



Hood River News

Published Every Wednesday & Saturday

and



Published Every Saturday



Published Every Wednesday

419 State St., P.O. Box 390, Hood River, OR 97031, (541) 386-1234, FAX (541) 386-6796

Delivered to More Than 40,000 Readers Each and Every Week

RETAIL/NATIONAL ADVERTISING RATES

Effective November 18, 2011

1. PERSONNEL

PublisherJoe Petshow

Advertising ManagerJody Thompson

2. REPRESENTATIVES

American Newspaper Representatives, Inc.
12 S. Sixth St., Suite 520
Minneapolis, MN 55402
(612) 332-8686

Oregon Newspaper Advertising Corporation
7150 S.W. Hampton, Suite 111
Portland, Oregon 97223
(503) 684-1942

3. COMMISSION AND TERMS OF PAYMENT

National advertising rates are commissionable at 15% with an additional 2% discount for cash or paid by the 10th of the month following. National advertising invoices not paid by the 10th will be rebilled without the 2% discount. National rates available to those agencies with AAAA, or other recognized national industry organization, membership.

Retail rates are non-commissionable. All retail advertising bills are due and payable by the 10th of the month following. Contract bills not paid by the 10th will be rebilled at the open rate of \$10.50 or \$13.50 per column inch.

4. POLICY

- a. Advertising prepared to resemble news matter must carry the words "Paid Advertisement." News typeface not permitted.
- b. Publisher reserves the right to edit or reject advertising copy.
- c. Publisher will exercise due diligence to prevent mistakes, but will be responsible for typographical or other errors only to the extent of a credit or corrected insertion of the portion of advertisement that is incorrect due to publisher's error in the first insertion.
- d. Publisher reserves the right to revise advertising rates.
- e. Advertiser assumes full liability for their advertising and agrees to indemnify and hold harmless the publisher from all

claims, suits and related costs arising by reason of any advertisement.

- f. Position requests will be honored to the best of publisher's ability, but no make-goods, reruns or credits will be considered if advertisement is not placed in accordance with request.
- g. Alcoholic beverage and tobacco advertising accepted.
- h. All advertising copy and art work produced by the Hood River News is the property of the paper, and not the advertiser, and may not be reproduced by any other publication without prior approval of the Hood River News.
- i. Political ads, going-out-of-business ads, and ads placed from temporary addresses will be prepaid prior to publication. Advertising from new businesses or from firms outside our circulation area will be prepaid until credit is established.
- j. All rates apply to individuals or single advertisers. Advertising space will not be sold to anyone for the purpose of resale.

5. RETAIL ROP RATES (6 column page)

- a. **COMMISSIONABLE NATIONAL ADVERTISING RATE**\$12.35 column inch
- Combination Rate with News-Advisor**
(Total Market Coverage package)\$15.90 column inch
- Classified Display Rate**.....\$9.40 column inch (9-column page)

- b. **LOCAL DISPLAY OPEN RATE**

	Hood River	HRN &
(non-commissionable)	News	News Advisor
per column inch	\$10.50	\$13.50

c. MONTHLY EARNED RATES

The following rates are available only to established local business firms on the basis of space used within the calendar month.

Discount:			
31.5-126 col. inches	2%	\$10.29	\$13.23
127-315 col. inches	3%	\$10.19	\$13.10
316 col. inches & up	4%	\$10.08	\$12.96

d. PREPRINT RATES

Size of Section		No. of Preprints Per Year				
Tabloid	Standard	1-11	12-23	24-36	37-52	53 or more
Up to 4	up to 2	\$60	\$55	\$50	\$45	\$40
8	4	\$65	\$60	\$55	\$50	\$45
12-16	6-8	\$70	\$65	\$60	\$55	\$50
20-24	10-12	\$75	\$70	\$65	\$60	\$55

28 or more Additional \$5 per 4 pg tab or 2 pg standard per thousand

ZONED INSERTS ARE AN ADDITIONAL \$10.00 PER 1000.

EXTENDED SECURITY SERVICE & STORAGE \$5.00 PER 1000.

All rates per thousand inserts, based on full run quantity for each publication.

Zoned and partial run inserts are an additional \$10 per thousand.

