



ARCHIVE OPENS WINDOW TO PAST

B1

Yamhill Valley
News-Register

2020

MEDIA KIT

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

chosen in ballot battle

By TOM HENDERSON
Of the News-Register

McMinnville care centers could make 107 unnecessary emergency calls for the amount of money the Oregon Health Care Association has spent in an attempt to ensure the centers never have to pay a dime.

Association leaders are spending approximately \$160,000 in McMinnville to overturn Ordinance 5059, which imposes care centers with a \$1,500 fine for every 911 call deemed unnecessary.

The law, passed Oct. 9 last year, also requires care center administrators to obtain specialty business licenses. Licenses cost \$500 for an initial application fee. Renewing the license costs \$200 annually for every bed in the care center.

Mayor Scott Hill said only a few hundred dollars — at most — have been spent against the charter amendment before voters on the Nov. 5 ballot. By law, campaign contributions cannot be made using city money, but councilors can contribute personally.

McMinnville taxpayers are also spending money on the election.

Yamhill County Clerk Brian Van Bergen estimated it will cost local taxpayers between \$60,000 and \$80,000 to decide the fate of the charter amendment and the law it seeks to overturn.

City employees are not legally allowed to take a stand on the proposed

of unified fire district



McMinnville paramedics Sean Cameron and Kristina Beaudoin inspect equipment in Medic 10 before they start their shift at the fire department. Fire Chief Rich Leipfert outlined a study Tuesday that will look at the possibility of merging the department with sister fire agencies in Lafayette, Dundee, Amity, Carlton and Dayton to form a regional fire district. *Marcus Larson/News-Register*

Feasibility study underway; fire chief says move could help ease pressure on department but wouldn't be a panacea

By TOM HENDERSON
Of the News-Register

McMinnville may not

the possibility of joining 2014. Last year, Leipfert an even larger district that discussed with councilors includes McMinnville critical shortag-

In the West Valley, three districts becoming one

By PAUL DAQUILANTE
Of the News-Register

Take RC Mock for example — a finalist for the job



modular rates

NEWS-REGISTER

2020

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	\$200	\$150	\$140	\$132	\$122	\$118	\$114	\$110	\$106
1/9	\$351	\$263	\$245	\$231	\$214	\$207	\$200	\$193	\$186
1/6	\$526	\$394	\$368	\$347	\$321	\$310	\$300	\$289	\$279
1/4	\$801	\$521	\$489	\$457	\$433	\$409	\$393	\$377	\$361
1/2	\$1603	\$1,010	\$946	\$898	\$833	\$785	\$753	\$721	\$689
3/4	\$2404	\$1,442	\$1,346	\$1,274	\$1,178	\$1,130	\$1,082	\$1,034	\$986
Full	\$3205	\$1,859	\$1,731	\$1,635	\$1,507	\$1,442	\$1,378	\$1,314	\$1,250

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 sized display ad is eligible for a 40% pick-up discount when the advertisement is run with no changes in the next available edition of the News-Register and/or YV Views (The Post).

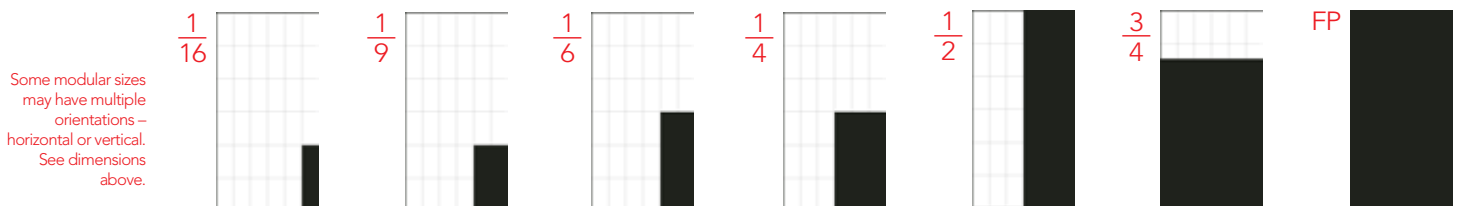
Dimensions of Ads

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	Color for Column AA	Color for Columns A-H
1/16	\$71	\$61
1/9	\$102	\$87
1/6	\$133	\$113
1/4	\$163	\$139
1/2	\$225	\$191
3/4	\$286	\$243
FP	\$348	\$294

