



Advertising Rate Card

Effective January 1, 2017

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Member: Audit Bureau of Circulations, Advertising Checking Bureau,
Oregon Newspaper Publishers Association





ROP Display Rates

Effective January 1, 2017

Annual Dollar Volume Agreements

It's simple! Agree to a specific annual dollar investment and you receive that rate level for your ROP display advertising. Spending in ROP display, color and preprinted inserts accrues toward fulfillment of your Annual Dollar Volume agreement.

Rates apply to any acceptable combination of 45 modular advertising units that are designed to fit the most common ad sizes on newspaper broadsheet and tabloid pages. See pages 6 and 7. Non-modular advertisements are subject to a 5% premium on rates listed below.

Annual Dollar Commitment	Discount Off Open Rate	per column inch		
		Monday Tuesday	Wednesday Thursday	Friday Saturday Sunday
OPEN		\$39.40	\$46.36	\$49.84
\$2,250	17.5%	\$32.51	\$38.25	\$41.12
\$3,250	18.5%	\$32.11	\$37.78	\$40.62
\$4,650	19.5%	\$31.72	\$37.32	\$40.12
\$6,700	20.5%	\$31.32	\$36.86	\$39.62
\$9,650	21.5%	\$30.93	\$36.39	\$39.12
\$13,950	22.5%	\$30.54	\$35.93	\$38.63
\$20,050	23.5%	\$30.14	\$35.47	\$38.13
\$28,900	24.5%	\$29.75	\$35.00	\$37.63
\$41,600	25.5%	\$29.35	\$34.54	\$37.13
\$59,900	26.5%	\$28.96	\$34.07	\$36.63
\$86,300	27.5%	\$28.57	\$33.61	\$36.13
\$124,000	28.5%	\$28.17	\$33.15	\$35.64
\$179,000	29.5%	\$27.78	\$32.68	\$35.14
\$258,000	30.5%	\$27.38	\$32.22	\$34.64
\$371,000	31.5%	\$26.99	\$31.76	\$34.14
\$534,000	32.5%	\$26.60	\$31.29	\$33.64
\$769,000	33.5%	\$26.20	\$30.83	\$33.14

To earn discounted rates, a contract must be in effect when advertising is published. Commitment level represents total spending for 12 months.

The rate for all space used during the year shall be reduced or increased to the appropriate rate indicated above based upon advertiser's performance, and the advertiser shall pay or receive a credit for the difference. Credits will be limited to one rate bracket lower than specified on the advertiser's contract. Credits will not be issued unless annual spending contract is in effect.

All discounts apply to individual advertisers only. Multiple signature pages or cooperative pages or sections run by more than one advertiser are excluded.

Little Giant Frequency Plan

Run a 1-col. x 2.5" ad three or more days a week in The Register-Guard. For only \$44 per ad for a 52 week commitment, \$45.25 per ad for a 26 week commitment and \$46.25 per ad for a 13 week commitment. Ad schedule must be placed in 30-day intervals. Weekly frequency can change once every 7 days. Ad copy can change once every 30 days. Investment counts toward annual spending contract. Call for details.

NEW Bonus Frequency Plans

Get more visible -- and boost your business -- with our new Bonus Frequency Plans that offer frequency and flexibility at great low rates. Schedule a 5 column-inch or larger ad 3 or more days a week for at least 13 consecutive weeks. Content and size of ad can change every week. Column-inch rates are \$16.80 for 52-week Gold Plan, \$22.50 for 26-week Silver Plan, and \$26.00 for 13-week Bronze Plan. No pickup rates or other discounts apply. Special publications are sold at prevailing rates. Call for details.

Entertainment Rate

The \$258,000 commitment level contract rate is available for promotion of performing arts and cultural events, including concerts, theater, dance and festivals.

Political/Advocacy Rate

The contract rate for the \$769,000 commitment level is available for political campaigns and for groups or individuals seeking to influence or comment on actions and decisions of public officials. Payment must be received on or before the deadline for reserving space.

Early Bird Discount Plan

Boost early and mid-week sales with page-dominating Display advertisements at heavily discounted space and color rates. Available in quarter-page and larger sizes on Monday or Tuesday.

