

EAGLE INTERNET ADVERTISING RATES



**CanbyHerald.com; NewbergGraphic.com;
MolallaPioneer.com; WilsonvilleSpokesman.com;
and WoodburnIndependent.com**

For more information
Call Stacey Osborne
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Serving approximately **77,000 unique visitors*** and
delivering over **270,000 page views*** per month

*Uniques and page views based on unique IP addresses

How many of our 77,000 visitors are ideal customers for your business?

Did you know that more than a third of active Internet users - 62.8 million people - visited newspaper Web sites and viewed 9.4 billion pages in 2008? Users spent an average of more than 44 minutes per month on newspaper Web sites in 2008. Imagine what would happen to your business if you tapped into this rapidly growing market.

Most small businesses are not aware that newspaper Web sites beat TV, radio, and Yellow Pages as the best source for local advertising. This is good news for you, since advertising on our Web sites costs only a fraction of what you could spend advertising on radio or television.

Research conducted by MORI Research, revealed that advertising information has become one of the top reasons adults visit newspaper Web sites. Only local and national news ranked higher.

Still not convinced? Sixty-five percent of those who research purchases on the Internet and shop locally said ads on the local newspaper Web site influenced their purchase decision. Eighty-nine percent of newspaper Web site users purchase online compared with 56 percent of general users.

Don't miss out on this growing market of customers waiting to do business with you.

Who exactly are newspaper Web site users? They tend to be younger, better educated with a higher disposable income than the average web surfer.

ONLINE AUDIENCE PROFILE

+Average online reader age is 39

+55% women, 45% men

+63% earn \$50k+ per year (average income \$73,000)

+82% college-educated

+69% log on daily at work

+52% are also newspaper readers

Online Advertising Rates

Group Web Buy run of network ad rates

Effective March 1, 2009

AD NAME	AMOUNT OF SITES	SIZE	POSITION	OPEN RATE	3 MONTH RATE	12 MONTH RATE
Leaderboard #1	5	728 px X 90px	Top of page	\$900/month	\$750/month	\$600/month
	4	728 px X 90px			\$580/month	\$500/month
	3	728 px X 90px			\$435/month	\$420/month
Inside Story Ad	5	300px X 250px	Ad appears on the right side of the story	\$600/month	\$425/month	\$350/month
Skyscraper	5	120px X 600px	Ad appears on the right column of the web page	\$720/month	\$500/month	\$400/month
Skyscraper	4	120px X 600px		\$620/month	\$440/month	\$360/month
Skyscraper	3	120px X 600px		\$500/month	\$360/month	\$300/month
Leaderboard #2	5	728 px X 90px	Bottom of page	\$600/month	\$425/month	\$350/month
Video Ad	5		Runs Inside Story Position	\$500/month*	\$400/month*	\$350/month*

Websites: Canby Hera.d, Newberg Graphic, Molalla Pioneer, Wilsonville Spokesman, Woodburn Independent.
 Ad will rotate with other ads and appear on all newspaper websites. Average page views 396,000 per month.
 *Does not include production

One Web Buy

AD NAME	SIZE	POSITION	OPEN RATE	3 MONTH RATE	12 MONTH RATE
Leaderboard #1	728 px X 90px	Top of page	\$250/month	\$200/month	\$150/month
Inside Story Ad	300px X 250px	Ad appears on the right side of the story	\$125/month	\$85/month	\$75/month
Skyscraper	120px X 600px	Ad appears on the right column of the web page	\$175/mth	\$115/month	\$90/month
Leaderboard #2	728 px X 90px	Bottom of page	\$125/month	\$85/month	\$75/month
Video Ad		Runs Inside Story Position	\$175/month*	\$125/month*	\$95/month*

When purchasing a single Web site, monthly impressions vary depending upon the site.
 *Does not include production