Modular Sizes



Display-Ad Deadlines

Friday News-Register: 4 p.m. Tuesday | Tuesday Post: 4 p.m. Tuesday | Tuesday News-Register: 4 p.m. Thursday



little giant packages

NEWS-REGISTER

2020

Little Giant Packages

A MONTHLY MODULAR PACKAGE IN THE NEWS-REGISTER AND YV VIEWS (THE POST).

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

STARTER 32nd

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

ADD FULL
COLOR FOR
ONLY \$40
PER RUN

\$449 per month



DOUBLE 32nd

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

ADD FULL
COLOR FOR
ONLY \$71
PER RUN

\$629 per month



TRIPLE 32nd

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

ADD FULL
COLOR FOR
ONLY \$89
PER RUN

\$819 per month



QUAD 32nd

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

ADD FULL
COLOR FOR
ONLY \$99
PER RUN

\$959 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)

\$222 for 4 weeks

Notes:



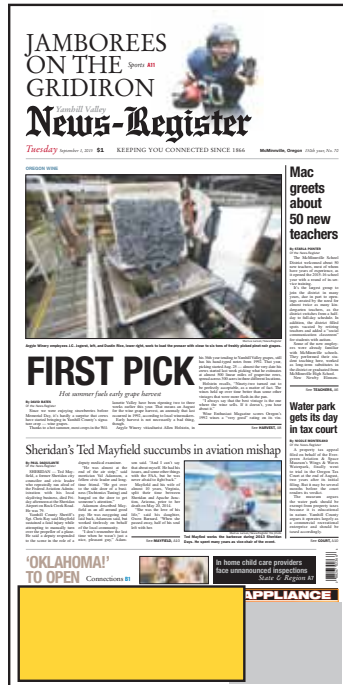
premium ad positions

NEWS-REGISTER

2020



Tuesday Footer Ad
(Dimensions: 10.389" x 3")
Available only on Tuesday's edition. **\$719**



Friday Footer Ad
(Dimensions: 6.88" x 3")
Available only on Friday's edition. **\$599**



Front Page Post It Notes
\$899



Full Size Connections Front Page Ad (TUES)
(Dimensions: 10.3889" x 3")
\$469



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: \$286
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.



viewpoints

NEWS-REGISTER

2020

High visibility ads on an interactive editorial opinion page

PUBLISHES EVERY FRIDAY | DEADLINE: TUESDAY BY 4 P.M.

VIEWS Editorial Opinions & News Analysis
TUESDAY, JAN. 6, 2021 1:17 PM, PG. A1

City looking out for care center residents

Taxing senior centers unfair public policy

1/2 PAGE AD
10.3889" W x 10.68" H

VIEWS Editorial Opinions & News Analysis
TUESDAY, JAN. 6, 2021 1:17 PM, PG. A1

City looking out for care center residents

Taxing senior centers unfair public policy

1/4 PAGE AD **1/4 PAGE AD**
5.125" W x 10.68" H 5.125" W x 10.68" H

COLOR ADS

PAGE ONE OR PAGE THREE

RUN FREQUENCY	1/2 PAGE AD	1/4 PAGE AD
1x	\$899	\$499
6x	\$799	\$449
9x	\$699	\$399
24x	\$599	\$349

VIEWPOINTS Editorial Opinions & News Analysis
TUESDAY, JAN. 6, 2021 1:17 PM, PG. A1

McKay Road deaths require speed limits

1/2 PAGE AD
10.3889" W x 10.68" H

VIEWPOINTS Editorial Opinions & News Analysis
TUESDAY, JAN. 6, 2021 1:17 PM, PG. A1

McKay Road deaths require speed limits

1/4 PAGE AD **1/4 PAGE AD**
5.125" W x 10.68" H 5.125" W x 10.68" H

BLACK & WHITE ADS

PAGE THREE

RUN FREQUENCY	1/2 PAGE AD	1/4 PAGE AD
1x	\$599	\$349
6x	\$499	\$299
9x	\$399	\$249
24x	\$299	\$199

Pick up into the Tuesday YV Views – reaching non-subscribers – for **40% OFF**

Ad space subject to availability.