Restaurant Frequency Plan

Run 5 column-inches or more every week for 13 consecutive weeks. Print ad runs any day of the week in The Register-Guard. Plan includes ad or coupon on register-guard.com and listing and feature article in Dining Guide on Friday. All for only \$30.83 per column-inch, the lowest midweek rate on the Retail Rate Card. Call for details.

Non-Profit and Government Rate

Organizations with non-profit status, tax-supported government agencies, schools and colleges qualify for contract rates at the \$258,000 commitment level.

Church Rate

Rates at the \$769,000 commitment level are available to advertise worship services and church activities.



ROP Display Rates Continued

Effective January 1, 2017

Frequency Value Packages

Discounts apply to ROP rates when the same display ad runs multiple times in a seven-day period. Ad flight must be booked in advance and cannot be canceled or modified after publication of the first insertion. Minimum ad size: 5 column-inches.

Insertions	Discount Per Ad
2.....	15%
3.....	25%
4.....	35%
5 to 7.....	45%

Changes on Ad Proofs

All advertising accepted will be published as nearly as possible to duplicate the original layout and copy. Alteration to original copy on proof is subject to additional charge.

ROP Position Guarantees

Available for 25% surcharge at publisher's option for ads 31.50 column inches or larger. Advertising ordered for guaranteed position will be omitted if position is not available on a given day or within agreed-upon leeway. Guaranteed color position may not be available due to production limitations. Guaranteed position deadlines are one day prior to regular deadlines.

Special or Dynamic ROP units

Unconventional ROP advertisements – including stair-step, cut-in, L-shape and fireplace ads – may be considered for publication. All creative ad sizes and shapes are evaluated on a case-by-case basis. Dynamic ROP advertisements on a standard 6-column page are billed at the client's contract ROP rate plus 15%. The advertiser is charged for either 63 column-inches **or** for the actual space on the page, whichever is greater. The premium is applied because no other advertisements are placed on the page. Color is billed at regular contract rates.

Ad Notes

Advertise on Page One or the front of selected sections. The 3" x 3" adhesive advertisements peel off the page and stick to most surfaces. Great for coupon offers, grand openings, special sales. Call for details.

Photo Services

Photography produced for use in Register-Guard ads will be charged at \$30 per hour (minimum charge \$20). Fees include photographer's time, materials and processing.

Online delivery of digital advertisements

For detailed instructions, go to <http://registerguard.com/aduploadform> to upload your camera ready ads.

Color Rates

Black plus 1 Color \$ 480
 Black plus 2 or 3 Colors..... \$ 765
 No minimum size required. Two tabloid pages charged as one full-size page when both tabloid pages are on the same color plate and for one advertiser. These rates are for standard colors. Special inks may be ordered at additional cost. Double-truck position requires a separate color charge for each standard page.

Color Volume Contracts

24-50 ad colors per year.....10%
 51-100 ad colors per year 15%
 101-149 ad colors per year 20%
 150 or more ad colors per year..... 25%

To earn discounts, a color contract is required at the time advertising is published. If the advertiser falls short of the contract minimum, the color rate shall be increased to the appropriate rate based upon the advertiser's actual performance. Rebates for exceeding color contract levels are not available. A two-color ad counts as two ad colors; a full-color ad counts as three ad colors.

Non-Subscriber TMC: Emerald Valley Shopper

Emerald Valley Shopper purchased in combination with The Register-Guard provides coverage of more than 90% of households in Eugene, Springfield, Junction City, Cottage Grove and the surrounding area. Emerald Valley Shopper contains entertainment news and local advertising and is carrier-delivered each Wednesday to non-subscriber households. **Deadline:** 12:00 Wednesday prior. Non-modular advertisements are subject to a 5% premium on rates listed below.

