AGENDA & Notice of Regular Destination Newport Committee Meeting

The Destination Newport Committee of the City of Newport will hold a regular meeting, beginning at 2:00 p.m., Thursday, October 16, 2014, Conference Room A, City Hall,169 SW Coast Hwy., Newport, Oregon 97365. A copy of the meeting agenda follows.

The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired, or for other accommodations for persons with disabilities, should be made at least 48 hours in advance of the meeting to Peggy Hawker, City Recorder (541) 574-0613.

The Committee reserves the right to add or delete items as needed and to discuss any other business deemed necessary at the time of the meeting.

DESTINATION NEWPORT COMMITTEE
Thursday, October 16, 2014, 2:00 P.M.
A G E N D A

I. Call to Order

II. Additions/Deletions to the Agenda

III. Consent Calendar

   a. Minutes –September 25, 2014 meeting minutes review and approve

   b. Review of Accts., September 2014

IV. Media Consideration

   a. Seattle Magazine – Frankie O'Rourke

   b. Coast Explorer Magazine– Kari Petersen

   c. KMTR Newssource Radio – Kurt Winchell

   d. Pamplin Media Group- Ian Monihan

V. Other

   a. Meeting Schedule for December

VI. Discussion and Action

VII. Public Comment

VIII. Adjournment

Draft
Destination Newport Committee
September 25, 2014
2:08 P.M.
Newport, Oregon

CALL TO ORDER

The September 25, 2014, regular meeting of the Destination Newport Committee was called to order at approximately 2:08 P.M. In attendance were John Clark, Carrie Lewis, Judy Kuhl, Ric Rabourn, and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant, Frankie O'Rourke, Seattle Magazine by Phone, Leigh Deinert, CBS Outdoor, and Josh Logon, Comcast.

INTRODUCTIONS

None needed.

CONSENT CALENDAR

The consent calendar consisted of the following items:

A. Minutes of the August 14, 2014, meeting;
B. Review of Account, August 2014

MOTION was made by Clark, seconded by Lewis, to approve the consent calendar, as presented. The motion carried unanimously in a voice vote.

MEDIA CONSIDERATIONS

Seattle Magazine proposal was review by the committee. Frankie O'Rourke highlighted some of the key points of the proposal for the committee by phone. She explained that their issue for June is a coast focus issue and they are focusing on travel in both the May and June issues. The deadline for the June issue is April. A full page ad would be $6,950 for the one issue and a ½ page ad would be $4,670 for the one issue. This magazine based on the demographics information provided hit the DNC target audience. The committee had a brief conversation regarding the numbers of visitors Newport receives from the Seattle area.

Josh Logan from Comcast presented highlights from his proposal and shared an idea of a TV spot that he felt would speak to the DNC demographic target audience. He provided a list of stations that he felt would match with the DNC target demographic. For $120 a week Comcast could provide coverage from Vancouver to Roseburg.

CBS Outdoor-Leigh Deinert presented some new last minute poster program opportunities now available to the committee for November. DNC could get 41 posters in the Eugene and Corvallis area for the month of November for about $10,000 including production and for an additional 9,800 it could be extended through December.

The committee review the Visitor's choice proposal.

All Classic Radio is proposal was review and the committee decided to pass.

The deadline for the OSU Visitors Guide has passed this will be reconsidered for next year.

The committee had a discussion on using phone numbers to track the effectiveness of some of the ads in specific areas. This would give the committee better information in which to decide if the methods they are currently marketing is effective. Davis is going to have someone provide the committee with a proposal to do this type of tracking.

OTHER

Committee reviewed the one application for the open committee position. They need clarification on residence issue and if the business they represent must be in the Newport City Limits. Breves will check the ordinance and get back to the committee. The committee would like to wait until they have additional applications. The Committee also discussed the recommending to the Council to move Judy Kuhl to a committee position for lodging instead of retail.

Davis shared a booklet promotion the Chamber is currently doing.

The committee reviewed the artwork for the new campaign. Several minor changes were discussed that Davis will share with Rand.

Upcoming publishing deadlines were discussed and artwork was selected. Here are the selections: for 1859 Surfer ad, Hospitality Vision will be sent to all three so they may be routed, and COCA will be the senior ad.

DISCUSSION AND ACTION

Seattle Magazine, the committee would like to revisit in January.

Comcast, the committee would like 3 sample commercial productions provided with pricing for possible airing in spring.

CBS Outdoors, pass for now but are interested in future promotions of this type.

Next meeting will be October 16, 2014.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:15 P.M.

seattle
magazine

smart.
savvy.
essential.

seattle magazine

&

NEWPORT

OREGON

The COAST YOU **REMEMBER**.

seattle magazine
smart. savvy. essential.

Suggested campaigns:

Full page in 8 issues:
- Total cost $32,000 (reg. $55,600)
- Per issue $4,000 (reg. $6,950)

Half page in 8 issues:
- Total cost $22,400 (reg. 37,360)
- Per issue $2,800 (reg. $4,670)

Full page in 2 issues May & June:
- Total cost $9,000 (reg. $13,900)
- Per issue $4,500 (reg. $6,950)

Half page in 2 issues May & June:
- Total cost $6,200 (reg. $9,340)
- Per issue $3,100 (reg. $4,670)

Banners at seattlemag.com
- $1,000 per100,000 impressions
- 728x90 or 300x250 above-the-fold

BONUS with 8x campaign:

- WIN It! Giveaway (extra promotion in print, online in Enews and on social media. Must supply prize.
- 50,000 web impressions below-the-fold

issues–

November – published October 23
December – TRAVEL – published Nov 20
January – published December 26
February – published January 23
March – published Feb 20
April – published Mar 20
May – TRAVEL – published April 24
- ADS DUE MARCH 21

June - published May 22 (special Coast Travel section)
- ADS DUE APRIL 24

July – Published June 19
August – TRAVEL – published July 24
September – published August 21
October – published September 18

Frequency!!!!

For an effective campaign…
1. Deliver a good message (Visit Newport)
2. To a relevant audience (Seattle travelers with a high HHI)
3. OVER TIME (every month, or 3 times every year

seattle magazine

smart. savvy. essential.

Our readers:

47% are 35-54 years old
74% are female 26% are male

$240K average household income
1.59M average net worth

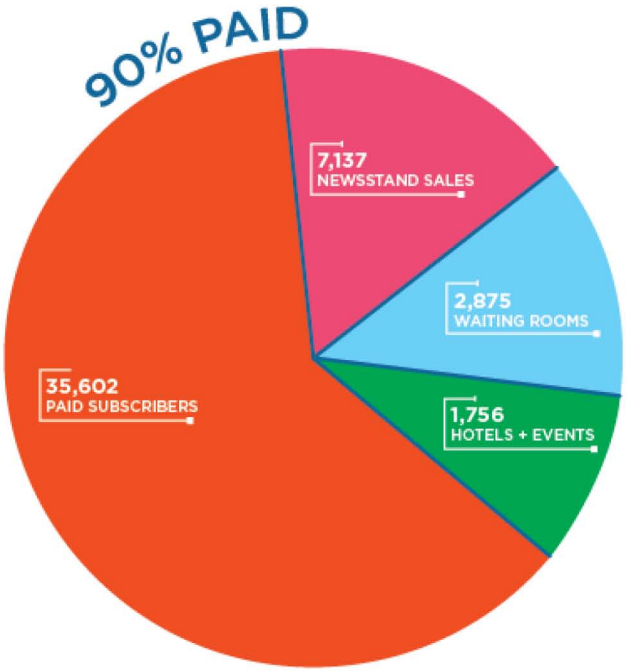
50% of our readers visit a website after seeing an ad in the magazine
70% of our audience say advertising has influenced where they dine and shop

92% own homes
22% own a secondary or vacation home
63% of our readers enjoy vacation travel annually
93% of our audience took a domestic trip in the last 12 months
Readers travel 8x/year in Washington State

The most subscribed-to city publication in Washington!

seattle magazine

smart. savvy. essential.



62% increase in subscriptions since 2012

Seattle magazine has seen growth in net circulation and subscriptions year over year:

Subscription Growth Over Time:

Time/Period	PAID Subscriptions
March 2012	22,227
March 2013	29,965
March 2014	35,602*

Source: CVC Audit Statement, 2012 –2014

**47,370 Total 2014 Circulation including newsstands & waiting rooms & hotels*

Seattle Magazine

Circulation: 47,370
Readership: 190,000

Seattlemag.com

Unique Visitors:
200,000+/month
Page Views:
1 million+/month

Must List Enewsletter

Subscribers: 9,400
Open rate: 36-41%

Social Media

Twitter: 50,000+

Facebook: 10,300+

seattle magazine
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Build your own campaign: Rates & Issues

Rates for Newport:

Full page	(1x) $6,950	(2-4x) $4,500	(5-8x) $4,000	(9-12x) $3,600
2/3 page	(1x) $6,320	(2-4x) $3,800	(5-8x) $3,500	(9-12x) $3,200
1/2 page	(1x) $4,670	(2-4x) $3,100	(5-8x) $2,800	(9-12x) $2,400
1/3 page	(1x) 3,115	(2-4x) $2,000	(5-8x) $1,600	(9-12x) $1,400

Issues:

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August – **TRAVEL** – published July 24 (Coast Travel section)
September – published August 21
October – **TRAVEL** – published September 18

seattle magazine

smart.
savvy.
essential.

Frankie O'Rourke
206.452.2993
413.775.3843 (cell)
frankie.orourke@tigeroak.com
1417 Fourth Avenue, Suite 600
Seattle, WA 98101

COAST EXPLORER

the destination marketing resource

Contact:
Kari Petersen, Account Executive
kari@coastexplorermagazine.com
cell: (503) 717-1122

Coast Explorer Magazine
Reaches a Half Million Experienced Coastal Travelers
Most Targeted Package of Print and Online Advertising for Coastal Destinations

500,000 Qualified Prospects
Free Distribution, Over 400 Coastal Locations
150 Targeted Locations in Portland, Seattle and other NW Metropolitan Areas
All AAA Travel Centers in Oregon, Washington and Idaho
Visitors use Coast Explorer Magazine to Plan their Next Trip

Seasonal Specific Engaging Editorial
Three Issues a Year, Seasonal Editorial Coverage Promotes Coastal Tourism and Seasonal Attractions

Advertisers are Invited to Submit News and Events Before Each Publication

Coast Explorer is as Beautiful & Effective Online as in Print

Coast Explorer's Web Site has more than 1.3 Million Page Views Per Year

Coast Explorer Magazine is also available as a Page Turning Virtual Magazine, at www.coastexplorermagazine.com

Destination Newport
A Featured Destination on the Coast Explorer Home Page

Web Packages Range From $495 - $895

Includes Destination Newport as a Sponsored Link, rotating on the home pages and throughout the site

Individual Business Pages with Web Site or Facebook Link

Newport Events on our Calendar of Events

Pelican Productions, Inc.
Publishers of: Coast Explorer Magazine - Seaside Visitor Guide – Cannon Beach Magazine
PO Box 278 • Cannon Beach, Oregon 97110 • www.CoastExplorerMagazine.com
Office (503) 717-1122 (888) 609-6051 Fax (503) 717-1124

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COAST EXPLORER

READ | VISIT DESTINATIONS | CALENDAR

FROM OUR CURRENT ISSUE **FEATURED DESTINATION** **FIND LODGING DEALS**

Oregon Coast Aquarium Welcomes New Sea Otter Pup

Playful and photogenic Nuka makes a splashy debut. Say hello to Nuka, an adorable new addition in the Sea Otter Exhibit at the Oregon Coast Aquarium in Newport. This northern... [read more]

Newport

With an active bayfront, long stretches of sandy beach, two lighthouses, nearby natural areas and popular visitor attractions, Newport is a favorite destination for families and sightseers. Its bayfront is... [read more]

Oregon Coast Lodging Specials

Coast Explorer's collection of current lodging specials and packages on the Coast. Whether you are looking for a great rate on a spectacular room, a mid-week getaway deal, or other... [read more]

SPONSORED LINKS

Georgie's Beachside Grill

Enjoy a spectacular oceanfront view with fresh Northwest coast cuisine. Family-friendly menus for breakfast, lunch... [read more]

Shilo Inn Suites Oceanfront Hotel

Begin your Oregon Coast excursion with a stay at the full service Shilo Inn Suites... [read more]

Fish Peddler

Located at Pacific Shrimp Company on the historic Bay Front in Newport, we offer a... [read more]

Discover Newport

Newport has been a playground for visitors since the late 1800's. Nestled between the Coastal... [read more]

ADVERTISING RATES

Save 20% with an Annual Contract!

