednesday

RESERVE YOUR SPACE TODAY!

advertising@newsregister.com | 503.687.1258

Yamhill County's
NewsRegister

111722



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LITTLE GIANT

HIGH FREQUENCY AD 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")

\$359 PER MONTH

Add color for only \$45 per run



DOUBLE 32nd

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

\$499 PER MONTH

Add color for only \$76 per run



TRIPLE 32nd

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

\$659 PER MONTH

Add color for only \$94 per run



QUAD 32nd

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

\$769 PER MONTH

Add color for only \$109 per run



ADD EVEN MORE VALUE: GO DIGITAL!

NewsRegister.com's Big Box Ad (single ad, single frame)

\$245 for 4 weeks. Buy 3 weeks, get 4th free

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

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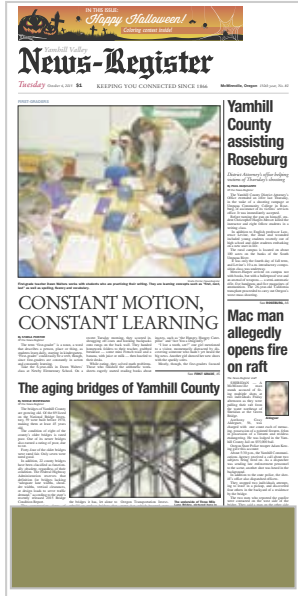
Yamhill County's
NewsRegister

112322

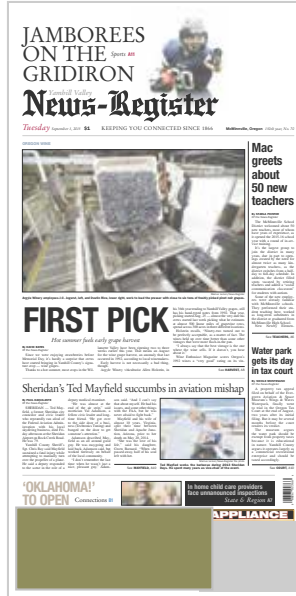


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PREMIUM AD POSITIONS



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.

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News-Register



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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	\$115/wk	\$190/wk 2 frames

BIG BOX

DIMENSIONS	NO MOTION	WITH MOTION
300 x 250 pixels RGB • 72ppi	\$89/wk	\$150/wk 2 frames

HALF BOX

DIMENSIONS	NO MOTION
300 x 125 pixels RGB • 72ppi	\$69/wk

FREQUENCY RATES

AD SIZE	3 months continuous	6 months continuous	12 months continuous
Leader Board	\$109/wk	\$101/wk	\$96/wk
Big Box	\$85/wk	\$79/wk	\$75/wk
Half Box	\$66/wk	\$61/wk	\$59/wk

News-Register.com

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
- FCI-Sheridan holds hiring event

Focus Local. Support Community Journalism.

A subscription to the NewsRegister allows that you view coverage of local news and helps ensure that local coverage continues.



Click here to connect for just \$51/month with EZ-Pay.

CONTRIBUTOR INFO HERE

NEWS | SPORTS | COMMUNITY | OPINION

SUBSCRIBE | ADVERTISE | ARCHIVE

READ THE LATEST E-EDITION

CONTACT US

Our Latest Special Sections



See All

Top Stories



We have a job opening waiting for

BIG BOX
(300x250px)

McKenzie Duncan Johns

CLERK

Apply Now

HALF BOX
(300x125px)

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DEMOGRAPHICS 2023

POPULATION62,342

GENDER

Female.....48.5%

Male51.5%

AGE

Under 5 years.....7.2%

18 years and over73.9%

65 years and over14.3%

RACE

White.....87.5%

Hispanic.....14.4%

Native American/Alaskan2.2%

Asian.....1.0%

Black1.1%

Other race5.4%

Multiple races2.6%

EDUCATION LEVEL

AGE 25+

University degree or more.....20.4%

Associate degree5.1%

Some college, no degree24.9%

High school degree or higher.....82.5%

Less than high school degree17.5%

MARITAL STATUS

AGE 15+

Married.....59.6%

Divorced.....9.9%

Widowed.....5.4%

Never Married25.1%

HOUSEHOLDS

Total22,809

Owner Occupied.....64.7%

Renter Occupied.....31.7%

Vacant3.6%

HOUSEHOLD INCOME LEVEL

\$0 - \$15,00013.5%

\$15,000 - \$24,99910.7%

\$25,000 - \$34,99911.9%

\$35,000 - \$49,99920.1%

\$50,000 - \$74,99922.6%

\$75,000 - \$99,99910.9%

\$100,000 - \$149,999.....7.3%

\$150,000 +2.9%

Average per household\$56,881



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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	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 • 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 - Stacy Heatherington