

P.O. Box 428
34 W. Oregon Ave
Creswell, OR 97426
Phone: 541-895-2197
Fax: 541-895-2361
www.thecreswellchronicle.com

2018 MEDIA KIT

THE CRESWELL CHRONICLE

P.O. Box 428 • 34 W. Oregon Ave., Creswell, OR 97426
Phone: 541-895-2197 • Fax: 541-895-2361
www.thecreswellchronicle.com

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The Creswell Chronicle is a tabloid newspaper published every Thursday. We print 1,150 copies, with 750 paid subscribers and 400 copies sold on newsstands each week.

GENERAL POLICIES

- All advertising is accepted subject to approval of the publisher. Publisher reserves the right to reject advertising copy.
- The Creswell Chronicle will exercise due diligence to prevent mistakes, and cannot assume liability for errors once signed proof approval is received from advertiser. Reimbursement for typos or other errors caused by The Creswell Chronicle will be in the form of future free advertising. The Creswell Chronicle may revise advertising rates upon 30 days' notice.
- Advertiser assumes full liability for advertising, and agrees to indemnify and hold harmless the publisher from all claims, suits and related costs resulting from an advertisement.

SUBSCRIPTIONS

SUBSCRIPTION RATES

Mailed Within Lane County

One Year	\$32
One Year Senior Discount (62 years & older).....	\$29
Two Year	\$53
Two Year Senior	\$44
Mailed Outside of Lane County-One Year.....	\$46

Publication Day: Thursdays (w/exceptions of holiday press dates)

RATES & GENERAL INFORMATION

CREDIT & PAYMENT

- New accounts must be established before credit terms can apply. Advanced payment required (prior to press date) on all new or previously "past-due" accounts.
- Payments on account are due 30 days (Net 30) from billing statement.
- Cash-only accounts include: new accounts, political ads, going-out-of-business ads, advertisers with unapproved or poor credit, out-of-state advertisers and ads placed from a motel, non-verifiable business or residential address.
- Contract rates are valid only after credit approval or cash payment, and upon receipt of an advertising agreement signed and dated by the advertiser.

PREMIUM PLACEMENT

An additional 10% will be added to the cost of an ad given page priority placement. Placement premiums allow for priority placement of your ad, but does not guarantee placement. If ad is not placed as requested, premium charge is not assessed.

OPEN RATES

\$9 per column inch (pci)

COLOR - In addition to ad cost

One Color + Black = \$100
Full Color = \$150

SPECIAL SECTIONS & PACKAGE RATES

Package rates can be negotiated with the Advertising Specialist based upon frequency of advertising, variety of package, payment schedules, and/or duration of advertising. The Creswell Chronicle runs a variety of Special Publications throughout the year. Pre-payment may be required to receive package rate discounts.

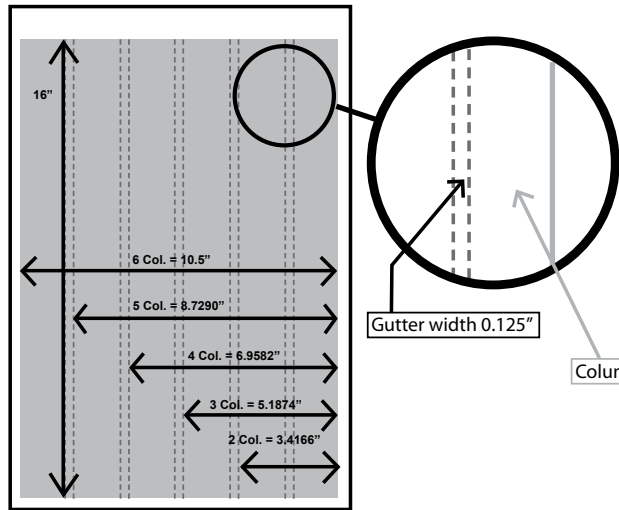
NATIONAL ADVERTISING

\$11 per column inch

Agency Advertising Representative: Oregon Newspaper Publishers Association
7150 SW Hampton, Suite 232, Portland, OR 97223
503-684-1942