SIZE	WIDTH		HEIGHT	Single Issue Rates	Annual Contract (PER ISSUE)	ANNUAL TOTAL (3 ISSUES)	Monthly Rate Based on Annual Contract
Basic Online Ad Package				n/a	n/a	$295	n/a
Featured Online Ad Package				n/a	n/a	$495	n/a
Showcase Online Ad Package				n/a	n/a	$895	n/a
Additional Directory Listing (up to 35 words)				n/a	n/a	$167	n/a
Small Box	2.375	X	2.375	$439	$366	$1098	**$91.50**
Sixth Page / Wide	5	X	2.375	$703	$586	$1758	**$146.50**
Sixth Page / Tall	2.375	X	4.875	$703	$586	$1758	**$146.50**
Third Page	5	X	4.875	$1125	$937	$2811	**$234.42**
Half Page / Tall	5	X	7.4375	$1399	$1166	$3498	**$291.50**
Half Page / Wide	7.625	X	4.875	$1399	$1166	$3498	**$291.50**
Two-Thirds Page	5	X	10	$1800	$1500	$4500	**$375.00**
Full Page	7.625	X	10*	$2238	$1865	$5595	**$466.42**

Annual advertising rate includes one-time basic ad design with up to one hour production.
* Bleed available (ask for specifications).

PAYMENT TERMS & DISCOUNTS: Prices shown above are based on payment in advance per issue. A discount of five percent is offered for all annual contracts paid in full at time of space reservation. Monthly payment plans and six-time per year payment plans available.

SPRING (February - May) This issue promotes the important Spring Break season and includes holiday weekends including Presidents Day, Valentine's Day, Mother's Day and Memorial Day. **DEADLINE:** December 1

SUMMER (June - August) This issue covers the heart of the Summer travel season including Father's Day and the Fourth of July. **DEADLINE:** April 1

FALL/WINTER (September - January) This issue covers the important Fall shoulder season through year's end including Labor Day, Thanksgiving, Veteran's Day, Christmas, New Year's and Martin Luther King, Jr holiday. **DEADLINE:** July 1

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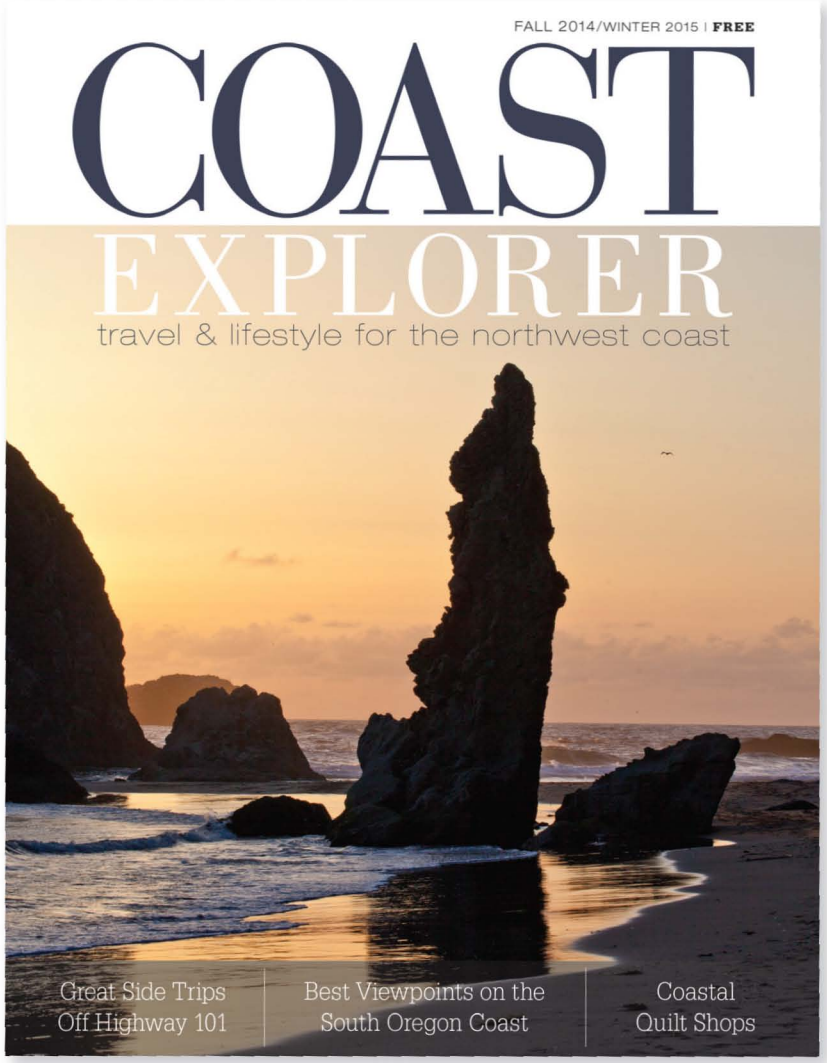
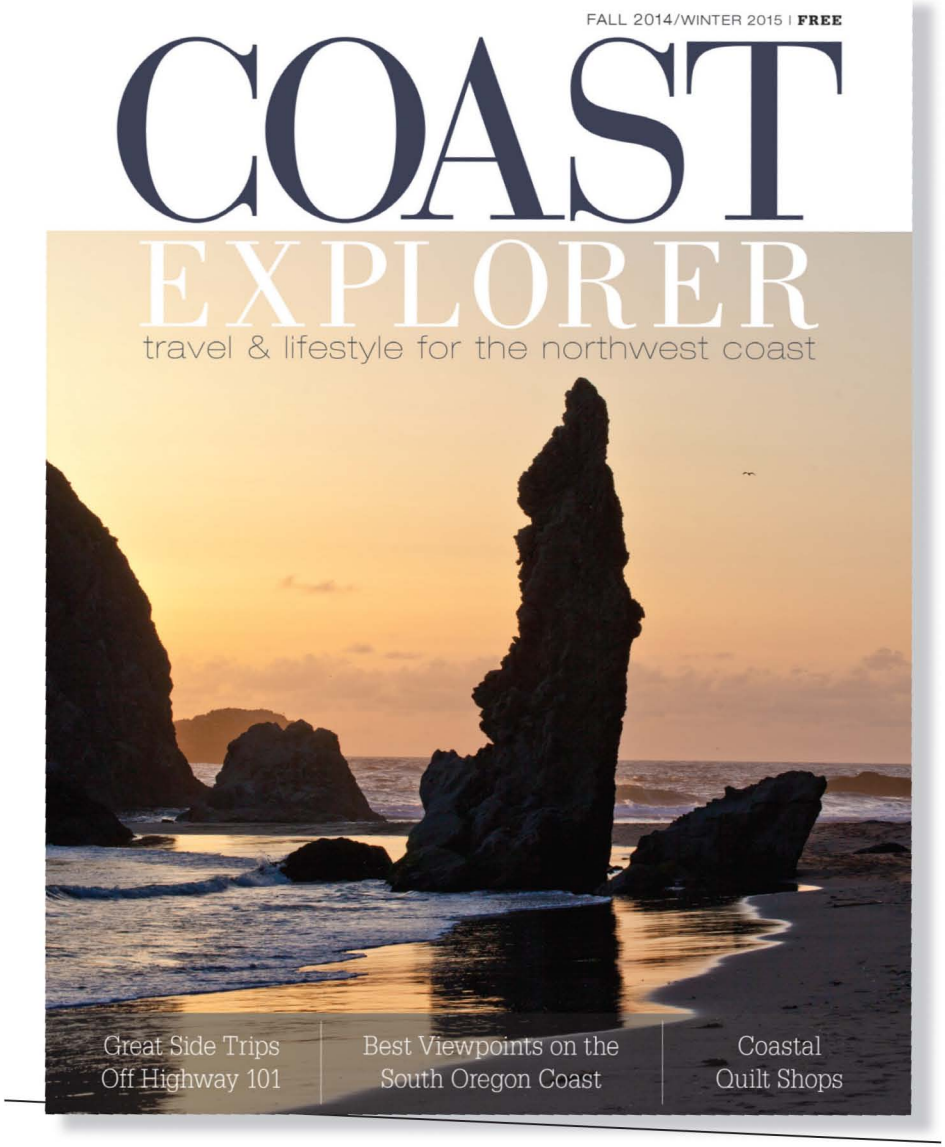
9/15/2014

THE DESTINATION MARKETING RESOURCE FOR THE COAST



Coast Explorer Magazine • CoastExplorerMagazine.com
Coast Explorer e-Newsletter • Coast Explorer on Facebook

The most comprehensive and targeted package of print and online advertising for coastal destination & hospitality marketing.



Reach over a half million qualified prospects

Coast Explorer reaches over 500,000 readers annually through guaranteed free distribution of the traditional print magazine, website and our online virtual magazine.

Coastal & Northwest metropolitan area distribution

Our targeted distribution reaches qualified coastal travelers with distribution at over 400 coastal locations and those planning a trip with distribution at approximately 150 targeted locations in Portland, Seattle and other Northwest metropolitan areas including all AAA travel centers in Oregon, Washington & Idaho. Visitors use Coast Explorer to plan their next trip.

