

WALKING WITH A PURPOSE

Participants raise money, share stories of survival **B1**



Yamhill Valley
News-Register

2019

MEDIA KIT

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



Submitted photo

Snack bars rolling through the production line at the Betty Lou's plant in McMinnville.

Betty Lou's gains Walmart contract

McMinnville-based company plans more hires, expansion

By DAVID BATES
Of the News-Register

Betty Lou's traveled to Bentonville, Arkansas last week and hit a jackpot that will enable the McMinnville business to expand significantly.

The company was one of four from Oregon that attended Walmart's "open call," where locally-made products can be proposed to the retail giant. Rodney Lucas, the company's director of operations, said Wednesday that Betty Lou's spent eight months preparing for the fifth annual event.

Stu Todd, a marketer retained to present the gluten-free snack bars at a conference attended by more than 450 businesses, described the experience on ABC's Arkansas affiliate KHBS-TV.

"In my experience at Walmart, it's rare that you walk into a meeting and walk out with a firm yes," Todd said. "But we did that today. And again, largely due to the team back in McMinnville. They get credit for the 'golden ticket' I was handed that tells us we're going to get distribution in a broad array of Walmart stores."

Betty Lou's launched

See **EXPANSION**, A7

Dayton woman killed in crash

The News-Register staff

DAYTON — A Dayton woman was killed Wednesday night in a two-vehicle crash south of Dayton on Wallace Road in Polk County.

The Oregon State Police gave this account:

Shortly after 7 p.m., Zachary Frisbee, 27, of McMinnville, was oper-

ating a 2004 Ford F350 pickup southbound when he crossed the centerline and collided head-on with a 2002 Pontiac driven by Judith Kirby, 55, of Dayton.

She was pronounced dead at the scene. Frisbee was transported to a local hospital with serious

See **CRASH**, A6



Rockne Roll / News-Register

Bailey Phillips-Self, Lorelai Kitt-Stapleton, Perrin Matson, Lydie Angevine and Lesly Aguilar drill holes and add screws to make the coop sturdy. They worked together in a summer construction class.

STUDENTS BUILD FOR THE BIRDS

Summer classes prepare middle school students for voc-ag, pathways education

By STARLA POINTER
Of the News-Register

Middle school students drilled, hammered and stapled this week to create two-story, portable chicken coops.

"The top is the living room and the bottom is the rec room," explained Kaira Llevenas, a sixth grader in the "Tiny Homes for Chickens" class.

She said she signed up for the summer class because it sounded interesting. "I like to get my hands dirty and experiment with stuff I've never tried before," she said.

Another student, sixth-grader Lydie Angevine, said she enjoys practical

learning. "I wanted to learn more about building," she said.

Perrin Matson added, "I want to get better at using tools and making stuff."

The school district is offering a variety of classes this summer in the McMinnville High School Career Technical Center. Students also can learn about drones, metal working, ceramics and various types of construction, like making miniature libraries.

Middle school teacher Michele Brantner led the "Tiny Homes for Chickens" class. She built a similar structure from recycled materials about 10 years ago, and it still pleases its feathered resi-

dents, she said.

She drew a chicken on the white board in the CTC's woodshop. "I am a chicken. I want ..." she wrote, and students filled in the rest. "A roof. A place to poop. Warmth. Food. Space," they suggested.

Under her direction, Kaira, Lydie Perrin and seven other students worked jointly to build A-shaped frames from strips of wood. They cut plywood to fit across the center of the frames, to separate the top floor from the bottom and sliced out a rectangular hole for the