Emerald Valley Shopper Display Rates

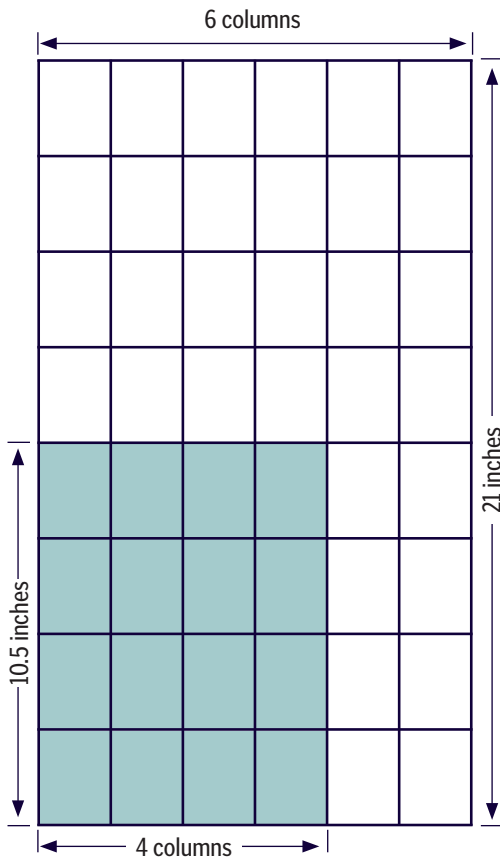
Pick-up from The Register-Guard: \$5.50 per inch
 Emerald Valley Shopper only: \$9.50 per inch

Emerald Valley Shopper Color Rates

Black plus 1 Color \$195
 Black plus 2 or 3 Colors.....\$325



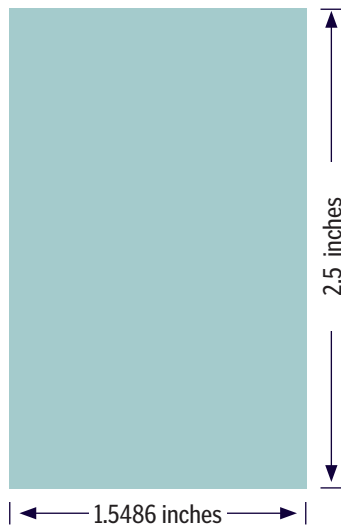
Use this grid to select one of 45 available modular ad sizes.



In this example, the shaded area represents a 4 x 10.5 ad. It is 4 columns wide (6.6944 inches) and 10.5 inches tall.

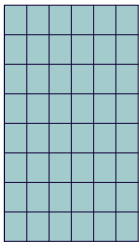
Actual Size

1 column x 2.5 inches

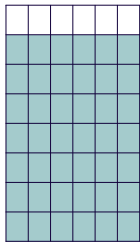


	1	2	3	4	5	6
21.0"	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded
18.25"	Shaded	White	White	White	Shaded	Shaded
15.75"	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded
13.0"	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded
10.5"	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded
7.75"	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded
5.25"	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded
2.5"	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded
	1.5486"	3.2639"	4.9792"	6.6944"	8.4097"	10.125"

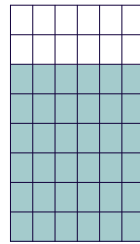




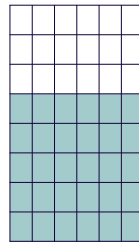
6 col. x 21 in.



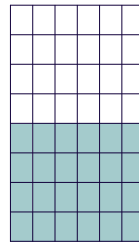
6 col. x 18.25 in.



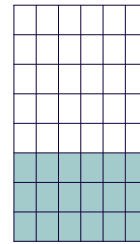
6 col. x 15.75 in.



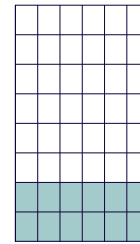
6 col. x 13.0 in.



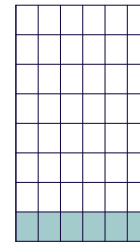
6 col. x 10.5 in.



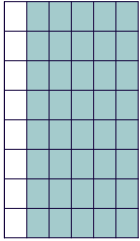
6 col. x 7.75 in.



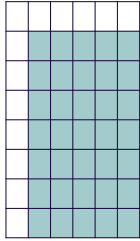
6 col. x 5.25 in.