Print & online advertising packages

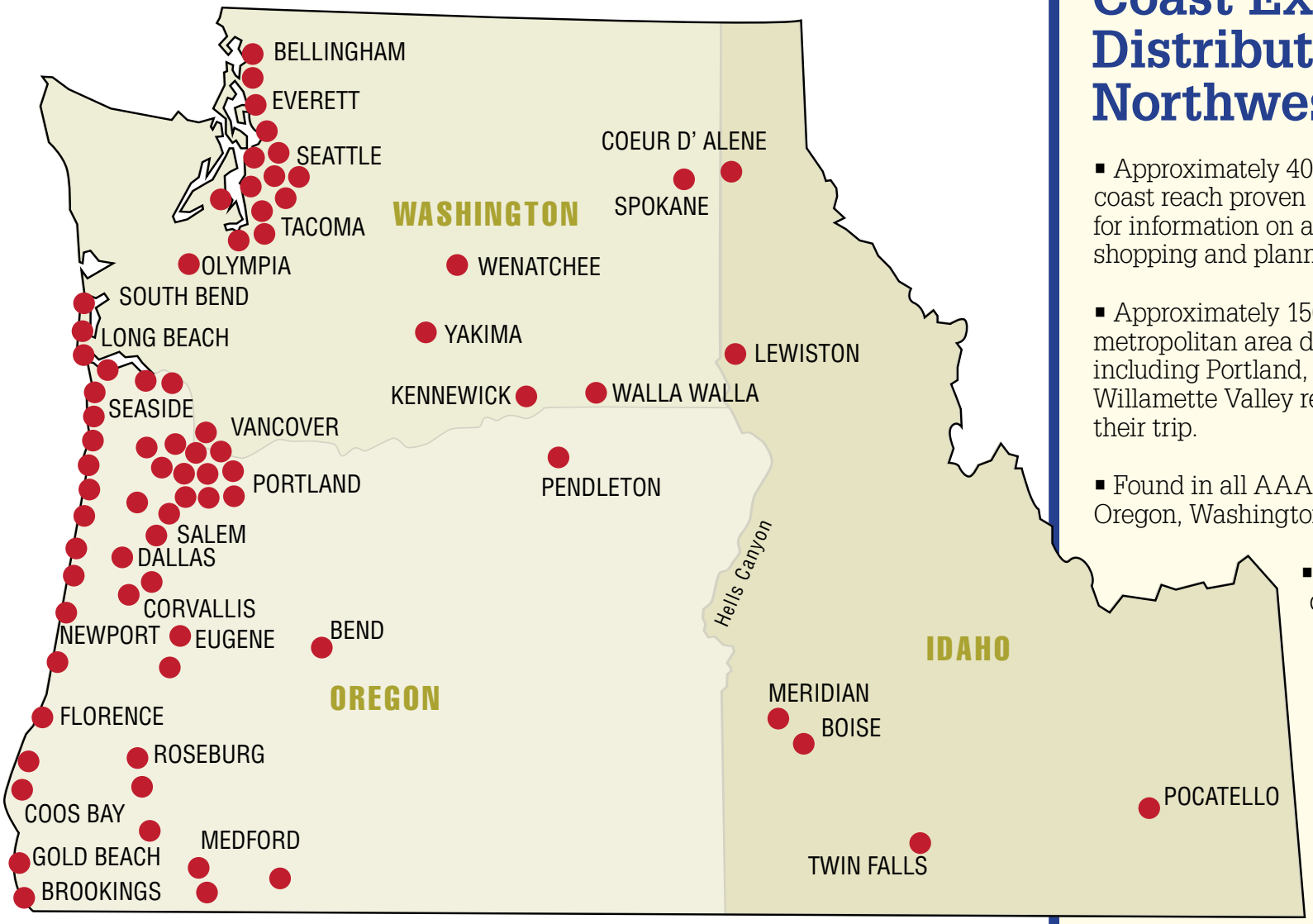
Coast Explorer offers both print and online advertising giving our customers the prestige and effectiveness of print and online exposure through our virtual magazine and CoastExplorerMagazine.com web packages.

Seasonally specific engaging editorial

With three issues per year, our engaging editorial coverage promotes coastal tourism, seasonal attractions, coastal businesses and inspired travelers. Readers keep past issues for reference, so your ad can work for years

PROVEN RESULTS FOR OVER 15 YEARS

Call Coast Explorer to reserve your space today:
(503) 717-1122 or toll-free (888) 609-6051



Coast Explorer Distribution has the Northwest Covered

- Approximately 400 locations all along the coast reach proven coastal travelers looking for information on attractions, dining, shopping and planning their next trip.

- Approximately 150 Northwest metropolitan area distibution sites including Portland, Seattle and the Willamette Valley reach travelers planning their trip.

- Found in all AAA Auto Travel Centers in Oregon, Washington & Idaho.

- 120,000 copies annually distributed free and by subscription.

- An estimated half million print readers with extensive hotel and in-room distribution throughout the coast.

- Another 110,00 online readers visit over 1.3 million pages annually on CoastExplorerMagazine.com.

Proven Results for Over 15 Years

COAST EXPLORER
the destination marketing resource

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Coast Explorer is as Beautiful & Effective Online as in Print

Nobody promotes the Coast or coastal businesses like Coast Explorer. We know the coast and promote it beautifully, in print and online, 365 days a year... now with over 1.3 million page views per year on CoastExplorerMagazine.com.

We offer engaging and inspiring content coastal travelers use to plan their trip

Over 1.3 million page views per year (10,000+ visitors per month with 10+ pages per visit!)

61% of traffic from potential travelers in Oregon & Washington • 64% of traffic from web searches

All Online Advertising Packages Include:

Individual Business Page

Your own Individual Business Page including photo, business description, link to your website, link to your location on Google Maps and list of amenities (for lodging and dining).

Sponsored Links

Your business appears on dozens of pages related to your region throughout CoastExplorerMagazine.com

Business Directory Listing

Alphabetical business directory (in your community under categories including Attractions, Art Galleries, Dining, Shopping, Lodging, Services or Home & Garden).

STANDARD ONLINE PACKAGE ($295/year)

Includes Individual Business Page, Sponsored Links and Business Directory described at left, plus:

- Option to add an additional business (of equal or lesser level package) at 25% discount.

FEATURED ONLINE PACKAGE ($495/year)

Includes Individual Business Page, Sponsored Links and Business Directory described at left, plus:

- Your business directory rotates through the "Featured" listings (frequency depends on competition for five available spaces).
- Your submitted lodging offers appear in the Coast Explorer monthly lodging offers posting that has a link from our home page, monthly e-newsletter and appears on lodging directory pages for all communities.
- Option to add an additional business (of equal or lesser level package) at 30% discount.

SHOWCASE ONLINE PACKAGE ($895/year)

Includes Individual Business Page, Sponsored Links and Business Directory described at left, plus:

- Your business directory always appears in the "Showcase" listings above the Featured listings and alphabetical listings.
- Your submitted lodging offers appear in the Coast Explorer monthly lodging offers posting that has a link from our home page, monthly e-newsletter and appears on lodging directory pages for all communities.
- Your submitted lodging offers are also posted individually and appear as Regional Highlights on your community's lodging page and other related pages throughout the site.
- Option to add an additional business (of equal or lesser level package) at 35% discount

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Playful and photogenic Nuka makes a splashy debut. Say hello to Nuka, an adorable new addition in the Sea Otter Exhibit at the Oregon Coast Aquarium in Newport. This northern... [read more]

FEATURED DESTINATION

Newport

With an active bayfront, long stretches of sandy beach, two lighthouses, nearby natural areas and popular visitor attractions, Newport is a favorite destination for families and sightseers. Its bayfront is... [read more]

FIND LODGING DEALS

Oregon Coast Lodging Specials

Coast Explorer's collection of current lodging specials and packages on the Coast. Whether you are looking for a great rate on a spectacular room, a mid-week getaway deal, or other... [read more]

SPONSORED LINKS

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Enjoy a spectacular oceanfront view with fresh Northwest coast cuisine. Family-friendly menus for breakfast, lunch... [read more]

Shilo Inn Suites Oceanfront Hotel

Begin your Oregon Coast excursion with a stay at the full service Shilo Inn Suites... [read more]

Fish Peddler

Located at Pacific Shrimp Company on the historic Bay Front in Newport, we offer a... [read more]

City of Newport

Newport has been a playground for visitors since the late 1800's. Nestled between the Coastal... [read more]

Newport

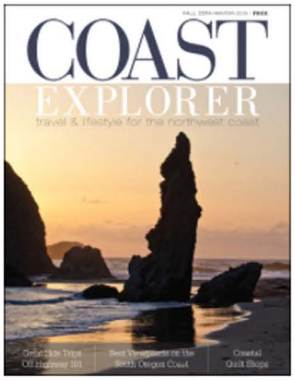
including South Beach & Otter Rock

Newport Links

- Activities & Attractions
- Art Galleries
- Dining
- Shopping
- Lodging
- Services
- Home & Garden

More about Newport

- Calendar of Events
- Feature Stories



Subscribe to Coast Explorer

Subscribe to Coast Explorer Magazine now and don't miss another issue featuring our beautiful photography and design, interesting feature stories and guides to coastal attractions, events, dining, shopping, arts and lodging. Annual subscriptions (3 issues) are only $15

Pay Now

With an active bayfront, long stretches of sandy beach, two lighthouses, nearby natural areas and popular visitor attractions, Newport is a favorite destination for families and sightseers. Its bayfront is home to attractions including Ripley's Believe it or Not, a wax museum and Undersea Gardens. You can browse shops and galleries, book a charter fishing trip, buy fresh seafood and watch sea lions on the docks. Just south of downtown Newport, the Oregon Coast Aquarium is a world-class attraction and home to more than 15,000 marine animals. The picturesque Yaquina Head Lighthouse, Oregon's tallest, is only minutes away at The Yaquina Head Outstanding Natural Area where you will enjoy panoramic views and wildlife watching. A stairway leads to accessible tide pools below. Just north of Newport, Otter Rock is situated on the southern side of Cape Foulweather, where you can visit the dramatic Devil's Punchbowl State Natural Area.

Top Sights & Recreation:

Yaquina Bay State Recreation Site

Visit the historic and restored Yaquina Bay Lighthouse, open to the public. Walking trail, picnicking, fishing and beach access are also available.

Beverly Beach State Park

Take the walkway under Highway 101 to the vast expanse of sandy beach. This easily accessible park offers hiking, fishing, picnicking and camping. A nature center with interpretive programs makes this a perfect destination for the whole family. more info

Yaquina Head Outstanding Natural Area

The scenic headland reaches a mile into the Pacific offering panoramic views, Oregon's tallest lighthouse and access to a beautiful intertidal area. Small offshore islands offer habitat for seabirds and Harbor Seals while Gray Whales are often spotted in the waters, even during

Sponsored Links

Hallmark Resort

Oceanfront, Traditional and Limited Edition guest rooms with spectacular views, balconies, fireplaces, two-person spas and... [read more]

Shilo Restaurant

Oceanfront dining. Traditional and savory breakfast selections, delicious hamburgers, your favorite fish and chips, warm... [read more]

City of Newport

Newport has been a playground for visitors since the late 1800's. Nestled between the Coastal... [read more]