ADVERTISING SPECIFICATIONS

Column and Gutter Specs

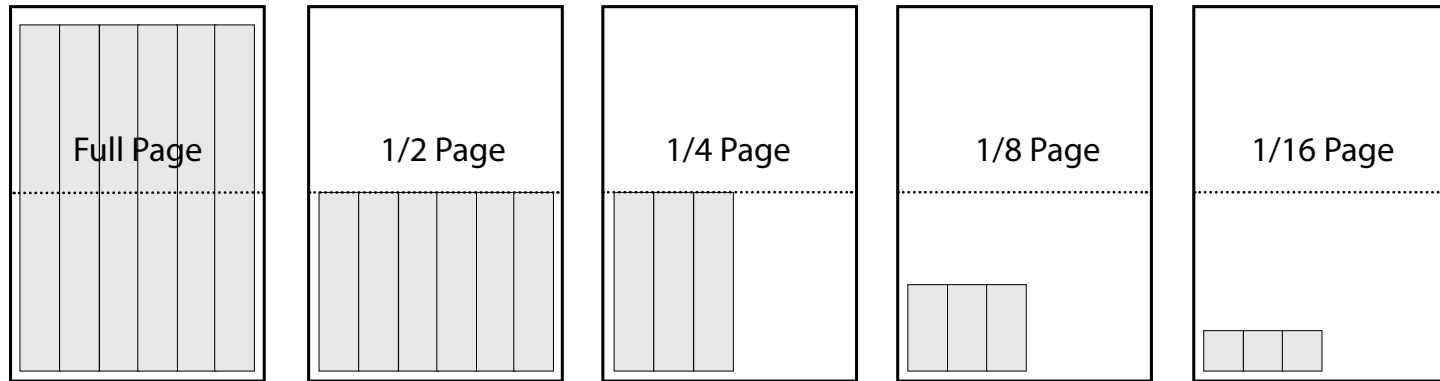


WIDTH	
1 column.....	1.57"
2 column.....	3.34"
3 column.....	5"
4 column.....	6.78"
5 column.....	8.51"
6 column.....	10.25"
HEIGHT	
Tabloid.....	16"

PAPER SPECIFICATIONS	
Paper Size.....	6 column " x 16"
Column Width.....	1.57"
Gutter Width.....	0.125"

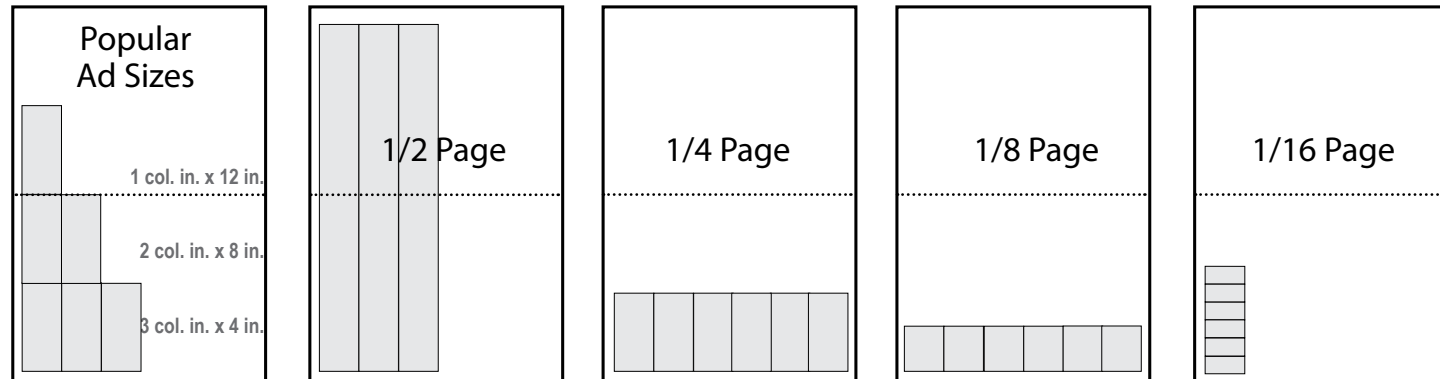
OPEN RATE.....	\$9.50
DISCOUNTED RATES -	
3 RUN RATE.....	\$8.50 PCI
6 RUN RATE.....	\$8.00 PCI
12 RUN RATE.....	\$7.00 PCI
18 RUN RATE.....	\$6.00 PCI
26 RUN RATE.....	\$6.00 PCI
52 RUN RATE.....	\$5.00 PCI
B/W RATE ONLY - COLOR EXTRA	

Width: 1 column inch = 1.57"



	Full Page	1/2 Page	1/4 Page	1/8 Page	1/16 Page
Columns	6	6	3	3	3
Width - In.	10.25"	10.25"	5"	5"	3.34"
Height - In.	16"	8"	8"	4"	2"
Rate @ \$9	\$864	\$432	\$216	\$108	\$54

Costs are based on a single run, black and white at \$9 per column inch. *Modular contract rates are available for 6 month min. commitment and a 7 to 12 month commitment.



	other sizes	1/2 Page	1/4 Page	1/8 Page	1/16 Page
Columns	1 - 6	3	6	6	1
Wid.col. - In.	1.57" - 10.25"	5"	10.25"	10.25"	1.57"
Height - In.	16"	16"	4"	2"	6"
Rate	\$9 per col. in.	\$432	\$216	\$108	\$54

Costs are based on a single run, black and white ad at \$9 per column inch. *Modular contract rates are available for 6 month min. commitment and a 7 to 12 month commitment.

SUBMISSION REQUIREMENTS

FILE SUBMISSION REQUIREMENTS

Please send grayscale (for black & white) and CMYK (full color) files at 300 dots per inch (dpi) or better.

Acceptable file formats are PDF, TIF or JPG, although PDF files are preferred.