Ten Reasons to Advertise on a Newspaper Website

- **Frequency:** The online newspaper Web site user spends more than twice as many hours online than the general user. Online newspaper users are three times as likely as general 'Net users to be online during the workday when out of reach of other media –8-11 a.m. is a new "primetime" for media consumption (Source: "Power Users," 2006, MORI Research)
- **Credibility:** Branded content brings a higher quality audience. A study from the Online Publishers Association (OPA) showed that OPA audiences were more like to buy products and services in a number of key categories, including automotive, entertainment, financial, home, travel and business to business.
- **Targeted:** If you want to focus on a particular backyard, advertising in an online newspaper is more personal and more relevant because it is local. Newspapers also publish a plethora of niche sites (youth, women, movie fans, Hispanics, are illustrative) for virtually any demographic advertisers could possibly hope to reach. – "Newspapers know more than ever about their Web audience because of online registration programs and audience segmentation software."]
- **Purchasing Power:** Eighty-nine percent of newspaper Web site users purchase online compared with 56 percent of general users. Forty percent of online newspaper users have incomes higher than \$75,000; 69 percent own their homes. Eighteen percent of online newspaper users have spent more than \$2,000 online in the last six months.
- **Advertisers Believe in Newspaper Sites:** Nationally, online newspapers have enjoyed double digit increases for advertising since NAA started reporting online ad spending in 2004.

Online Advertising Rates (CPM)

Group Web Buy run of network ad rates

Effective March 1, 2009

AD NAME	AMOUNT OF SITES	SIZE	POSITION	CPM (Cost Per Thousand Impressions)
Leaderboard #1	5	728 px X 90px	Top of page	\$4.00 (min buy 150,000 = \$600)
Inside Story Ad	4	300px X 250px	Ad appears on the right side of the story	\$5.00 (min buy 70,000 = \$350)
Skyscraper		120px X 600px	Ad appears on the right column of the web page	\$2.00 (min buy 310,000 = \$620)
Leaderboard #2		728 px X 90px	Bottom of page	\$2.50 (min buy 150,000 = \$375)
News Updates		728 px X 90px	Top or bottom of page	na
Breaking News		728 px X 90px	Top or bottom of page	na

Websites: Canby Hera.d, Newberg Graphic, Molalla Pioneer, Wilsonville Spokesman, Woodburn Independent.
Ad will rotate with other ads and appear on all newspaper websites. Average page views 396,000 per month.

One Web Buy

AD NAME	AMOUNT OF SITES	SIZE	POSITION	CPM (Cost Per Thousand Impressions)
Leaderboard #1	5	728 px X 90px	Top of page	\$1.50 (min buy 150,000 = \$225)
Inside Story Ad	4	300px X 250px	Ad appears on the right side of the story	\$1.00 (min buy 70,000 = \$70)
Skyscraper		120px X 600px	Ad appears on the right column of the web page	\$.50 (min buy 310,000 = \$155)
Leaderboard #2		728 px X 90px	Bottom of page	\$1.00 (min buy 150,000 = \$150)
News Updates		728 px X 90px	Top or bottom of page	na
Breaking News		728 px X 90px	Top or bottom of page	na

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- **Content:** Excluding e-mail, the most popular online activities and content categories include national and local news, sports, financial information and entertainment news and things to do. Fifty-four percent of general Internet users visit online newspapers for local news, compared with 40 percent for the local TV station Web site and 20 percent for the local radio station site. Not even Yahoo! can top online newspapers as a local news source. ["Power Users," 2006, MORI Research]
- **High Profile:** Online newspapers generate very large gains in Online Ad Awareness among C-level and other higher management job holders: C-level managers showed a 23 percent increase in Aided Brand Awareness, VP/director-level managers showed a 38 percent increase and other management showed a 37 percent increase following their exposure to an ad campaign in online newspapers (across all industries.) When the brand metric shifts to Message Association, C-level execs showed the largest increase in lift after exposure to campaigns on online newspapers, at 88 percent. No management category showed less than a 51 percent increase. (Dynamic Logic's MarketNorms® database, 2006)
- **Reinforcement:** Fifty-six percent of online newspaper users also read the newspaper in the past five days, and repetition increases awareness.
- **Cutting Edge:** Newspaper Web site users are more likely (by almost twenty percent) to own some kind of portable electronic device. They are also more interested in receiving advertising and product offers through those devices. Forty percent of online newspaper users are aged 18 to 34. [Source: "Power Users," 2006, MORI Research]
- **Mix:** A variety of recent studies have demonstrated the power of online, when included in a mix with traditional media, to elaborate the brand message. Newspaper print and online products combined have the highest penetration and most desirable audience of any other local medium.