Frequency discounts for multiple commitments in a 12-month period. Ads may change each run.

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



newsregister.com

NEWS-REGISTER

2020

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 F.A.Q. GUIDE TO NEWSREGISTER.COM

NEWS | SPORTS | COMMUNITY | OPINION

SUBSCRIBE | ADVERTISE | ARCHIVE

READ THE LATEST E-EDITION

HOME
FINDER

CLASSIFIEDS

SHOP
LOCAL

HALF
CRAZY
DEALS

PHOTOS
FOR SALE

POSTER
SALES

DO YOU HAVE LOWER BACK PAIN?

BIG BOX

Lisa R. Pool, L.Ac.
Licensed Acupuncturist
503-474-7446
blady@williams.com

Portland's busiest
HALF BOX
on the "Good" side!
www.goodside.com

BIG BOX
Make a thing of the past
you have never want
that could pain, working
or is in distribution, we can help.
www.providence.com

LEGAL NOTICES

COMMUNITY LINKS

MOVIE SHOWTIMES

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	\$99/wk	\$135/wk 2 frames

BIG BOX

DIMENSIONS	NO MOTION	WITH MOTION
300 x 250 pixels RGB • 72ppi	\$74/wk	\$135/wk 2 frames

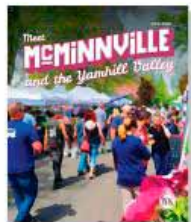
HALF BOX

DIMENSIONS	NO MOTION
300 x 125 pixels RGB • 72ppi	\$54/wk

FREQUENCY RATES

AD SIZE	3 months continuous	6 months continuous	12 months continuous
Leader Board	\$94/wk	\$87/wk	\$82/wk
Big Box	\$69/wk	\$65/wk	\$62/wk
Half Box	\$49/wk	\$45/wk	\$42/wk

Our Latest Special Sections



McMinnville and the Yamhill Valley

The perfect place to read the story of business in Yamhill Valley. This fun and informative publication is filled with articles about the many and diverse businesses in the county.

McMinnville

Click here for detailed forecast.

TOP JOBS

Oregon Lithoprint Production Assistant

Oregon Lithoprint is seeking a production assistant to assist the lead operator with running a Goss.

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



YAMHILL VALLEY VIEWS

T.M.C. — Total Market Coverage

2020

Yamhill Valley Views (Formerly The Post)

YV Views combines engaging community discourse with a wealth of shopping information and is mailed to nearly 18,000 homes in Yamhill County. The weekly publication places local display advertising, national preprints and classified ads alongside content from Viewpoints, the News-Register's most interactive section including commentaries, editorials and letters to the editor.

Space and copy deadline for YV Views (The Post): 4 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	\$119.60	1.62 x 8 (v); 3.37 x 4 (h)
1/9	\$211.39	3.37 x 7.07 (v); 6.88 x 3.47 (h)
1/6	\$319.33	3.37 x 10.68 (v); 5.13 x 7.07 (sq); 10.39 x 3.47 (h)
1/4	\$479.00	5.13 x 10.68 (v)
1/2	\$964.28	5.13 x 21.5 (v); 10.39 x 10.68 (h)
3/4	\$1,457.63	10.39 x 16.25 (v)
FP	\$1,928.55	10.39 x 21.5 (v)

Pick up your News-Register ad in YV Views (The Post) for a 40% discount off the News-Register price, when both publications are purchased. Rates above are for ads running only in Yamhill Valley Views (The Post).



demographics

NEWS-REGISTER

2020

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

2020

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 • 611 NE Third 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
Sales Manager - Terry Conlon