April 2014

COAST EXPLORER

E-NEWSLETTER

Central Oregon Coast Near Yachats

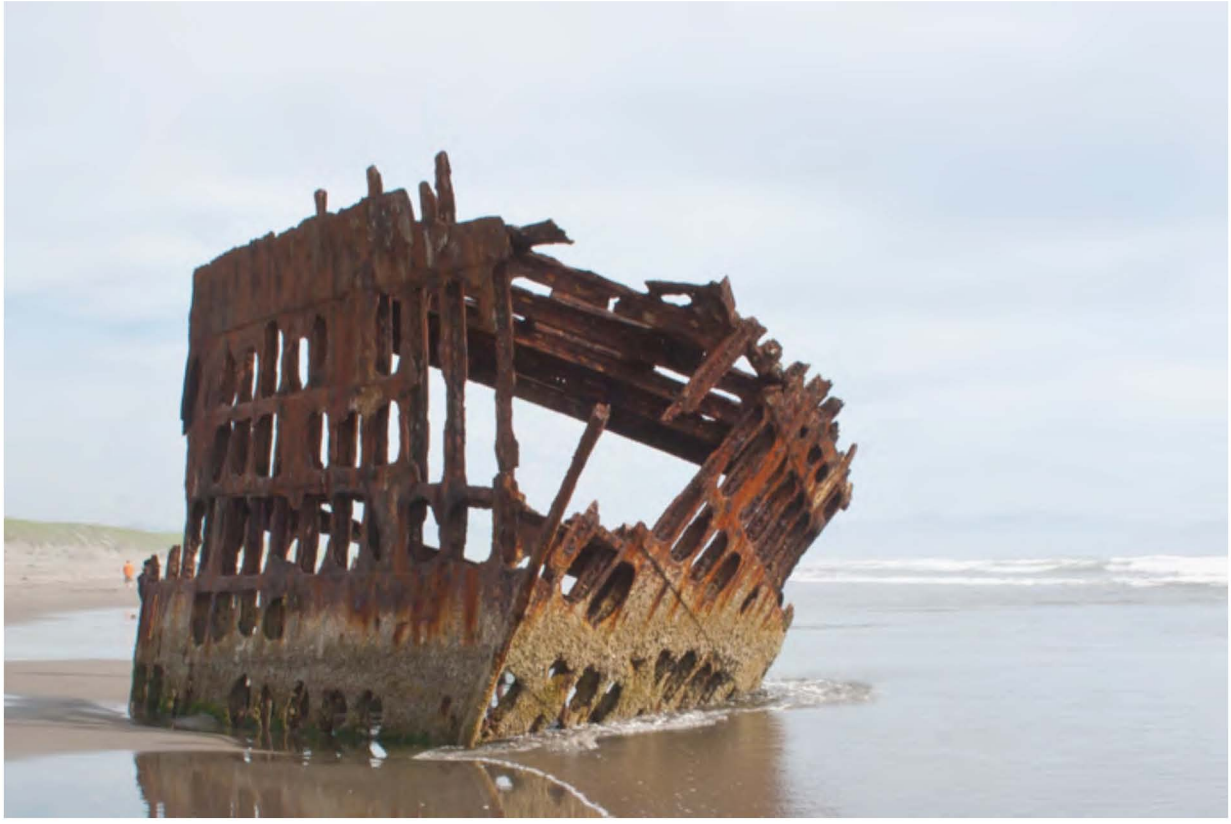
Photographing Oregon's Lighthouses

Tillamook Rock Lighthouse

Publisher Gary Hayes offers a few tips on getting the best shot.
Read More

See Other Lighthouse Features »

Astoria's Adventures in History



Peter Iredale Shipwreck, Ft. Stevens State Park

Astoria's historical attractions shine a beacon on the events and characters that shaped this important West Coast seaport founded in 1811.
Read More

Other North Coast Attractions »

Breakfast, Lunch and Dinner in Newport

Can't miss spots for a day of dining out in Newport.
Read More

Other Dining Feature Stories »
See Other Features About Newport »

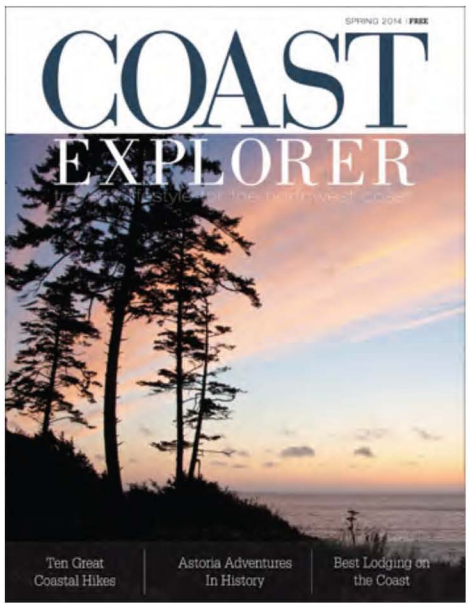
Find Great Lodging Offers on the Coast

Whether you are looking for a great rate on a room with a view or a mid-week getaway check Coast Explorer Magazine for special offers and packages on the Oregon Coast.

View Current Lodging Specials »

Visit Coast Explorer On Line

Explore Online Resources
for the NW Coastal Traveler



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Visit our Inspiring Facebook Page
Here you will find breathtaking images taken from the best viewpoints up and down the Oregon Coast.

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July 2014

COAST EXPLORER

E-NEWSLETTER

View from Seal Rock State Recreation Site

Wet & Wild Coastal Adventures

Touring the scenic Rogue River near Gold Beach

Oregon's coastline holds the essential ingredients for those seeking action and adventure, whether on the waves, in the dunes or in the sky.
Read More

Find Other Coastal Sightseeing Adventures »

Oregon Coast Aquarium Welcomes New Sea Otter Pup

Nuka fishes shrimp out of a ball at the Oregon Coast Aquarium

Visit the playful and photogenic sea otters at the Oregon Coast Aquarium.
Read more about Nuka's splashy debut

See Other Attraction Features »

Breakfast, Lunch & Dinner

Blackbird Restaurant in Manzanita

Can't miss spots for a day of dining out in Manzanita.
Read More

See Other Dining Features »

Doggie Destinations That Will Knock Their Spots Off

Gracie gets a treat at Woof's Dog Bakery

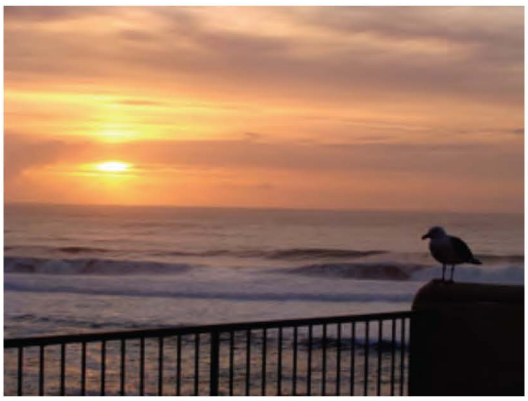
Whether Susiesplendiferous needs a new tutu or Spottydog wants home-baked treats, here are six places on the Coast that get drool endorsements, tail thumps and four enthusiastic paws up.
Read More

See Other Shopping Features on the Coast »

Find Great Lodging Offers on the Coast

Whether you are looking for a great rate on a room with a view or a mid-week getaway, check Coast Explorer Magazine for special offers and packages on the Oregon Coast.

View Current Lodging Specials »



Visit Coast Explorer Online

Explore Online Resources
for the NW Coastal Traveler

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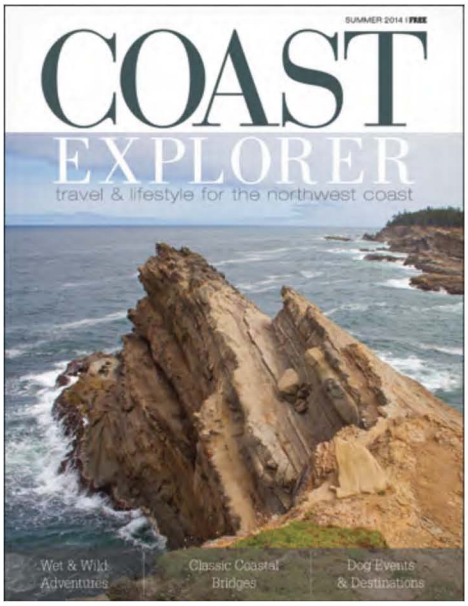
Events Calendar »

Virtual Magazine »



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NEWPORT ACTIVITIES AND ATTRACTIONS

Discover Newport

Newport has been a playground for visitors since the late 1800's. Nestled between the Coastal Mountains, Pacific Ocean and Yaquina Bay, the natural beauty of the area draws those seeking a unique and exciting experience.

169 SW Coast Hwy
Newport, Oregon
541.574.0603

discovernewport.com
[find on Google Maps]

<< RETURN TO NEWPORT ACTIVITIES AND ATTRACTIONS

Pelican Productions, Inc. | The Destination Marketing Resource | (888) 609-6051 | info@coastexplorermagazine.com

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Newport

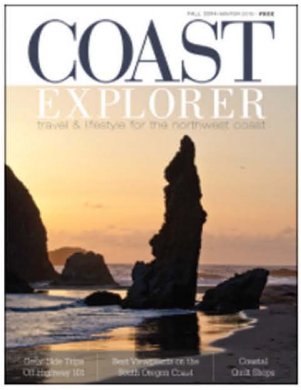
including South Beach & Otter Rock

Newport Links

- Activities & Attractions
- Art Galleries
- Dining
- Shopping
- Lodging
- Services
- Home & Garden

More about Newport

- Calendar of Events
- Feature Stories



Subscribe to Coast Explorer

Subscribe to Coast Explorer Magazine now and don't miss another issue featuring our beautiful photography and design, interesting feature stories and guides to coastal attractions, events, dining, shopping, arts and lodging. Annual subscriptions (3 issues) are only $15

Pay Now

With an active bayfront, long stretches of sandy beach, two lighthouses, nearby natural areas and popular visitor attractions, Newport is a favorite destination for families and sightseers. Its bayfront is home to attractions including Ripley's Believe it or Not, a wax museum and Undersea Gardens. You can browse shops and galleries, book a charter fishing trip, buy fresh seafood and watch sea lions on the docks. Just south of downtown Newport, the Oregon Coast Aquarium is a world-class attraction and home to more than 15,000 marine animals. The picturesque Yaquina Head Lighthouse, Oregon's tallest, is only minutes away at The Yaquina Head Outstanding Natural Area where you will enjoy panoramic views and wildlife watching. A stairway leads to accessible tide pools below. Just north of Newport, Otter Rock is situated on the southern side of Cape Foulweather, where you can visit the dramatic Devil's Punchbowl State Natural Area.

Top Sights & Recreation:

Beverly Beach State Park

Take the walkway under Highway 101 to the vast expanse of sandy beach. This easily accessible park offers hiking, fishing, picnicking and camping. A nature center with interpretive programs makes this a perfect destination for the whole family. more info

Yaquina Bay State Recreation Site

Visit the historic and restored Yaquina Bay Lighthouse, open to the public. Walking trail, picnicking, fishing and beach access are also available.

Yaquina Head Outstanding Natural Area

The scenic headland reaches a mile into the Pacific offering panoramic views, Oregon's tallest lighthouse and access to a beautiful intertidal area. Small offshore islands offer habitat for seabirds and Harbor Seals while

Sponsored Links

Discover Newport

Newport has been a playground for visitors since the late 1800's. Nestled between the Coastal... [read more]

Hallmark Resort

Oceanfront, Traditional and Limited Edition guest rooms with spectacular views, balconies, fireplaces, two-person spas and... [read more]

Shilo Inn Suites Oceanfront Hotel

Begin your Oregon Coast excursion with a stay at the full service Shilo Inn Suites... [read more]

From: Kurt Winchell
Sent: Monday, September 15, 2014 3:51 PM
To: 'lorna@newportchamber.org'
Subject: KMTR Newssource 16 All in a Day's Drive

Hi Lorna,
Thanks for taking my call today regarding our promotion All In a Day's Drive.
This sponsorship opportunity will work in two ways. The first element of this sponsorship are the TV promotional announcements that include your logo, Newport video clips and audio mention of your organization.(sample AIADD attached above with Les Schwab as title sponsor and Thistledown as Associate sponsor) The second portion is the promotion of your discovernewport.com website. We will include Banner advertising on KMTR.com with a link that sends them directly to discovernewport.com web site.
This campaign offers TV exposure, information on KMTR.com and an incentive of a $100 Weekly Gas Card Giveaway to motivate families to take a winter adventure to Newport and of course spend the night!!
There are 2 versions of this sponsorship attached above, A Title Sponsor or Associate Sponsor, with the difference being in the total number of promotional spots that run in one month.
I also think this sponsorship could tie in very nicely with the promotion of your Newport Seafood & Wine Festival in February.
Please let me know if you have any question and or concerns. I would be more than happy to pay you a visit if you preferred, just let me know.