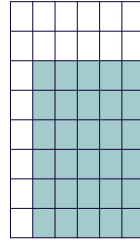
6 col. x 2.5 in.



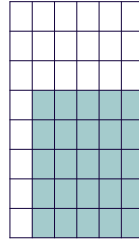
5 col. x 21 in.



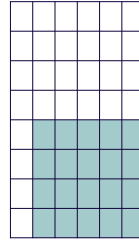
5 col. x 18.25 in.



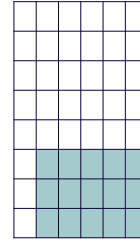
5 col. x 15.75 in.



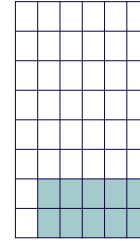
5 col. x 13.0 in.



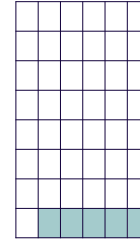
5 col. x 10.5 in.



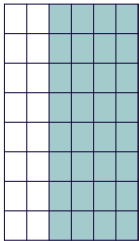
5 col. x 7.75 in.



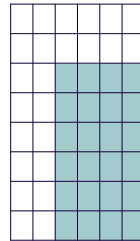
5 col. x 5.25 in.



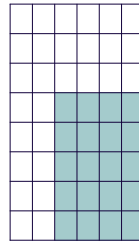
5 col. x 2.5 in.



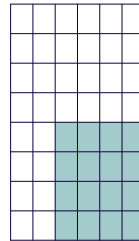
4 col. x 21 in.



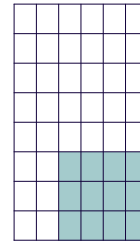
4 col. x 15.75 in.



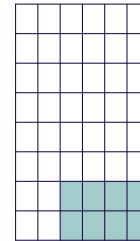
4 col. x 13.0 in.



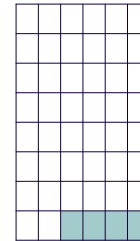
4 col. x 10.5 in.



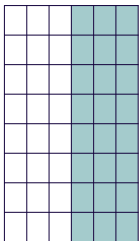
4 col. x 7.75 in.



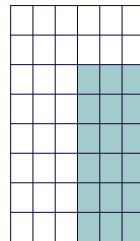
4 col. x 5.25 in.



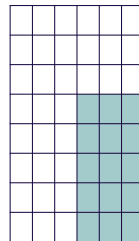
4 col. x 2.5 in.



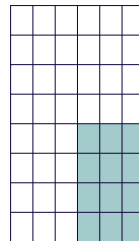
3 col. x 21 in.



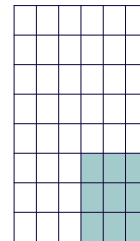
3 col. x 15.75 in.



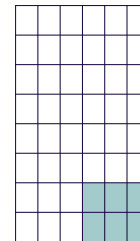
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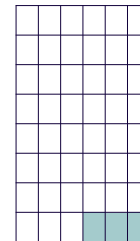
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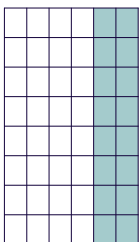
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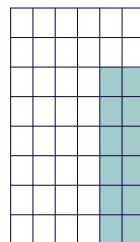
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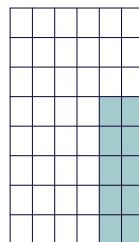
3 col. x 2.5 in.



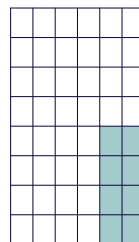
2 col. x 21 in.



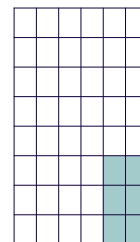
2 col. x 15.75 in.



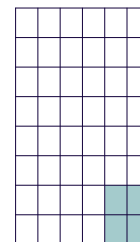
2 col. x 13.0 in.



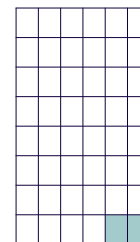
2 col. x 10.5 in.