See **COOPS**, A7



modular rates

NEWS-REGISTER

2019

Ad Size	Open Rate	\$250	\$500	\$750	\$1,000	\$1,750	\$2,500	\$5,000	\$7,500	\$10,000	\$12,500	\$15,000
	AA	A	B	C	D	E	F	G	H	I	J	K
1/16	\$191	\$143	\$135	\$126	\$117	\$113	\$109	\$100	\$92	\$87	\$83	\$79
1/9	\$334	\$250	\$235	\$220	\$205	\$198	\$190	\$175	\$160	\$153	\$145	\$138
1/6	\$501	\$376	\$353	\$331	\$308	\$297	\$285	\$263	\$240	\$229	\$218	\$207
1/4	\$763	\$572	\$538	\$504	\$469	\$452	\$435	\$401	\$366	\$349	\$332	\$315
1/2	\$1526	\$1,007	\$947	\$887	\$826	\$796	\$766	\$705	\$645	\$615	\$584	\$554
3/4	\$2290	\$1,408	\$1,324	\$1,239	\$1,155	\$1,112	\$1,070	\$986	\$901	\$859	\$817	\$774
Full	\$3053	\$1,763	\$1,657	\$1,551	\$1,446	\$1,393	\$1,340	\$1,234	\$1,128	\$1,075	\$1,023	\$970

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 charitable non-profit 501c3 groups — use column C. Non-profit rates for 501c4, 501c6, 501c7 — 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.

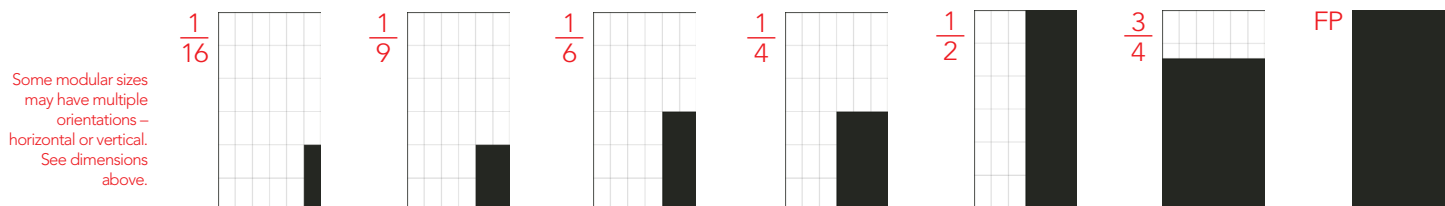
Dimensions of Ads

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	\$69	\$59
1/9	\$99	\$84
1/6	\$129	\$109
1/4	\$159	\$134
1/2	\$219	\$184
3/4	\$279	\$234
FP	\$339	\$284

Modular Sizes



Display-Ad Deadlines

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



little giant packages

NEWS-REGISTER

2019

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 \$34
PER RUN

\$429 per month



DOUBLE 32nd

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

ADD FULL
COLOR FOR
ONLY \$64
PER RUN

\$599 per month



TRIPLE 32nd

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

ADD FULL
COLOR FOR
ONLY \$79
PER RUN

\$769 per month

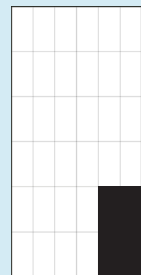


QUAD 32nd

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

ADD FULL
COLOR FOR
ONLY \$94
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)

\$207 for 4 weeks

Notes:



premium ad positions NEWS-REGISTER

2019



Tuesday Footer Ad
(Dimensions: 10.389" x 3")
Available only on Tuesday's edition. **\$689**



Friday Footer Ad
(Dimensions: 6.88" x 3")
Available only on Friday's edition. **\$559**



Front Page Post It Notes
\$899



Full Size Connections Front Page Ad (TUES)
(Dimensions: 10.3889" x 3")
\$449



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: **\$389**
with weekly contract: **\$276**
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.

advertising@newsregister.com | 503.687.1258



newsregister.com

NEWS-REGISTER

2019

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

CALL MORRIS... **Leader Board** HAPPY HOLIDAYS



Larsen Motors sold to Warrenton car dealer family

Larsen Motor Company, one of McMinnville's oldest family-owned businesses, has handed the keys over to new owners, ending a 78-year run in the car-selling business that grew out of a downtown service ...