Best regards,

Kurt Winchell
kwinchell@kmtr.com<mailto:kwinchell@kmtr.com>
Account Executive
KMTR NewsSource 16, NBC Affiliate, Eugene Western Oregon CW, Eugene
3825 International Court
Springfield, OR 97477
(541) 953-9878- Cell
(541) 988-4520- Direct

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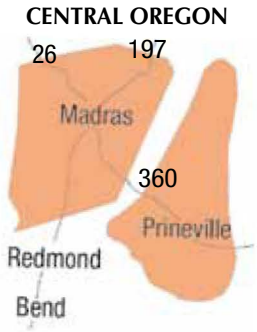
St. Helens

Scappoose

30

King City



557,775
Weekly Readers

The combined readership of the
Pamplin Media Group's 21 weekly newspapers.

221,710
Circulation

The combined circulation of the
Pamplin Media Group's 21 weekly newspapers.

1 CALL BUYS IT ALL!
Call 503-684-0360 for advertising information.

Reach more local readers!

Forest Grove
Wednesdays
12,000
Weekly Readers
5,000 Circulation

Hillsboro
Fridays
24,000
Weekly Readers
10,000 Circulation

Beaverton
Thursdays
16,800
Weekly Readers
7,000 Circulation

Tigard & Tualatin
Thursdays
12,600
Weekly Readers
5,250 Circulation

Lake Oswego
Thursdays
17,400
Weekly Readers
7,250 Circulation

West Linn
Thursdays
9,360
Weekly Readers
3,900 Circulation

Portland
Tuesday & Thursdays
200,000
Weekly Readers
80,000 Circulation

Gresham
Tuesdays & Fridays
24,000
Weekly Readers
10,000 Circulation

Sandy
Wednesdays
9,600
Weekly Readers
4,000 Circulation

Estacada
Thursdays
5,400
Weekly Readers
2,250 Circulation

Clackamas / Oregon City
Wednesdays
40,800
Weekly Readers
17,000 Circulation

Scappoose
Fridays
10,800
Weekly Readers
4,500 Circulation

Canby
Wednesdays
12,960
Weekly Readers
5,400 Circulation

Molalla
Wednesdays
8,400
Weekly Readers
3,500 Circulation

Wilsonville
Wednesdays
8,400
Weekly Readers
3,500 Circulation

Woodburn
Wednesdays
8,400
Weekly Readers
3,500 Circulation

Newberg
Wednesdays
11,904
Weekly Readers
4,960 Circulation

North Willamette News Classifieds
Wednesdays
96,000 Weekly Readers
37,500 Circulation

Madras
Wednesdays
8,880
Weekly Readers
3,700 Circulation

Prineville
Tuesdays & Fridays
8,400
Weekly Readers
3,500 Circulation

King City
Monthly
11,520
Monthly Readers
4,800 Circulation

Sherwood
Monthly
26,400
Monthly Readers
11,000 Circulation

SW Portland
Monthly
30,000
Monthly Readers
12,500 Circulation

SE Portland
Monthly
46,560
Monthly Readers
19,400 Circulation

Portland's local newspaper

PORTLAND TRIBUNE
PUBLISHED EVERY TUESDAY AND THURSDAY
www.portlandtribune.com

- GROWING READERSHIP – Loyal weekly readers. More than 179,000 people read the Tribune every week.
- Covering general local news, sports and entertainment specific to the Portland market

Weekly Readership: 200,000 plus

80,000 Circulation- Tuesday & Thursday combined

Space Reservation

Tuesday Tribune - Noon, Tuesday, one week prior
Thursday Tribune - Noon, Thursday, one week prior

Local Open Rate - All rates are net

$42.00 per column inch

Portland Tribune Weekly Contract Rates

4"-10" weekly ad
13 weeks – $34 per column inch
26 weeks – $30 per column inch
52 weeks – $26 per column inch

11"-59" weekly ad
13 weeks – $30 per column inch
26 weeks – $28 per column inch
52 weeks – $24 per column inch

60" plus weekly ad
13 weeks – $28 per column inch
26 weeks – $26 per column inch
52 weeks – $22 per column inch

TWO ISSUES! ONE PRICE!

Portland Tribune Sample Ad Rates

Fifteenth of a page – *3.5"wide x 4"tall*
13 times – $272 per week
26 times – $240 per week
52 times – $208 per week

Eighth page ad – *5.375"wide x 5"tall*
13 times – $450 per week
26 times – $420 per week
52 times – $360 per week

Quarter page ad – *5.375"wide x 10"tall*
13 times – $900 per week
26 times – $840 per week
52 times – $720 per week

Bulk Contract Rates

65" within 12 months - $38.00 per column inch
135" within 12 months - $36.00 per column inch
250" within 12 months - $34.00 per column inch

Color Rates – Tuesday and Thursday Combo

Full Color - $395 *Spot Color - $145*

Non-Profit Rate

Non-profit advertising rates - $34.00 per column inch

Portland Tribune

www.portlandtribune.com

- Offering enterprise reporting that attracts readers who are affluent, highly educated and committed to understanding local Portland issues
- Covering general local news, sports and entertainment specific to the Portland market
- Named the nation's best non-daily newspaper in 2003 and 2007
- A 2007 survey by Market Decisions found that newspaper readers considered the Portland Tribune to be more trustworthy and respected than The Oregonian

200,000
Weekly Readers
EVERY TUESDAY & THURSDAY

TUESDAY PAPER: TUESDAY NOON
THURSDAY PAPER: THURSDAY NOON
Call 503-684-0360

Beaverton Valley Times

www.beavertonvalleytimes.com
Zip codes: 97005, 97006, 97007, 97008, 97225, 97229

- Average family income in excess of $85,000
- Targeted business distribution to every Beaverton Chamber of Commerce member
- Recognized as one of Oregon's best overall weekly newspapers in 2006, 2007 and 2008 by the Oregon Newspaper Publishers Association
- Reach affluent families who place a high value on community

16,800
Weekly Readers
EVERY THURSDAY

THURSDAY, NOON
Call 503-684-0360

Hillsboro Tribune

www.hillsborotribune.com
Zip codes: 97123, 97124, 97006, 97007, 97133, 97229

- Targeted direct-mailed distribution to select carrier routes in Hillsboro and surrounding area
- Additional FREE distribution through 100 racks in high-traffic areas around the city
- Average family household income $64,197
- Offering local Hillsboro news specific to local people, schools, sports, government, entertainment and business

24,000
Weekly Readers
EVERY FRIDAY

THURSDAY, NOON
Call 503-357-3181

News-Times

www.fgnewstimes.com
Zip codes: 97116, 97113, 97106, 97117, 97119, 97123, 97133, 97125

- Paid distribution of more than 50% in the Forest Grove area.
- Named Oregon's best small weekly newspaper three times in the past seven years
- The leading source of news, prep sports and advertising in Forest Grove, Cornelius, Banks and Gaston since 1886
- An experienced, dedicated staff drawn from the community it serves

12,000
Weekly Readers
EVERY WEDNESDAY

THURSDAY, NOON
Call 503-357-3181

Clackamas Review & Oregon City News

www.clackamasreview.com
Zip codes: 97045, 97015, 97222, 97267, 97027

- Targeted direct mail distribution to every household in select parts of Oregon City, Clackamas, Milwaukie and Happy Valley
- Average family income of more than $61,000 per year
- Growing paid subscriber base
- Offering local Clackamas and Oregon City news readers can't find anywhere else

40,800
Weekly Readers
EVERY WEDNESDAY

THURSDAY, NOON
Call 503-684-0360

Lake Oswego Review

www.lakeoswegoreview.com
Zip codes: 97034, 97035, 97219

- Recognized as Lake Oswego's most important information source in the City of Lake Oswego's 2008, 2010 and 2012 Community Assessment Survey
- Offering a paid penetration of more than 50% in our primary market of Lake Oswego
- Serving one of Oregon's most affluent communities with an average family income of more than $104,000

17,400
Weekly Readers
EVERY THURSDAY

THURSDAY, NOON
Call 503-684-0360

West Linn Tidings

www.westlinntidings.com
Zip code: 97068

- Recognized as West Linn's most important information source in the City of West Linn's 2008, 2010 and 2012 Community Assessment Surveys
- Serving one of Oregon's most affluent communities with an average family income of more than $93,000 per year
- Offering a paid penetration of more than 50% in our primary market of West Linn
- Recognized as one of Oregon's best overall weekly newspapers for its circulation in 2009, 2010 and 2011

9,360
Weekly Readers
EVERY THURSDAY

THURSDAY, NOON
Call 503-684-0360

The Times

www.tigardtimes.com | www.tualatintimes.com
Serving Tigard, Tualatin & Sherwood
Zip codes: 97223, 97224, 97062, 97140

- Average family income in excess of $83,000 per year
- Reach affluent families who place a high value on community
- Offering local Tigard, Tualatin and Sherwood news readers can't find anywhere else
- Recognized in 2009, 2010 and 2011 as one of Oregon's best weekly newspapers by the Oregon Newspaper Publishers Association

12,600
Weekly Readers
EVERY THURSDAY

THURSDAY, NOON
Call 503-684-0360

Gresham Outlook

www.theoutlookonline.com
Zip codes: 97019, 97024, 97030, 97060, 97080, 97230, 97233, 97236, 97009

- Oregon's second largest twice-a-week subscriber newspaper
- Average family income of more than $61,000 per year
- Named Oregon's best twice weekly newspapers in 2005, 2006, 2007, 2008, 2009 and 2010
- Targeted news content focusing on Gresham, Troutdale, Fairview and Wood Village

24,000
Weekly Readers
EVERY TUES. AND FRI.