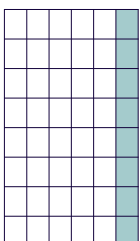
2 col. x 7.75 in.



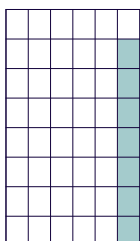
2 col. x 5.25 in.



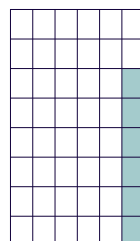
2 col. x 2.5 in.



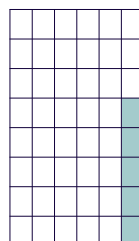
1 col. x 21 in.



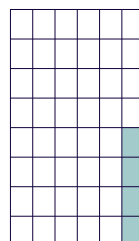
1 col. x 18.25 in.



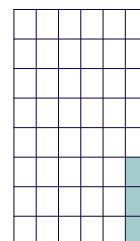
1 col. x 15.75 in.



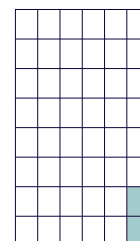
1 col. x 13.0 in.



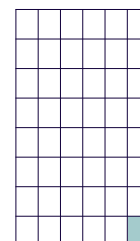
1 col. x 10.5 in.



1 col. x 7.75 in.



1 col. x 5.25 in.



1 col. x 2.5 in.





ROP Display Deadlines

Effective January 1, 2017

Publication	Space/Copy		Print Ready	
	Day	Time	Day	Time
Sunday, including Books, Travel, Weddings	Wednesday	4:00	Friday	12 noon
Monday, including Healthy Families	Thursday	4:00	Friday	12 noon
Tuesday, including Outdoors	Friday	4:00	Monday	12 noon
Wednesday, including Food	Friday	4:00	Tuesday	12 noon
Thursday, including Arts	Monday	4:00	Wednesday	12 noon
Friday, including Entertainment	Tuesday	4:00	Thursday	12 noon
Saturday, including Weekend, Homes (real estate)	Tuesday	4:00	Friday	12 noon
Emerald Valley Shopper (TMC published Wednesday)	Wednesday	4:00	Thursday	12 noon

Early holiday deadlines apply for New Year's Day, Memorial Day, Labor Day, 4th of July, Thanksgiving and Christmas.

Special Days/Pages/Features

Publishes

Food Day	Wednesday
Books (Oregon Life section)	Sunday
Entertainment/Pop Culture/Movies (Oregon Life section)	Friday
Business	Tuesday through Sunday
Travel (Oregon Life section)	Sunday
Weddings/Anniversaries (Oregon Life section)	Sunday
Healthy Families (Oregon Life section)	Monday
Outdoors (Oregon Life section)	Tuesday
Real estate news (Homes section, Classified)	Saturday
Automotive news (Auto Market section, Classified)	Saturday
Weekend (Oregon Life section)	Saturday
Home & Garden Monthly (lifestyle magazine, tabloid)	Thursday
Arts (Oregon Life section)	Thursday

Mechanical Specifications

Advertisers should furnish camera-ready ads in the following sizes and in compliance with established deadlines.

Standard/Broadsheet Page

6 columns x 21 inches (Retail and Classified)

Columns	Inches	Pica/Points
1	1.5486"	9p3
2	3.2639"	19p7
3	4.9792"	29p10
4	6.6944"	40p2
5	8.4097"	50p5
6	10.125"	60p9
Double truck	21.12"	126p8

See pages 4 & 5 for depths of 48 available modular ROP ad sizes

Tabloid Page

4 columns x 10 inches

Modular Ad Sizes	Width	x	Depth
Vertical Eighth	2.31"	x	4.9"
Horizontal Eighth	4.80"	x	2.45"
Quarter	4.80"	x	4.9"
Vertical Half	4.80"	x	10"
Horizontal Half	9.77"	x	4.9"
Full Page	9.77"	x	10"
Double Truck	21.05"	x	10"