Full run Hood River News is 5,439. Full run News-Advisor is 10,000, Full run Gorge Classifieds is 5,960. Use of Hood River News and News-Advisor provides Total Market Coverage.

- Extended security services for inserts other than standard indoor warehouse rack storage is an additional \$5 per thousand.
- Preprinted inserts are subject to publisher's approval
- Above rates apply to single-advertiser inserts only
- Maximum folded insert size is 11.375" deep by 11" wide
- Reservations must be made 7 days prior to publication
- Inserts shall be delivered (prepaid) no later than 3 working days prior to insert date, to 419 State Street, Hood River, Oregon 97031

e. CONSECUTIVE PUBLICATION RATE

Advertisements with identical copy that appear in two consecutive issues (Wednesday and Saturday, or Saturday and Wednesday) shall receive a discounted net rate of \$6.50 per column inch for the second insertion. This rate applies to the Hood River News only.

6. COLOR RATES

(non-commissionable per publication)

1 color and black	\$90
2 colors and black.....	\$160
3 or 4 colors and black.....	\$310

7. SPECIAL SERVICES

- Proofs** will be delivered for ads upon request, providing copy has been submitted by deadline.
- Tear sheets** will be provided, if available and if requested, to all advertisers. The number will be determined by the nature and need of the business.
- Advertising layout service** available to advertisers. A staff of professionals will assist advertisers with layouts and all production art.
- Commercial printing and design.** This newspaper offers complete commercial printing and publishing services for everything from stationery, envelopes and business forms to full color brochures, house journals, and school and industry newspapers.
- Position** requests available on "space available" basis at 25% rate upcharge.

8. ROP DEPTH REQUIREMENT

Minimum display advertisement acceptable is 1 column wide by 1 inch deep. Advertisements over 19 inches deep will be billed at full column depth.

9. DEADLINES

- Display and Classified Display Advertising
- Wednesday edition..... 1 p.m. Friday
 - Saturday edition..... 5 p.m. Wednesday
- Private Party Classified Advertising
- Wednesday edition..... 12 noon Monday
 - Saturday edition 12 noon Thursday
- Legal Advertising
- Wednesday edition..... 3 p.m. Friday
 - Saturday edition 9:30 a.m. Thursday

10. MECHANICAL SPECIFICATIONS

Standard Page Size

Width: 6 columnsDepth: 21 inches
Each column 1.583 inches wide with 0.125 inch gutters.

Tabloid Page Size

Width: 6 columnsDepth: 10.125 inches
Each column 1.583 inches wide with 0.125 inch gutters.

Classified and Classified Display Pages

Width: 8 columnsDepth: 21 inches
Each column 1.181 inches wide with 0.13 inch gutters.

11. CLASSIFIED DISPLAY RATES

(8 column page)\$8.00 column inch

All display classified advertising is automatically included in the Hood River News and White Salmon Enterprise for a total paid circulation of more than 8,000 homes every week.

MONTHLY EARNED RATES

0-31 column inches	\$8.00
31.5-126 column inches (2% discount)	7.84
127-315 column inches (3% discount)	7.76
316 and over column inches (4% discount)	7.68
Add News Advisor coverage, per inch	3.00

12. CIRCULATION

- Publication Date:** Every Wednesday and Saturday
- Annual Subscription Rate**
\$42 per year, local counties; \$67 for two years
\$68 per year, other areas of United States
- Paid Circulation**
5,439 (sworn statement Oct. 1, 2011)
- Primary Circulation Area**
Hood River, Odell, Parkdale, Cascade Locks and Mt. Hood in Hood River County; Mosier in Wasco County; all in Oregon.
- Additional Circulation Area**
Also available as Total Market Coverage package with the Hood River News is the News-Advisor, which is address-mailed and carrier-delivered to non-subscribers of Hood River News in Hood River County, and to the communities of White Salmon, Bingen, Stevenson, Trout Lake, North Bonneville and Underwood, all in Washington. Total distribution 10,000 homes.

Also available on the weekend as Total Market Coverage for inserts & classified advertising is The Gorge Classifieds which is delivered to non-subscribers in the communities of Hood River County, Bingen, Cook, White Salmon, and Underwood. Total Distribution: 5,960.