TUES. PAPER: THURSDAY, NOON
FRI. PAPER: TUESDAY, NOON
Call 503-665-2181

Sandy Post

www.sandypost.com
Zip codes: 97009, 97011, 97019, 97028, 97049, 97055, 97067

- Largest paid circulation newspaper in Sandy
- The award winning Post has served the Sandy community since 1937
- Average family income exceeds $62,000 per year
- Offering local Sandy news readers can't find anywhere else

9,600
Weekly Readers
EVERY WEDNESDAY

THURSDAY, NOON
Call 503-665-2181

Estacada News

www.estacadanews.com
Zip codes: 97022, 97023

- Paid distribution of more than 50% among single family homes in Estacada
- Average family income of more than $56,000 per year
- Providing Estacada with local news about government, schools and local people
- Reaching affluent families who place a high value on community

5,400
Weekly Readers
EVERY THURSDAY

THURSDAY, NOON
Call 503-665-2181

South County Spotlight

www.spotlightnews.net
Zip codes: 97018, 97051, 97053, 97056

- Paid distribution of more than 50% in the Scappoose area
- The Spotlight has the largest market share of any newspaper serving Scappoose
- Paid circulation growth of over 10% in the last three years
- The best source for local news and advertising for Scappoose and St. Helens

10,800
Weekly Readers
EVERY FRIDAY

TUESDAY, NOON
Call 503-543-6387

Inside this edition: Canby's annual 3-on-3 basketball tournament. Nothing but Net, filled up the streets around Wait Park Saturday. — See stories and photos on page 12, 13 and 15

Canby Herald

THE CANBY LEADER IN LOCAL NEWS FOR 107 YEARS | JULY 31, 2013 | WWW.CANBYHERALD.COM | VOLUME 107, NO. 31 | $1 ON THE STAND, 50 CENTS HOME DELIVERY

Downtown parking issues get exposure

Traffic committee up and running

TRAINING to be ready to take care of BUSINESS

Canby High School was the scene of highly specialized training that brought about 165 area law enforcement officials to the area

Canby Herald

www.canbyherald.com
Zip codes: 97013, 97002, 97045

- The best single source for local news about Canby and the surrounding areas for over 107 years
- Average family income of more that $58,000 per year
- Offering a paid distribution of over 50% among single family homes in our primary market area
- We also offer a monthly direct mail publication targeting every household in zip code 97013

12,960
Weekly Readers
EVERY WEDNESDAY

THURSDAY, NOON
Call 503-682-3935

Inside this edition: The Buckeroo final standings

Molalla Pioneer

JULY 10, 2013

Drowning survivor hopes someone finds lost backpack

BUCKEROO

Molalla Pioneer

www.molallapioneer.com
Zip codes: 97038, 97017, 97042, 97004

- Offering local Molalla, Colton and Mulino news for over 100 years that cannot be found anywhere else
- Excellent paid penetration of single family homes of over 60%
- Paid circulation growth of over 5% per year for the past three years
- Reaching families that place a high value on community

8,400
Weekly Readers
EVERY WEDNESDAY

THURSDAY, NOON
Call 503-829-2301

Call 911

YOUR ONLINE SOURCE FOR LOCAL NEWS

Wilsonville Spokesman

WEDNESDAY, SEPTEMBER 4, 2013

One last patrol for a retired sheriff

With new control tower in works, airport boosts local job market

Aurora airport becoming an ECONOMIC HUB

Wilsonville Spokesman

www.wilsonvillespokesman.com
Zip codes 97070, 97140, 97002

- Paid distribution of over 50% among single family homes in the Wilsonville area
- Average family income exceeds $65,000 per year
- The only source for local news and advertising for Wilsonville and the surrounding areas
- Offering a monthly direct mail publication targeting every household in zip code 97070

8,400
Weekly Readers
EVERY WEDNESDAY

THURSDAY, NOON
Call 503-684-0360

Woodburn Independent

www.woodburnindependent.com
Zip codes: 97071, 97032, 97026, 97137, 97362

- Serving one of Oregon's most diverse communities, with a 59 percent Latino population
- Hyper-local news coverage focusing on Woodburn, Hubbard, Gervais, St. Paul and Mt. Angel
- Offering the largest market share of any newspaper serving the Woodburn area
- Targeted business distribution to every member of the Woodburn Area Chamber of Commerce

8,400
Weekly Readers
EVERY WEDNESDAY

THURSDAY, NOON
Call 503-981-3441

Newberg Graphic

www.newberggraphic.com
Zip Codes: 97132, 97115, 97137

- Telling the stories of the Newberg/Dundee/St. Paul area that nobody else will for more than 100 years.
- Over 57% of subscribers have an income of over $50,000 and 23% over $75,000
- Over 63% of readers are college graduates and 90% read every issue.
- Official newspaper of record for the City of Newberg and Yamhill County

11,900
Weekly Readers
EVERY WEDNESDAY

THURSDAY, NOON
Call 503-538-2181

Madras Pioneer

www.madraspioneer.com
Zip Codes: 97741, 97761, 97734

- Paid distribution of over 50% among single family homes in the Madras area
- The leading source of local news & advertising for Madras, Warm Springs, Culver and the surrounding Jefferson County areas
- Offering the largest market share of any newspaper serving Jefferson County
- Publisher of Madras Area Phone Book, Jefferson County Chamber Directory and Sageland Magazine

8,880
Weekly Readers
EVERY WEDNESDAY

THURSDAY, NOON
Call 541-475-2275

Central Oregonian

www.centraloregonian.com
Zip codes: 97754, 97753, 97752, 97751, 97750

- Prineville's best source for local news and advertising
- Over 50% paid distribution in the primary zip code of 97554
- Primary circulation areas include Prineville, Powell Butte, Post, Paulina and Mitchell
- Offering the largest market share of any newspaper in Crook County

8,400
Weekly Readers
EVERY TUESDAY & FRIDAY

TUES. PAPER: THURSDAY, NOON
FRI. PAPER: TUESDAY, NOON
Call 503-665-2181

EASTSIDE WEEKLY NEWSPAPER RETAIL DISPLAY RATES

(Per Column Inch)

All Rates Are Net	Full Market Includes all 20 weekly newspapers	East Suburbs • Portland Tribune • Gresham • Sandy • Clackamas • Oregon City • Estacada	Clackamas County Includes 10 weekly newspapers	Multnomah County • Portland Tribune • Gresham	Oregon City, Clackamas and West Linn	Oregon City and Clackamas	Gresham and Sandy	Portland Tribune	Gresham, Sandy and Estacada	Gresham	Sandy	Estacada
OPEN RATES												
Open	$182.35	$67.55	$100.00	$44.00	$23.63	$22.25	$17.15	$42.00	$23.98	$14.83	$9.45	$9.75
BULK CONTRACT RATES												
Annual Column Inches												
65″	$173.23	$64.17	$95.00	$40.00	$22.45	$21.14	$16.29	$38.00	$22.74	$14.09	$8.98	$9.26
135″	$155.00	$57.42	$85.00	$38.00	$20.09	$18.91	$14.58	$36.00	$20.36	$12.60	$8.03	$8.29
250″	$145.88	$54.04	$80.00	$36.00	$18.90	$17.80	$13.72	$34.00	$19.16	$11.86	$7.56	$7.80
500″	$136.76	$50.66	$75.00	$34.00	$17.72	$16.69	$12.86	$32.00	$17.99	$11.12	$7.09	$7.31
1000″	$127.65	$47.29	$70.00	$32.00	$16.54	$15.58	$12.00	$30.00	$16.79	$10.38	$6.62	$6.83
FREQUENCY CONTRACT RATES												
4″-10″												
13 Week	$145.88	$54.04	$80.00	$36.00	$18.90	$17.80	$13.72	$34.00	$19.16	$11.86	$7.56	$7.80
26 Week	$127.65	$47.29	$70.00	$32.00	$16.54	$15.58	$12.00	$30.00	$16.79	$10.38	$6.62	$6.83
52 Week	$109.41	$40.53	$60.00	$28.00	$14.18	$13.35	$10.29	$26.00	$14.39	$8.90	$5.67	$5.85
11″-59″												
13 Week	$127.65	$47.29	$70.00	$32.00	$16.54	$15.58	$12.00	$30.00	$16.79	$10.38	$6.62	$6.83
26 Week	$118.53	$43.91	$65.00	$30.00	$15.36	$14.46	$11.15	$28.00	$15.59	$9.64	$6.14	$6.34
52 Week	$100.29	$37.15	$55.00	$26.00	$13.00	$12.24	$9.43	$24.00	$13.17	$8.16	$5.20	$5.36
60″+												
13 Week	$118.53	$43.91	$65.00	$30.00	$15.36	$14.46	$11.15	$28.00	$15.59	$9.64	$6.14	$6.34
26 Week	$109.41	$40.53	$60.00	$28.00	$14.18	$13.35	$10.29	$26.00	$14.39	$8.90	$5.67	$5.85
52 Week	$91.18	$33.78	$50.00	$24.00	$11.82	$11.13	$8.58	$22.00	$11.99	$7.42	$4.73	$4.88

Non-Consecutive Insertion, Inches Per Week: 13 weeks in 26 weeks, add 95¢ pci; 26 weeks in 52 weeks, add 65¢ pci

NON PROFIT												
	$145.88	$54.04	$80.00	$36.00	$18.90	$17.80	$13.72	$34.00	$19.16	$11.86	$7.56	$7.80

Contract rates are valid only after credit approval or cash-in-hand, and signed and dated advertising agreement is received from the advertiser. Cancellation of contract prior to completion will result in an appropriate short-rate charge.

WESTSIDE WEEKLY NEWSPAPER RETAIL DISPLAY RATES

(Per Column Inch)

All Rates Are Net	Full Market Includes all 20 weekly newspapers	Clackamas County Includes 10 weekly newspapers	Washington County • Portland Tribune • Beaverton • Tigard • Forest Grove • Hillsboro	West Suburbs • Portland Tribune • Lake Oswego • West Linn • Beaverton • Tigard • Hillsboro	Hillsboro and Forest Grove	Lake Oswego and Tigard **OR** Lake Oswego and West Linn	Beaverton and Tigard **OR** Beaverton and Hillsboro	Portland Tribune	Lake Oswego	West Linn	Beaverton **OR** Tigard **OR** Hillsboro	Forest Grove	Scappoose
OPEN RATES													
Open	$182.35	$100.00	$64.75	$76.09	$17.50	$19.25	$19.25	$42.00	$15.00	$12.50	$13.75	$11.25	$9.25
BULK CONTRACT RATES													
Annual Column Inches													
65″	$173.23	$95.00	$61.51	$72.29	$16.63	$18.29	$18.29	$38.00	$14.25	$11.88	$13.06	$10.69	$8.79
135″	$155.00	$85.00	$55.04	$64.68	$14.88	$16.36	$16.36	$36.00	$12.75	$10.63	$11.69	$9.56	$7.86
250″	$145.88	$80.00	$51.80	$60.88	$14.00	$15.40	$15.40	$34.00	$12.00	$10.00	$11.00	$9.00	$7.40
500″	$136.76	$75.00	$48.56	$57.07	$13.13	$14.44	$14.44	$32.00	$11.25	$9.38	$10.31	$8.44	$6.94
1000″	$127.65	$70.00	$45.33	$53.26	$12.25	$13.48	$13.48	$30.00	$10.50	$8.75	$9.63	$7.88	$6.48
FREQUENCY CONTRACT RATES													
4″-10″													
13 Week	$145.88	$80.00	$51.80	$60.88	$14.00	$15.40	$15.40	$34.00	$12.00	$10.00	$11.00	$9.00	$7.40
26 Week	$127.65	$70.00	$45.33	$53.26	$12.25	$13.48	$13.48	$30.00	$10.50	$8.75	$9.63	$7.88	$6.48
52 Week	$109.41	$60.00	$38.85	$45.65	$10.50	$11.55	$11.55	$26.00	$9.00	$7.50	$8.25	$6.75	$5.55
11″-59″													
13 Week	$127.65	$70.00	$45.33	$53.26	$12.25	$13.48	$13.48	$30.00	$10.50	$8.75	$9.63	$7.88	$6.48
26 Week	$118.53	$65.00	$42.09	$49.45	$11.38	$12.51	$12.51	$28.00	$9.75	$8.13	$8.94	$7.31	$6.01
52 Week	$100.29	$55.00	$35.61	$41.85	$9.63	$10.59	$10.59	$24.00	$8.25	$6.88	$7.56	$6.19	$5.09
60″+													
13 Week	$118.53	$65.00	$42.09	$49.45	$11.38	$12.51	$12.51	$28.00	$9.75	$8.13	$8.94	$7.31	$6.01
26 Week	$109.41	$60.00	$38.85	$45.65	$10.50	$11.55	$11.55	$26.00	$9.00	$7.50	$8.25	$6.75	$5.55
52 Week	$91.18	$50.00	$32.38	$38.05	$8.75	$9.63	$9.63	$22.00	$7.50	$6.25	$6.88	$5.63	$4.63

Non-Consecutive Insertion, Inches Per Week: 13 weeks in 26 weeks, add 95¢ pci; 26 weeks in 52 weeks, add 65¢ pci

NON PROFIT													
	$145.88	$80.00	$51.80	$60.88	$14.00	$15.40	$15.40	$34.00	$12.00	$10.00	$11.00	$9.00	$7.40

Contract rates are valid only after credit approval or cash-in-hand, and signed and dated advertising agreement is received from the advertiser. Cancellation of contract prior to completion will result in an appropriate short-rate charge.