AD SUBMISSION GUIDELINES

Art and Text

Images

Whenever possible, we prefer to receive images in electronic form. We can process most formats, including Photoshop, JPEG, GIF, BMP, PICT, & TIFF files. While every situation is different, most images should be between 10 and 100k in size. Otherwise, good quality printed material is fine. We cannot accept transparencies or negatives for any graphic materials.

Logos

The best way to send logos and other line art is in EPS, Illustrator, or Postscript format. If the file contains any specific fonts, please include them. Otherwise, a medium to high resolution image file is acceptable. Business cards are the hardest to work with due to poor image quality.

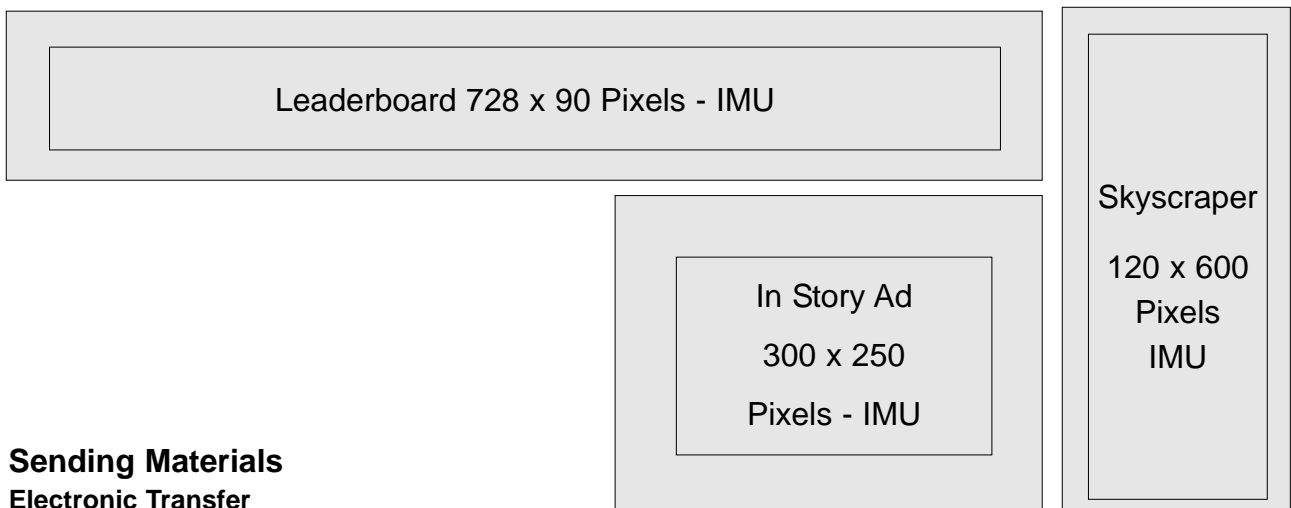
Text

We strongly prefer any copy greater than 50 words be sent as a text document via email, or in either Microsoft Word or plain text format. We can also accept text and layout created in InDesign, and Illustrator.

Ad Unit Size Standards

For any questions concerning display ads, please contact us at sosborne@eaglenewspapers.com.

Ad Unit Standard	Dimensions	File Size	Rich Media Enabled	IAB
<u>Leaderboard</u>	728 x 90	30k	Yes	Yes
<u>Leaderboard #2</u>	728 x 90	30k	Yes	Yes
<u>Skyscraper #1</u>	120 x 600	30k	Yes	Yes
<u>Story Ad</u>	300 x 250	30k	Yes	Yes



Sending Materials

Electronic Transfer

Materials may be emailed to your account executive, as long as the files are no larger than three megabytes. You can send files on CD-ROM to:

CanbyHerald.com; NewbergGraphic.com; MolallaPioneer.com; WilsonvilleSpokesman.com; and WoodburnIndependent.com

c/o Production Department, 241 N. Grant Street, Canby, OR 97013, **Phone:** 503-266-6831

We accept files in both Mac & PC format.