



Hood River News

Published every Wednesday & Saturday

419 State Street, P.O. Box 390, Hood River, OR 97031 • (o) 541.386.1234, (f) 541.386.6796 • hoodrivernews.com

Delivered to more than 40,000 readers each and every week!

Retail/Display Advertising Rates 2014

Effective April 2014

1. PERSONNEL

Publisher.....Joe Petshow
General Manager.....Chelsea Marr
Advertising Manager.....Jody Thompson

2. COMMISSION AND TERMS OF PAYMENT

Commissionable rates are allowed to recognize advertising agencies. The Commissionable rate is the retail rate plus a 20% markup to allow for 15 and 2 discounts. This 20% markup is also applicable to any and all uncommissionable rates and charges on our retail rate card.

Hood River News assumes no financial liability for errors or omissions beyond the cost of the space occupied by the error.

A Service charge of 1-½% will be assessed on all past due balances.

3. POLICY

- Advertising prepared to resemble news matter must carry the words "Paid Advertisement." News typeface not permitted.
- Publisher reserves the right to edit or reject advertising copy.
- 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.
- Publisher reserves the right to revise advertising rates.
- 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.
- 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.
- 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.
- All rates apply to individuals or single advertisers. Advertising space will not be sold to anyone for the purpose of resale.

4. RETAIL ROP RATES (6 column page)

a. LOCAL ROP OPEN RATE

Hood River News.....\$10.50
HRN & News Advisor.....\$13.00
(non-commissionable) per column inch

b. VOLUME DISCOUNTS

Volume discounts can be offered to retail and service businesses based on column-inch volume.

c. 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 4pg tab or 2pg standard per thousand					

ZONED INSERTS ARE AN ADDITIONAL \$10.00 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 5,200. Full run News-Advisor is 9,600, Full run Gorge Classifieds is 5,900. Use of Hood River News and News-Advisor provides Total Market Coverage.

- Maximum folded insert size is 11" deep by 11" wide
- Inserts shall be delivered no later than 7 working days prior to insert date, to 419 State Street, Hood River, Oregon 97031.

5. COLOR RATES

(non-commissionable per publication)

1 color and black.....\$100
2 colors and black.....\$170
3 or 4 colors and black.....\$310

6. PLACEMENT

Placement position is not guaranteed without surcharge.

25% surcharge for guaranteed placement.

7. DEADLINES

Display and Classified Display Advertising

Wednesday edition.....Noon Friday

Saturday edition.....3 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

8. MECHANICAL SPECIFICATIONS (see diagram)

Standard Page Size.....Width: 6 columns Depth: 21 inches
Each column 1.583 inches wide with 0.125 inch gutters.

Tabloid Page Size.....Width: 6 columns Depth: 10.125 inches
Each column 1.583 inches wide with 0.125 inch gutters.

Classified Page Size.....Width: 8 columns Depth: 21 inches
Each column 1.181 inches wide with 0.13 inch gutters.

9. CLASSIFIED DISPLAY RATES

Weekday classified display advertising is automatically included in the Hood River News and the News Advisor for 15,000 homes. Weekend classified display advertising is automatically included in the weekend Bigfood Classifieds which includes Hood River and The Dalles Markets for 20,000 homes.
(8 column page) \$9.00 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

Volume discounts offered for consecutive monthly advertising.

10. CIRCULATION

- a. Publication Date: Every Wednesday and Saturday
- b. Annual Subscription Rate
 - \$42 per year, local counties; \$67 for two years
 - \$68 per year, other areas of United States
 - \$36 per year, local seniors; \$65 per year other area seniors

c. Paid Circulation
5,200 (sworn statement Sept. 2013)