SOUTHERN NEWSPAPER RETAIL DISPLAY RATES

(Per Column Inch)

All Rates Are Net	Canby **OR** Molalla **OR** Wilsonville	Woodburn **OR** Newberg	**ANY 2 BELOW** • Canby • Molalla • Newberg • Wilsonville • Woodburn	**ANY 3 BELOW** • Canby • Molalla • Newberg • Wilsonville • Woodburn	Canby and Clackamas and Oregon City	Wilsonville and West Linn	Newberg and Tigard	Woodburn and West Linn and Wilsonville	Newberg and Tigard and Wilsonville	Lake Oswego and West Linn and Wilsonville	Tigard and West Linn and Wilsonville	Molalla and Estacada **OR** Madras and Prineville	Madras **OR** Prineville
OPEN RATES													
Open	$11.25	$11.25	$15.75	$23.63	$23.63	$15.75	$17.50	$24.50	$24.50	$24.50	$24.50	$12.95	$9.25
BULK CONTRACT RATES													
Annual Column Inches													
65″	$10.69	$10.69	$14.96	$22.45	$22.45	$14.96	$16.63	$23.28	$23.28	$23.28	$23.28	$12.30	$8.79
135″	$9.56	$9.56	$13.39	$20.09	$20.09	$13.39	$14.88	$20.83	$20.83	$20.83	$20.83	$11.00	$7.86
250″	$9.00	$9.00	$12.60	$18.90	$18.90	$12.60	$14.00	$19.60	$19.60	$19.60	$19.60	$10.36	$7.40
500″	$8.44	$8.44	$11.81	$17.72	$17.72	$11.81	$13.13	$18.38	$18.38	$18.38	$18.38	$9.71	$6.94
1000″	$7.88	$7.88	$11.03	$16.54	$16.54	$11.03	$12.25	$17.15	$17.15	$17.15	$17.15	$9.07	$6.48
FREQUENCY CONTRACT RATES													
4″-10″													
13 Week	$9.00	$9.00	$12.60	$18.90	$18.90	$12.60	$14.00	$19.60	$19.60	$19.60	$19.60	$10.36	$7.40
26 Week	$7.88	$7.88	$11.03	$16.54	$16.54	$11.03	$12.25	$17.15	$17.15	$17.15	$17.15	$9.07	$6.48
52 Week	$6.75	$6.75	$9.45	$14.18	$14.18	$9.45	$10.50	$14.70	$14.70	$14.70	$14.70	$7.77	$5.55
11″-59″													
13 Week	$7.88	$7.88	$11.03	$16.54	$16.54	$11.03	$12.25	$17.15	$17.15	$17.15	$17.15	$9.07	$6.48
26 Week	$7.31	$7.31	$10.24	$15.36	$15.36	$10.24	$11.38	$15.93	$15.93	$15.93	$15.93	$8.42	$6.01
52 Week	$6.19	$6.19	$8.63	$13.00	$13.00	$8.63	$9.63	$13.48	$13.48	$13.48	$13.48	$7.13	$5.09
60″+													
13 Week	$7.31	$7.31	$10.24	$15.36	$15.36	$10.24	$11.38	$15.93	$15.93	$15.93	$15.93	$8.42	$6.01
26 Week	$6.75	$6.75	$9.45	$14.18	$14.18	$9.45	$10.50	$14.70	$14.70	$14.70	$14.70	$7.77	$5.55
52 Week	$5.63	$5.63	$7.88	$11.82	$11.82	$7.88	$8.75	$12.25	$12.25	$12.25	$12.25	$6.48	$4.63

Non-Consecutive Insertion, Inches Per Week: 13 weeks in 26 weeks, add 95¢ pci; 26 weeks in 52 weeks, add 65¢ pci

NON PROFIT													
	$9.00	$9.00	$12.60	$18.90	$18.90	$12.60	$14.00	$19.60	$19.60	$19.60	$19.60	$10.36	$7.40

Contract rates are valid only after credit approval or cash-in-hand, and signed and dated advertising agreement is received from the advertiser. Cancellation of contract prior to completion will result in an appropriate short-rate charge.

Regal Courier

Serving King City/Summerfield

www.regalcourier.com
Zip code: 97224

- Carrier delivered to eight adult communities in King City/Summerfield and nearby Tigard
- Targets Oregon's largest senior market
- The area's best source for local news about local government, people and club activities

11,520
Monthly Readers
4,800 Circulation

15th of each month
Call 503-684-0360

Total Column Inches	Per Column Inch Rate 1x	3x	6x	12x
3"–8"	12.50	12.00	11.50	10.75
9"–30"	11.50	11.00	10.50	9.75
31"–50"	10.50	10.00	9.50	9.00
51"–96"	9.50	9.00	8.75	8.50

Pick Up Rate
$8.75 per column inch

Earn a discounted per column inch rate when you run the same ad from another Community Newspapers publication in this paper.

Southwest Community Connection

www.swcommconnection.com
Zip codes: 97219, 97221, 97239

- Targeted direct mail distribution to select neighborhoods in the affluent southwest hills of Portland
- The source for news and advertising for the Hillsdale and Multnomah neighborhoods
- Average household income of more than $84,000 per year

30,000
Monthly Readers
12,500 Circulation

15th of each month
Call 503-684-0360

Total Column Inches	Per Column Inch Rate 1x	3x	6x	12x
3"–8"	20.00	17.00	15.00	13.00
9"–30"	18.00	15.00	13.00	11.00
31"–50"	16.00	13.00	11.00	9.00
51"–96"	13.00	10.00	9.00	7.00

Pick Up Rate
$13.30 per column inch

Earn a discounted per column inch rate when you run the same ad from another Community Newspapers publication in this paper.

The Bee
Serving Sellwood & SE Portland

www.thebeenews.com
Zip codes: 97202, 97206

- The best source for local news and advertising for the Portland neighborhoods of Sellwood, Eastmoreland, Westmoreland, Brooklyn, Reed and Woodstock
- Targeted direct mail distribution to single family homes in the affluent southeast neighborhoods of Portland

46,560
Monthly Readers
19,400 Circulation

15th of each month
Call 503-232-2326

Total Column Inches	Per Column Inch Rate 1x	3x	6x	12x
3"–8"	23.00	20.50	18.50	16.00
9"–30"	20.50	18.50	16.50	14.50
31"–50"	18.00	16.00	14.50	12.50
51"–96"	15.00	13.50	12.00	10.50

Pick Up Rate
$16.10 per column inch

Earn a discounted per column inch rate when you run the same ad from another Community Newspapers publication in this paper.

Sherwood Gazette

www.sherwoodgazette.com
Zip codes: 97140

- Targeted direct mail distribution to every home and business in Sherwood
- Each issue offers more than 32 pages of news and advertising
- Average family income of more than $67,000 per year
- Sherwood's best source for local news and advertising

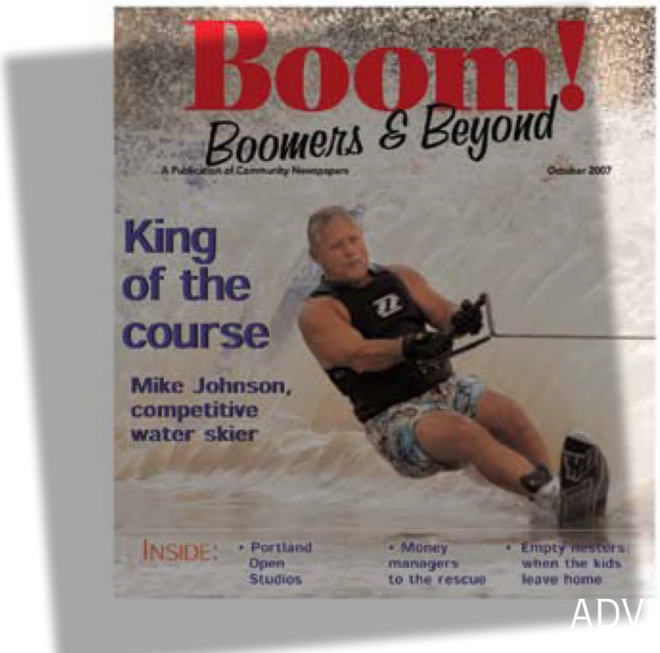
26,400
Monthly Readers
11,000 Circulation

15th of each month
Call 503-684-0360

Total Column Inches	Per Column Inch Rate 1x	3x	6x	12x
3"–8"	16.00	15.00	14.00	12.50
9"–30"	14.50	14.00	13.50	12.00
31"–50"	14.00	13.50	12.75	11.25
51"–96"	13.00	12.50	12.25	11.00

Pick Up Rate
$11.20 per column inch

Earn a discounted per column inch rate when you run the same ad from another Community Newspapers publication in this paper.



BOOM!

www.boomnw.com

- A monthly publication targeting the Boomer market and beyond
- Regional distribution of 40,000 homes through Community Newspapers subscriber newspapers and rack locations
- Inside the pages of Boom! Boomers & Beyond, you will find interesting stories about baby boomers in our area who defy categorization!

91,200
Monthly Readers
38,000 Circulation

15th of each month
Call 503-492-5124

Per Column Inch Pricing

$42.00 per column inch – *One time rate*
$35.00 per column inch – *Three consecutive months*
$33.00 per column inch – *Four consecutive months*
$30.00 per column inch – *Six consecutive months*
$27.00 per column inch – *Eight consecutive months*
$25.00 per column inch – *Twelve consecutive months*

Full Color

$40 – *1 to 4.5 inch ad*
$70 – *5 to 11 inch ad*
$135 – *11.25 to 21 inch ad*
$250 – *21.5 inch to full page ad*

Preprints Rates

Single Sheet .....**$52 cpm**
4 Tab/ 2 Std. .....**$55 cpm**
8 Tab/ 4 Std. .....**$60 cpm**
12 Tab/ 6 Std. ....**$65 cpm**
16 Tab/ 8 Std. ....**$70 cpm**

Prices are for full distribution of 40,000. $50 Surcharge if under 40,000 quantity.

