



Advertising Rate Card

Effective January 1, 2018

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



Classified Rates

Effective January 1, 2018

Classified Advertising Non-Contract Rates

The following frequency rates are Per Line, Per Day for two or more consecutive days without change of copy. Advertising running on non-consecutive days will be charged at the one-time rate. All classified ads based upon 11 lines to the inch on a 6 column format.

3-Line Minimum

Private Party Rates

		Monday through Thursday	Friday Saturday Sunday	
1-2-3	Days	\$3.01.....	\$3.19	per line, per day
4-5-6	Days	\$2.22	\$2.39	per line, per day
7-8-9	Days	\$2.10.....	\$2.27	per line, per day
10-30	Days	\$1.99.....	\$2.15	per line, per day

Service Directory Rates

1-29	Days	\$2.19.....	\$2.36	per line, per day
30	Days	\$1.89.....	\$2.01	per line, per day

Commercial Rates (non-contract)

1-2-3	Days	\$4.27	\$4.62	per line, per day
4-5-6	Days	\$3.44	\$3.80	per line, per day
7-30	Days	\$3.38	\$3.71	per line, per day

National Out-of-State Rates

This rate applies to all out-of-state business firms and agencies placing commissionable classified advertising. 11 lines to the inch on a 6 column format.

	Monday through Thursday	Friday Saturday Sunday
Rates are per line, per day	\$7.35	\$7.97

Local Contract Rates

Following rates based on daily frequency contract. Rates are per line, per day.

Daily Line Frequency	Monday-Thursday	Friday - Sunday
3 lines	\$2.74	\$3.46
5 lines	\$2.70	\$3.42
10 lines	\$2.67	\$3.37
20 lines	\$2.63	\$3.33

6 to 11 month contract add 1¢ per line to local contract rate
3 to 5 month contract add 2¢ per line to local contract rate

Consecutive Day Discounts

Contract rates subject to discount when run on consecutive days without change of copy.
3 days subtract 3¢ per line
4 or more days subtract 5¢ per line.

The lower rate for advertising under contract is given to business concerns only, who agree to use a minimum of 3, 5, 10, or 20 lines daily for 3 to 12 months. 12 month contracts are automatically renewed unless publisher is notified in writing. 3 to 5 month and 6 to 11 month contracts must be resigned upon expiration. Copy may be changed as often as desired.

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 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 bulk space contract is in effect. In the event of cancellation of a contract, the Guard Publishing Co. reserves the right not to resign a contract until the expiration date of the original contract.

All advertising placed where the daily space minimum is not maintained will be charged at classified advertising non-contract rates.

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

Blind Box Charge

Replies picked up at The Register-Guard	\$25
Replies mailed out to advertiser.....	\$30

Bold Words

We offer bold words at a minimal 65¢ per word per issue. Some restrictions apply.

Frequency Value Packages

Discounts apply to Classified Display Contract 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%



Classified Rates Continued

Effective January 1, 2018

Full Page Discounts

To earn discounts, a contract is required to be in effect when advertising is published. Only full page units from an individual advertiser qualify to earn discounts listed in the next column. All discounts apply to individual advertisers only. Multiple signature pages or cooperative pages or sections run by more than one advertiser are excluded.

Full Pages Per Year	Percent of Discount
50	5.0%
75	7.5%
100	10.0%
150	12.5%

Early Bird Discount Plan

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

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: Wednesday prior at noon.

Pickup from The Register-Guard within 7 days:

Open Rate.....	66¢ per line
Contract Rate.....	50¢ per line
Emerald Valley Shopper Only Rate.....	86¢ per line

Register-Guard 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 costs. Double-truck position requires separate color charge for each standard page.

Color Volume Contracts

Discounts apply to individual advertisers only. To earn discounts listed below, a color contract is required to be in effect when 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.

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%

Emerald Valley Shopper Color Rates

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

Legal Rates

All legal advertising is set in 6.25 point type and charged on the basis of 11 lines to the inch on a 6 column format. Summons are set in 8 point type.

Open Rate (Non Contract).....	\$2.50
3300 lines annually.....	\$2.20
11,000 + lines annually.....	\$2.10

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.

Set Solid (agate line) Format Requirements

One column ads from 3 lines to 21 inches deep. All ads over 18 inches deep will be set and charged as 21 inches. 6.25 point to 48 point type available. Logos and bold words available. Call for details.

Classified Display Format Requirements

Minimum size 1 column by 3 inches deep. All ads over 18 inches deep will be set and charged as 21 inches. Art, borders, logos are acceptable.

Online delivery of digital advertisements

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

Circulation information

ABC Publisher's Statement, September 30, 2017:
 Monday-Friday average 35,501; Saturday average 37,856;
 Sunday average 39,743.



Classified Deadlines

Contract and Legal Advertisers

Effective January 1, 2018

Publication	Space/Copy	Print Ready
Sunday, including Books, Travel, Weddings	Wednesday 4:00	Friday 12 noon
Monday	Thursday 4:00	Friday 12 noon
Tuesday	Friday 4:00	Monday 12 noon
Wednesday	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. **Cancellations and corrections of Register-Guard in-column classified ads** will be accepted until noon the work-day prior to publication, except for Saturday Real Estate section, which will be accepted until 4pm Thursday prior.

Special Days/Pages/Features

Publishes

Entertainment/Pop Culture/Movies (Oregon Life section).....	Friday
Business.....	Tuesday through Sunday
Books (Oregon Life section)	Sunday
Travel (Oregon Life section)	Sunday
Weddings/Anniversaries (Oregon Life section)	Sunday
Real estate news (Homes 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"



General Policies: Classified Advertising

Effective January 1, 2018

- A.** All local classified advertising rates are non-commissionable. National classified advertising rates are commissionable. A 15% agency commission is available to recognized advertising agencies placing national rate classified advertising.
- B.** 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.
- C.** To be productive, advertising copy must be clear and understandable. All words, with the exception of approved abbreviations, will be spelled out. No advertising with direct or indirect estimates of earnings will be accepted unless verified and the copy so states.
- D.** 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.
- E.** Pre-pay with order unless credit established.
- F.** Alcoholic beverage and tobacco advertising accepted.
- G.** 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.
- H.** 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.
- I.** 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.
- 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.** It is the advertiser's responsibility for checking the advertisements for corrections. The Register-Guard will be responsible for only one incorrect insertion. 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 first insertion of the total advertisement occupied by the copy in error. 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 above, the publisher shall be under no liability for loss to advertiser as a result of the publisher's error or omission in advertising copy. Claims for errors must be made within 30 days following publication.
- L.** 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.
- M.** 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 the expressed written consent of the publisher.
- N.** 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.
- O.** 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.
- P.** Any requirement of a contract 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.
- Q.** All positions of ads are at the option of the publisher and no adjustment or refunds will be made because of position.
- 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.