Preprints

Rates based on cost per 1,000 distributed

Effective January 1, 2017

Tabloid Pages	No Contract	8-24 x Contract	25-49 x Contract	50-75 x Contract	76-100 x Contract	101 + Contract
Single sheet (8.5 x 11)	\$36.00	\$36.00	\$36.00	\$36.00	\$36.00	\$36.00
4 pages	53.00	50.00	48.00	45.00	42.50	40.50
8 pages	55.00	52.00	50.00	47.00	44.50	42.50
12 pages	57.00	54.00	52.00	49.00	47.00	44.50
16 pages	60.50	57.50	55.00	52.00	50.00	48.00
20 pages	63.50	60.50	58.50	55.00	53.00	51.00
24-40 pages	67.50	64.50	62.50	59.50	57.50	55.00
44-60 pages	71.00	68.00	65.50	62.50	60.50	58.50
64-96 pages	77.00	74.00	72.00	69.00	67.00	64.50
100+ pages	83.50	80.50	78.50	75.00	73.00	71.00

Discounts:

\$7 per 1,000 for 90,000+ inserts in The Register-Guard and Emerald Valley Shopper (TMC published Wednesday).
 \$3 per 1,000 for contracts for 50+ preprints per year with minimum 50,000 copies each.

Surcharge:

\$5 per 1,000 for distribution of fewer than 25,000 copies.

Minimum quantity is 5,000.

Rates apply to preprints for single advertisers only.
 Multiple advertiser insert rates available on request.

Charges based on net press run on day of insertion.

Page dimensions and number of pages are subject to prior approval by the Advertising Department. Copy, material and paper weight subject to prior approval.

One standard page counts as two tabloid pages. Maximum tabloid page size is 11 inches x 11.5 inches. Larger pages counted as standard pages.

Preprints with pages measuring less than 48 square inches are discounted. Divide total pages in half to determine equivalent number of tabloid pages. For example, a 16 page booklet is billed at the 8-tab rate.

Reservations must be made 14 days prior to distribution. Advertiser must arrange for pre-paid delivery 10 days prior to insertion to 3500 Chad Drive, Eugene OR 97408.

Inserts designed to resemble a news article must be clearly labeled "Advertisement" on the front page.

Inserts will not be accepted if printed with mailing permit indicia indicating postage was intended to be paid.

Shipment of Inserts

Ship inserts on standard pallets (40"x48") not exceeding 50" height. Clearly label each pallet with number of inserts. Brick-stack (interlock) inserts and double-strap both ways. Weight of each pallet should not exceed 1,800 pounds. Do not tie or strap in bundles.