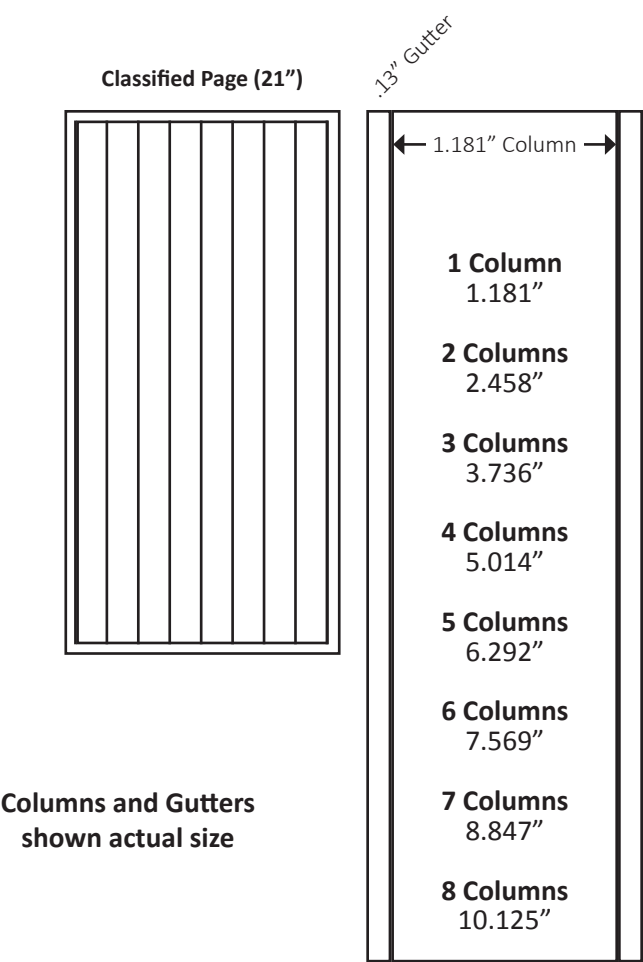
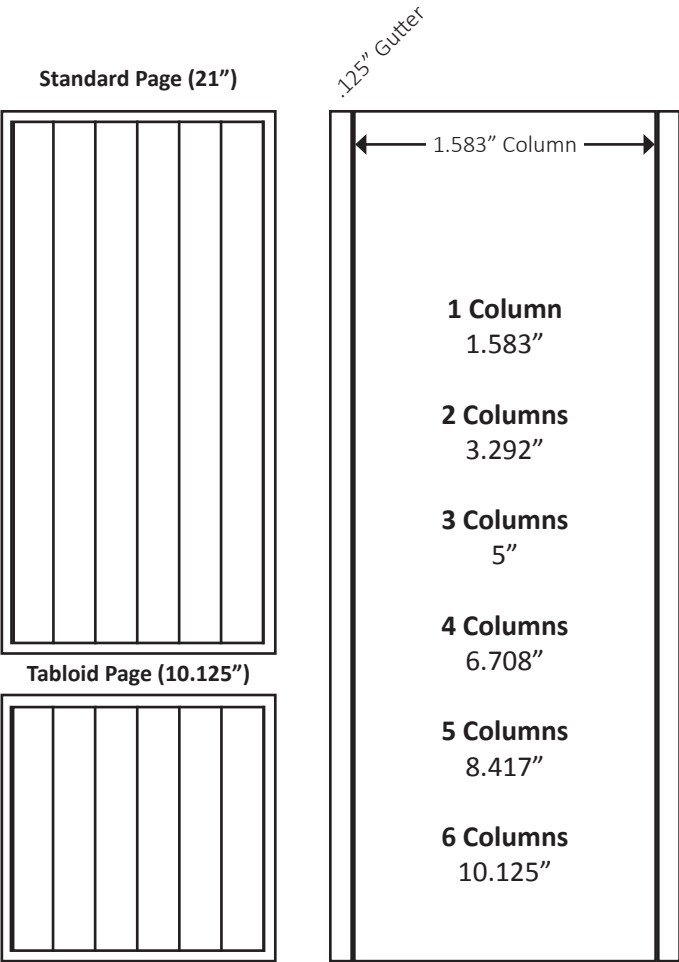
d. Primary Circulation Area
Hood River, Odell, Parkdale, Cascade Locks and Mt. Hood in Hood River County; Mosier in Wasco County; all in Oregon.

e. 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 9,600 homes.
Also available on the weekend as Total Market Coverage for inserts & classified advertising is Bigfoot Classifieds which is delivered to non-subscribers in the communities of Hood River County, Bingen, Cook, White Salmon, and Underwood. Total Distribution: 5,900.

11. 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



Columns and Gutters
shown actual size