Sheriff office searches for hit-and-run motorist
Council hikes building and planning fees
County refuses solar company request for payment in lieu of taxes
Polystyrene recycling arrives in time for Christmas
Linfield students protest as faculty worries about job cuts
Fixes to airport problems coming soon
Amity board addresses maintenance issues

AN FAQ GUIDE TO NEWSREGISTER.COM

NEWS | SPORTS | COMMUNITY | OPINION
SUBSCRIBE | ADVERTISE | ARCHIVE

READ THE LATEST E-EDITION

HOME FINDER CLASSIFIEDS SHOP LOCAL

HALF CRAFT DEALS PHOTOS FOR SALE POSTER SALES

GREAT GIFT IDEAS AT GOLDEN VALLEY!
Gift Cards, T-Shirts, Mugs, Sweaters, and more!
DON'T FORGET ABOUT OUR BREWERY BUICKS!
JOIN US 503-503-0900
GOLDENVALLEYBREWERY.COM

Half Box
503-503-0900

Hot Christmas Dinner for \$1.75
Help feed and care for the community
Big Box
Click for details
V.C. Grogan Rescue Mission

LEGAL NOTICES MISSING IN JAIL POLICE
COMMUNITY LINKS OBITUARIES MILESTONES

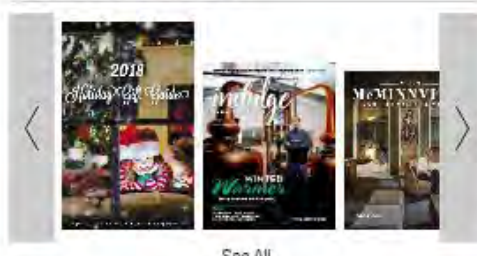
Click & Film
MOVIE SHOWTIMES

Our Latest Special Sections



Season of Giving 2018

Season of Giving is designed to give area nonprofits and the corporations that support them a platform for introducing their mission and their fundraising needs to the community!



See All

Top Stories

Along the Street: Cultural Coalition awards grants, promotes tax credit program
The Yamhill County Cultural Coalition is encouraging locals to take advantage of Oregon's unique tax credit program that helps build local arts, culture and heritage programs. You have until the ...

Local quilter visits tree skirt in D.C.

Holocaust survivor, educator Alter Wiener dies

Yamhill hunters add \$500 to reward in moose poaching case

Willamina manager lauds city staff

McMinnville

click here for detailed forecast

TOP JOBS

CALL TONI OR CONNIE TO LIST YOUR EMPLOYMENT OPPORTUNITY HERE: 503.775.0011

Leader Board

(728 x 90 pixels)
72 dpi, RGB format

\$94/week
no motion

\$129/week
w/limited motion
2 frames only, ROS

Big Box

(300x250 pixels)
72 dpi, RGB format

\$69/week
no motion

\$129/week
w/ motion, ROS

Half Box

(300x125 pixels)
72 dpi, RGB format

\$49/week
no motion, ROS

Contract Rates

6 months 12 months

Leader Board	\$89/wk	\$82/wk
Big Box	\$65/wk	\$62/wk
Half Box	\$45/wk	\$42/wk



the post

NEWS-REGISTER

2019

Yamhill Valley's free shopping guide

TUESDAY, OCTOBER 6, 2015 / 42ND 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	\$115.12	1.62 x 8 (v); 3.37 x 4 (h)
1/9	\$201.46	3.37 x 7.07 (v); 6.88 x 3.47 (h)
1/6	\$302.19	3.37 x 10.68 (v); 5.13 x 7.07 (sq); 10.39 x 3.47 (h)
1/4	\$460.48	5.13 x 10.68 (v)
1/2	\$928.16	5.13 x 21.5 (v); 10.39 x 10.68 (h)
3/4	\$1,403.00	10.39 x 16.25 (v)
FP	\$1,856.30	10.39 x 21.5 (v)

Advertising rates are \$14.39 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, when both publications are purchased.



demographics

NEWS-REGISTER

2019

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

2019

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.

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, 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

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News-Register.com

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Sales Manager - Robert Sudeith
National Advertising - Terry Conlon