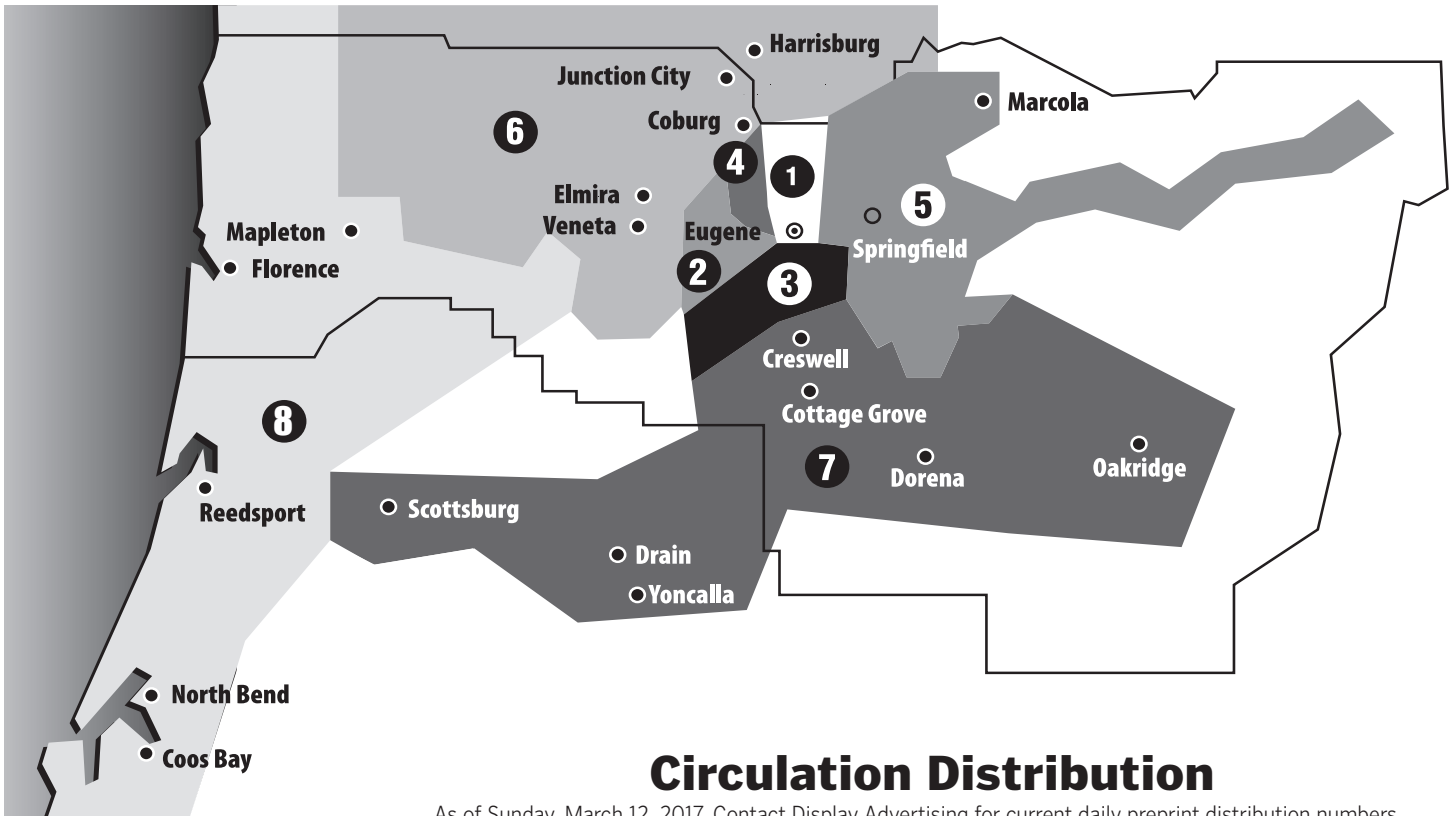
Frequency Contracts

Contract must be in effect at time of insertion to earn discounted rates. If advertiser falls short of the preprint contract minimum, the rate for inserts distributed during the life of the contract will be increased to the appropriate rate based upon actual performance. Rebate for exceeding contract level not available.



Preprint Zones

Select from these 8 Preprint Zones Designed with your marketing needs in mind!



Circulation Distribution

As of Sunday, March 12, 2017. Contact Display Advertising for current daily preprint distribution numbers.

PREPRINT ZONES		Home Delivered	Newsstand	Total
Zone 1	Zip 97401 and 97408; Eugene City Center, North Eugene	5,942	622	6,564
Zone 2	Zip 97402; West Eugene, Bethel/Danebo	4,066	527	4,593
Zone 3	Zip 97403 and 97405 South & East Eugene, Lorane	6,666	404	7,070
Zone 4	Zip 97404; River Road, Santa Clara	3,796	277	4,073
Zone 5	Zip 97477 and 97478 Springfield, McKenzie R., Marcola, Fall Creek,	6,893	1,050	7,943
Zone 6	Coburg, Junction City, Veneta, Elmira, Noti, Swisshome, Harrisburg	4,089		4,089
Zone 7	Cottage Grove, Creswell, Pleasant Hill, Lowell, Oakridge, Roseburg, Yoncalla	4,355		4,355
Zone 8	Florence, Mapleton, Reedsport, Coos Bay, North Bend	3,970		3,970
TOTAL		39,777	2,880	42,657

Based on total distribution, not net paid.

Newsstands can be eliminated from city zones 1, 2, 3, 4, 5 only.

