

THE NEWBERG GRAPHIC

500 E Hancock St., Newberg, OR 97132

A News Leader Since 1888 - **Published Wednesdays and Saturdays.** Located 25 miles southwest of downtown Portland, The Newberg Graphic is the primary source of news about the communities of Newberg (97132), Dundee (97115) and St. Paul (97137) and the surrounding rural areas of east Yamhill County and north Marion County with a population base of approximately 30,000. We also can help you reach potential customers in the communities and surrounding areas of Canby, Dallas, Molalla, Woodburn and Wilsonville.

Office Hours: 8 am to 5 pm Monday through Friday. To talk with your advertising representative and to place advertising, call 503-538-2181. If calling after hours, you may leave a voice mail in the general voice mail box and it will be forwarded to the appropriate person.

You Should Know That • 90% of The Graphic's subscribers read every Wednesday and every Saturday issue
 • 57% earn over \$50,000 per year per household and 23% over \$75,000
 • Over 63% are college graduates

Display and Classified Display Advertising Rates

Open Display Retail Rate

\$11.10 a column inch

Rates are net; not commissionable. Advertising bills are due and payable by the 10th of the month following. Monthly and contract bills not paid by the 10th will be charged at the open rate. A charge of 2% per month (24% per annum) is made on all overdue accounts over 30 days.

Bulk Contract Retail Rates

Column Inches	Rate	2nd Insertion Next Issue
150	\$10.25	\$6.00
200	\$9.90	\$6.00
500	\$9.60	\$6.00
750	\$9.30	\$6.00
1000	\$9.00	\$6.00
1560	\$8.85	\$6.00
2080	\$8.40	\$6.00
2600	\$8.15	\$6.00
3120	\$7.90	\$6.00
3640	\$7.70	\$6.00
4160	\$7.45	\$6.00
4608	\$7.10	\$6.00
6708	\$6.50	\$6.00

Deadlines:

Graphic Display Adv - Thurs. Noon for Sat.; Fri. 5 p.m. for Wed.
 Graphic Classified Line Adv. - Thurs. Noon for Sat.; Mon. 10:30 a.m. for Wed.

Preprints - See preprint section

The Newberg Graphic reserves the right to change deadlines for holidays or other events as necessary.

Sponsor Pages

Make an impression on the community by supporting community events (approximately one a month).

\$32.50 per event.

Church Directory

Sponsor a listing of Newberg-area churches.

\$15 a week.

Color Gets You Noticed!!

Add Impact To Your Ad With Color:

\$130 each color per publication

\$260 full color

Weekly Contract Rates

A great way to keep consistency in your marketing plan and control of your advertising budget.

	8 weeks	12 weeks	18 weeks
4"-8"	\$9.35	\$9.10	\$8.85
9"-13"	\$9.05	\$8.85	\$8.60
14"-18"	\$8.85	\$8.60	\$8.30
19"-25"	\$8.55	\$8.25	\$7.95

Advertiser commits to running at least one time per week and contract periods are consecutive weeks. For everyother week (8 week run in a 16 week period) add 15¢ per inch.

Pick-up ad rate applies to any retail contracts or open rate ROP advertisers in The Newberg Graphic. National advertising does not qualify. Advertising must appear in two consecutive issues, i.e. Wednesday-Saturday or Saturday-Wednesday. No copy changes. Special Section advertising not included.

Preprints

Size	Number of Preprints Per Year		
	Open Rate	12-47	48 Plus
Single Sheet	\$35.00	\$35.00	\$35.00
4pg Tab/2pg Std	\$54.50	\$44.50	\$42.00
8pg Tab/4pg Std	\$57.50	\$47.00	\$45.00
12pg Tab/6pg Std	\$60.00	\$52.50	\$47.50
16pg Tab/8pg Std	\$63.00	\$57.50	\$50.00
20pg Tab/10pg Std	\$65.00	\$60.00	\$52.50
24pg Tab/12pg Std	\$67.50	\$62.50	\$55.00
28pg Tab/14pg Std	\$70.00	\$65.00	\$57.50
32pg+Tab/16 pg+ Std	\$72.50	\$67.50	\$60.00

(Because The Newberg Graphic is direct mailed a postal indicia or mail permit cannot appear anywhere on inserts.)

(All Rates Per Thousand Inserts)

- Preprinted inserts subject to publisher's approval.
- Above rates apply to single advertiser inserts only.
- Inserts are to be at least 1/2 folded and not more than 11.25"x11.25" for The Newberg Graphic. Postal regulations state inserts cannot extend outside of the paper.
- Reservations must be made 7 working days prior to publication.
- Inserts should be delivered no later than 5 days prior to insert date

Classified Display Open Rate

\$8.45 a column inch

Pick-Up Rate \$4.95 a column inch

Classified Display Contract Rates

Column Inches	Rate	Pickup Rate
150	\$8.00	\$4.95
200	\$7.70	\$4.95
500	\$7.45	\$4.95
750	\$7.20	\$4.95
1000	\$6.90	\$4.95
1560	\$6.55	\$4.95
2080	\$6.35	\$4.95
2600	\$6.10	\$4.95
3120	\$5.90	\$4.95
3640	\$5.70	\$4.95
4160	\$5.60	\$4.95
4608	\$5.50	\$4.95
6708	\$5.40	\$4.95

Weekly Class Display Contract Rates

A great way to keep consistency in your marketing plan and control of your advertising budget.