When sending ads, please include all fonts, graphics and support files necessary to produce your document. All fonts, graphics or photos must be free of copyright restrictions. Any infringement of copyrights will fall upon the image- or file-provider and is not the responsibility of The Creswell Chronicle.

The Creswell Chronicle retains ownership of all staff-prepared advertising copy and illustrations. Reproduction of newspaper advertising or content is not allowed without prior written approval.

Send display advertising electronic files to: olson@TheCreswellChronicle.com or bring in on a CD or USB drive.

DISPLAY ADVERTISING DEADLINES

The display advertising deadline is Friday at noon. The holiday press schedule deadline is Thursday at noon.

PROOFS AND TEARSHEETS

Proofs are available upon request, with the exception of classified ads. Files are sent via e-mail or by fax. It is the responsibility of the client to check for spelling and informational errors on the proof.*

Tearsheets (electronic or hard-copy) are provided upon request only.

**The Creswell Chronicle assumes no financial responsibility for errors in advertisements. It will, however, reprint the ad without charge or cancel the charge for the portion of an advertisement that was in error if The Creswell Chronicle was at fault.*

INSERTIONS

PREPRINTED INSERT RATES

1- or 2-sided, no fold	\$75/1,000
4-page tabloid, quarter fold	\$85/1,000
8-page tabloid, quarter fold	\$95/1,000
12-page tabloid.....	\$110/1,000

1,000 preprinted inserts on 24 lb. paper

Insert deadline is Tuesday of the week prior to the run date. Pre-payment is required for insertions.

A minimum 1,000 copies is required. No postal permit may appear anywhere on insertion. Eight (8) days advance delivery to our office is needed prior to the insertion run date. The Creswell Chronicle must have written confirmation of insertion orders placed directly with EAGLE WEB PRESS (our printer) or inserts left in office. Inserts must be boxed and labeled as such.

MODULAR CONTRACTS & ANNUAL BULK RATES

Modular Contract Rates

6 month minimum (\$7.00 pci)	
Full Page (6 col. in. x 16 in.)	\$720
Half Page (6 col. in. x 8 in.)	\$360
Quarter Page (3 col. in. x 8 in.)	\$180
Eighth Page (3 col. in. x 4 in.)	\$90
Sixteenth Page (3 col. in. x 2 in.)	\$45
(Rates listed are per edition)	

NOTE: Modular Contract or Annual Bulk Rates do not apply for Special Publications. *Based on a 52 week contract.

*Annual Bulk Contract Rates

Column Inches	Rate
125	\$7.00
200	\$6.75
250	\$6.50
300	\$6.25
500	\$6.00
750	\$5.75
1,000.....	\$5.50
2,000 plus	\$5.25

BUSINESS DIRECTORY & DINING OUT GUIDE

BUSINESS DIRECTORY ~ OR ~ DINING OUT

A **three-month** minimum contract is required for the Business Directory. All new accounts must be **PAID IN FULL** prior to first printing.

Advertisement rates are based on a monthly rate. Prorating will apply if the ad begins its run in the middle of the month.

Preferred ad placement is not available.

Color not available.

Ad deadline is Friday before noon prior to publication date.

*1 Column x 2 Inch
Advertisement*

*\$35 month
(\$105 for 3
months)*

2 Column x 2 Inch Advertisement

\$60 month (\$180 for 3 months)

3 Column x 2 Inch Advertisement

\$72 month (\$216 for 3 months)

CHURCH DIRECTORY

\$33/month

One change per month at no cost can be made on the Business Directory/Dining Out Guide or Church Directory. Additional changes can be made at a \$5 fee for each week. Changes included text and/or images.

SPECIALTY & CLASSIFIED ADS & LEGAL NOTICES

NON-PROFIT ADVERTISING

\$7.00 per column inch

LEGAL PUBLICATION RATES

Cost Per Column Inch \$6.00 pci
Type / Kerning Point Size..... 7pt / 8pt
Receiving Deadline..... Wednesday before 5 p.m.
Cancellations Deadline..... Friday by 5 p.m.

Holidays may require an earlier deadline.

Payment Terms - 30 days (Net 30)

POLITICAL ADVERTISING

\$9 per column inch

All Political Advertisements are Pre-paid

CLASSIFIED RATES

\$7 per 20 words or less, \$0.25 per word thereafter. A word equals three or more characters, while a phone number equals one word. **Non-business classified ads (i.e., lost and found, personal messages, etc.) are *free with each subscription and typically run for four weeks. (*20 words)**

Classified Ads Deadline.....Monday by Noon

Holidays may require an earlier deadline.

Pre-payment before ad run date.

Legal & Classified Ad Page Size..... 6 columns x 16 inches

E-mail Legals to Lisa@thecreswellchronicle.com

E-mail Classifieds to Kelly@thecreswellchronicle.com

WEB RATES

WEB BUTTONS, LINKS, BANNERS & SKYSCRAPERS: Please call for more information.