CIRCULATION INFORMATION

Alliance For Audited Media Quarterly Report, December 31, 2016:
 Monday-Friday average 39,980; Saturday average 40,626; Sunday average 42,337



Retail Advertising Policies

Effective January 1, 2017

- A.** Retail rates are available to advertisers who sell products and services directly to the public through retail outlets and who operate year-round from a permanent address in the state of Oregon.
- B.** Advertisements must identify the business, organization or person responsible for placement. Exceptions require prior approval of the Advertising Manager or Advertising Director.
- C.** The Register-Guard will not accept advertising that (a) refers to names of competing businesses, or (b) compares prices of competitors' products and services, or (c) refers to specific brand-name products that are sold by local competitors and are not sold by the advertiser.
- D.** Alcoholic beverage and tobacco advertising accepted.
- E.** Advertisements designed to resemble a news article must state "Advertisement" (10 point type or larger) centered at the top of the ad, must set headlines and text in sans serif typeface, and must be enclosed with a border. Advertisements with bylines or datelines are not accepted.
- F.** 30-day notice given of any rate revision. Upon notification, advertiser may terminate any agreement affected by the revision by giving written notice to The Register-Guard before the effective date of the revision.
- G.** Payment is due within 25 days of the billing date indicated on the publisher's statement. If payment is not so made by the 30th, a late charge of 1.5 % per month shall be assessed on the unpaid balance.
- H.** The publisher reserves the right to edit, revise or reject any advertising at any time. The publisher may terminate any advertising agreement with advertiser, and seek any other remedies permitted by law. Advertiser agrees to indemnify the publisher for all expenses incurred in connection with collection of amounts payable under such agreements, including court costs and attorney fees. If such agreement is terminated under this provision, the publisher may rebill advertiser for the unpaid balance at the applicable rate.
- I.** All positions of ads are at the option of the publisher and no adjustment or refunds will be made because of position.
- J.** If advertiser uses an agency to place advertising with the publisher, advertiser and its agency shall be jointly and severally liable for payment of all amounts due to publisher under any advertising agreement and for compliance with all terms of such agreement.
- K.** Advertiser shall notify the publisher of any error in time for correction before the second insertion. The publisher's liability for error shall not exceed that portion of the entire cost of such advertisement as the space occupied by the error bears to whole space occupied by the advertisement.
- Alternatively, upon advertiser's request, publisher agrees to run corrective advertising for any portion of the first insertion of advertising which has been rendered valueless by the publisher's error. Except as provided previously, publisher shall be under no liability for loss to advertiser as a result of the publisher's error or omission in advertising copy.
- L.** Claims for error must be made within 30 days following publication.
- M.** Advertiser assumes full liability for its advertising and agrees to indemnify and hold harmless the publisher from all claims, costs and expenses arising by reason of any advertising.
- N.** All advertising copy which represents the creative effort of the publisher, the utilization of creativity, illustrations, labor, composition or material furnished by the publisher, shall be and remain the property of the publisher, including all rights of copyright therein. Advertiser understands and agrees that photographic or other reproductions, in whole or in part, of any such advertising copy for use in any other medium cannot be authorized by advertiser without written consent of the publisher.
- O.** Neither party to this agreement shall be held liable for failure to perform as the result of fire, flood, strike, accident, acts of God, or other reasons beyond their control. Under such circumstances, either party shall have the right to terminate this agreement without penalty. However, nothing in this paragraph shall excuse advertiser from its obligation to pay for advertising published by the publisher.
- P.** If any taxes are imposed on the printing of advertising material or the sale of advertising space subject to this rate card, such taxes shall be assumed and paid by advertiser. If any such tax is required by law to be paid by the publisher, the amount thereof will be reimbursed to the publisher by advertiser within 30 days from the publisher's billing date therefore.
- Q.** Any requirement of a display advertising agreement that written notice be given by one party to the other may be met by sending the notice by first-class mail, properly addressed and with full postage prepaid, to the party to be notified. Notice so given shall be effective as of the date of mailing. Any new contract will begin only after receipt in the business office.
- R.** Cancellations received after 5:00 p.m. two business days prior to publication are subject to a charge of 25% of the cost of the canceled advertisement, including space and color. Business days are defined as Monday through Friday, excluding holidays.