	8 weeks	12 weeks	18 weeks
4"-8"	\$7.45	\$7.25	\$7.00
9"-13"	\$7.25	\$7.00	\$6.75
14"-18"	\$7.00	\$6.75	\$6.50
19"-25"	\$6.70	\$6.45	\$6.20

Advertiser commits to running at least one time per week and contract periods are consecutive weeks. For everyother week (8 week run in a 16 week period) add 15¢ per inch.

Pick-up ad rate applies to any display contracts or open rate ROP advertisers in The Newberg Graphic. National advertising does not qualify. Advertising must appear in two consecutive issues, i.e. Wednesday-Saturday or Saturday-Wednesday. No copy changes.

Special section advertising does not apply to contracted amounts.

Digital Submission Formats Accepted

- Quark Express, version 4.1 (include all font files)
 - Adobe Acrobat Distiller PDF (with fonts embedded and press optimized)
 - Photoshop version 7.0
 - Photographs & art - Saved as a TIF, JPG or EPS format, 300 dpi with at least a 106 line screen (MAC USERS - on all picture files please manually type in extension)
- Send ads to The Newberg Graphic via email to: graphicads@eaglenewspapers.com

Guidelines/Terms/Conditions

Rates are net to newspaper, accounts receivable are due and payable by the 10th of the month following. A charge of 2% per month (24% per year) is made on all overdue accounts over 30 days

Advertising prepared to resemble news matter must carry the words "Paid Advertisement."

Publisher reserves the right to edit or reject advertising copy including preprinted ads.

Publisher is responsible for typographical errors only to the extent of a credit or corrected insertion of the portion of the advertisement that is incorrect because of publisher's error in the first insertion.

Advertising rates may be revised at any time upon proper notice.

Advertiser assumes full liability for advertising and agrees to indemnify and hold harmless the publisher from all claims, suits and related costs arising by reason of any advertisement.

Position requests will be honored to the best of publisher's ability,

but no make-goods, re-runs or credits will be considered because advertising is not placed in accordance with request.

Advertising is available for a single business or group under single ownership operating under a single name. No brokered space advertising will be accepted.

All rates are net to the newspaper and are non-commissionable. Unless credit has previously been established, all advertising must be paid in advance of publication.

Credit may, at publisher's discretion, be established following the submission of appropriate billing information and credit history.

All advertising representing the creative effort of the newspaper and/or the utilization of creativity, illustrations, labor, composition or material furnished by the newspaper, is and remains the property of the newspaper including all rights of copyright therein. Advertiser agrees it cannot authorize reproduction of any such advertising, in whole or part, without the publisher's written consent.

Retail and Classified Display Advertising Column Widths

RETAIL DISPLAY

Columns	Width In Inches	Picas
1	1.677"	10p
2	3.458"	20p9
3	5.25"	31p6
4	7.042"	42p3
5	8.833"	53p
6	10.625"	63p9

CLASSIFIED DISPLAY

Columns	Width In Inches	Picas
1	1.208"	7p3
2	2.554"	15p3
3	3.899"	23p4
4	5.243"	31p5
5	6.59"	39p6
6	7.936"	47p7
7	9.282"	55p8
8	10.625"	63p9

www.NewbergGraphic.com

We make online advertising easy and affordable

More than 95,000 visitors viewing more than 222,000 pages, read our websites each month. Reach this growing audience with targeted advertising that drives traffic to your website and builds your brand.



Starting at \$20⁰⁰ per month
Button ad, one month, one website

Websites Available

- CanbyHerald.com
- MolallaPioneer.com
- WilsonvilleSpokesman.com
- WoodburnIndependent.com
- NewbergGraphic.com

- Affordable website advertising options for every budget
- Our newspapers and websites are the No. 1 source for local news and advertising
- Buy one or more websites to reach your target audience
- Your ad will show in rotation with other ads in most positions. Monthly impressions vary per website
- Monthly performance report showing actual impressions

Ad Name	Size	Position	Price*
Leaderboard	728px X 90px	Top of page	\$150/mo
Inside Story	300px X 250px	Inside all stories	\$75/mo
Skyscraper	120px X 600px	Right column	\$90/mo
Leaderboard	728px X 90px	Bottom of page	\$75/mo
Email News Updates	728px X 90px	Body of email	\$75/mo
Banner	468px X 60px	Below lead story	\$50/mo
Rectangle	180px X 150px	Middle column	\$30/mo
Button	120px X 90px	Right column	\$20/mo

* All prices are per website, per month. Please see your Advertising Representative for more information.

Print and Online Display Advertising Rates

Effective January 1, 2012



A business and news partner dedicated to the communities of Newberg, Dundee and St. Paul, Oregon. Located 25 miles southwest of downtown Portland with a population base of approximately 30,000.

500 E Hancock St., PO Box 700
Newberg, OR, 97132
503-538-2181