Sustainable Life

SUSTAINABLE LIFE publishes as a stand-alone section the second week of every month, Wednesday and Thursday in the Community Newspapers and the Portland Tribune.

Recognizing that our readers are hungry for news and information about green living practices, the Portland Tribune and Community Newspapers publish **SUSTAINABLE LIFE**, a monthly full-distribution section.

SUSTAINABLE LIFE has a total market readership of **392,024** in **18 newspapers** throughout the Portland metropolitan area.

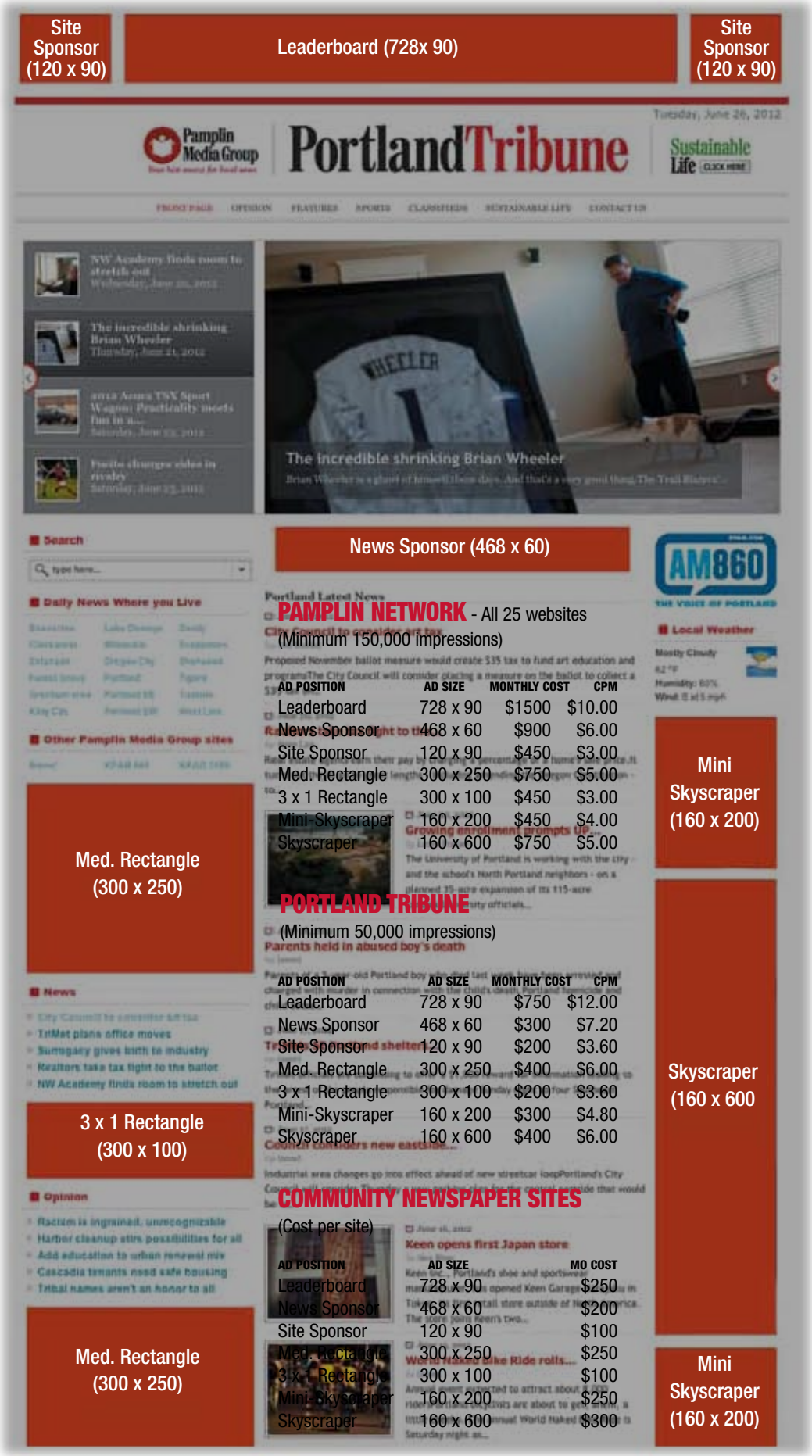
392,024
Monthly Readers
154,160 Circulation

15th of each month
Call 503-684-0360

Per Column Inch	
1x	65
3x	55
6x	50
12x	37.50

Pamplin MediaGroup

WEB ADVERTISING



PAMPLIN NETWORK - All 25 websites
(Minimum 150,000 impressions)

AD POSITION	AD SIZE	MONTHLY COST	CPM
Leaderboard	728 x 90	$1500	$10.00
News Sponsor	468 x 60	$900	$6.00
Site Sponsor	120 x 90	$450	$3.00
Med. Rectangle	300 x 250	$750	$5.00
3 x 1 Rectangle	300 x 100	$450	$3.00
Mini-Skyscraper	160 x 200	$450	$4.00
Skyscraper	160 x 600	$750	$5.00

PORTLAND TRIBUNE
(Minimum 50,000 impressions)

AD POSITION	AD SIZE	MONTHLY COST	CPM
Leaderboard	728 x 90	$750	$12.00
News Sponsor	468 x 60	$300	$7.20
Site Sponsor	120 x 90	$200	$3.60
Med. Rectangle	300 x 250	$400	$6.00
3 x 1 Rectangle	300 x 100	$200	$3.60
Mini-Skyscraper	160 x 200	$300	$4.80
Skyscraper	160 x 600	$400	$6.00

COMMUNITY NEWSPAPER SITES
(Cost per site)

AD POSITION	AD SIZE	MO COST
Leaderboard	728 x 90	$250
News Sponsor	468 x 60	$200
Site Sponsor	120 x 90	$100
Med. Rectangle	300 x 250	$250
3 x 1 Rectangle	300 x 100	$100
Mini-Skyscraper	160 x 200	$250
Skyscraper	160 x 600	$300

680x360

One billboard ad would rotate among lead stories. Limit of one advertiser per site per week.

$995 per week
All websites

$395 per week
Portland Tribune only

$250 per week per
Community Newspaper site

- **Local newspaper websites are more credible and informative than all other online sources.**
- **Extend your reach, 24/7 with the Portland Tribune and Community Newspaper websites.**
- **77% of Online Readers not Subscribers**
- **Median Age - 39 yrs. Old**
- **Average Household Income is 32% higher.**

WEB CONTRACT RATES

3 month contract
SAVE 10%
6 month contract
SAVE 20%
12 month contract
SAVE 30%

MULTIPLE WEBSITE BUY

(Community Newspaper Websites Only)

Buy **ONE** site, each additional site is **HALF PRICE**

September 10, 2013

Mktg/Rate Cards/2013/PMG Rates 100213

Pamplin Media Group

Email Blasts

Businesses interested in targeting readers craving hyper local news can do so through the Pamplin Media Group's weekly email blasts.

Twice a week, every Tuesday and Friday, we send out an email alert highlighting a few of the top trending stories found on our websites.

- Sent to over 12,000 readers twice a week
- Limited ad positions (5) to maximize your exposure
- Features top trending stories from the Pamplin Media Group family of newspapers
- Available ad units include:
  728 x 90 pixels
  160 x 600 pixels
  468 x 60 pixels
  160 x 200 pixels
- Impressions delivered:
  - 104,000 per month
  - 26,000 per week

728 x 90 pixels
$995 month
$395 week

160 x 600 pixels
$995 month
$395 week

468 x 60 pixels
$495 month
$175 week

468 x 60 pixels
$295 month
$100 week

160 x 200 pixels
$245 month
$100 week

To reserve your space call your sales representative today at 503-684-0360

Pamplin MediaGroup

PREPRINT ADVERTISING RATES

Beaverton Valley Times
Estacada News
Forest Grove News-Times
Gresham Outlook
Lake Oswego Review
Portland Tribune
Sandy Post
The Times
West Linn Tidings

	Open	5X	13X	26X	52X
Single Sheet	$32	$30	$28	$27	$24
4 Tab/2 Std	$35	$32	$31	$29	$26
8 Tab/4 Std	$44	$38	$36	$34	$30
12 Tab/6 Std	$49	$43	$41	$39	$35
16 Tab/8 Std	$56	$50	$48	$46	$42
20 Tab/10 Std	$59	$54	$52	$48	$46
24 Tab/12 Std	$62	$57	$55	$53	$49

Central Oregonian
Clackamas Review
Oregon City News
Hillsboro Tribune
Canby Herald
Madras Pioneer
Molalla Pioneer
Newberg Graphic
Wilsonville Spokeman
Woodburn Independent

	Open	3-6X	12X	24X
Single Sheet	$42	$37	$33	$32
4 Tab	$57	$53	$52	$51
8 Tab/4 Std	$63	$58	$57	$56
12 Tab/6 Std	$69	$65	$64	$63
16 Tab/8 Std	$76	$72	$71	$70
20 Tab/10 Std	$83	$79	$78	$77
24 Tab/12 Std	$90	$86	$85	$84

Costs are per thousand inserts. Minimum order a newspaper's full circulation run. Frequency rates are available only with a signed advertising contract and credit approval or payment in advance. An indicia or mail permit cannot appear anywhere on the insert. Preprints larger than 8 1/2"x 11" must be quarter-folded.

Full Buy Monthly Newspaper - Single Sheet Rates

King City Regal Courier:.....$265
Sherwood Gazette:.....$440
Southwest Community Connection:.....$600
The Bee:.....$846

Price indicated is for full-run. Preprints larger than 81/2" x 11" must be quarter-folded, and will be charged at a higher rate. Contact your advertising sales representative for more information.

Pre-printed inserts are accepted for the Tuesday and Thursday Portland Tribune. For more information or rates for inserts larger than 12 standard pages, contact your advertising representative or call 503-546-0784.

Inserts should be delivered one week in advance of publication date to: Gresham Outlook, 1190 NE Division, Gresham, OR 97030

Full Distribution: 80,000

Westside Zone:
97005,97006,97007,97008,97034,97035,97062, 97068,97124,97219,97223,97224,97225,97229, 97239 – **13,000**

Northeast Zone:
97203,97211,97212,97213,97217,97218,97220, 97227,97230,97232 – **25,000**

Southeast Zone:
97015,97027,97202,97206,97214,97215,97216, 97222,97233,97266,97267 – **21,500**

Downtown Zone:
97201,97204,97205,97207,97209,97210 – **20,500**

The South County Spotlight Scappoose and St. Helens

Single Sheet	$65
4 Tab	$65
8 Tab	$65
12 Tab	$75
16 Tab	$85
20 Tab	$95

INSERT DEADLINES:

Thursday at Noon for the following week's newspaper

WHERE TO SEND INSERTS:

Inserts can be sent to either the newspaper office or directly to our press facility. All inserts should be clearly marked with insertion date, which newspapers the insert will appear in and total quantity of inserts.

Newspapers printed at Eagle Web Press include:
Lake Oswego Review, West Linn Tidings, Canby Herald, Molalla Pioneer, Newberg Graphic, Wilsonville Spokesman, Woodburn Independent

Eagle Web Press
4901 Indian School Road, Salem, OR 97305
1-800-800-7980

Newspapers printed at the Gresham Outlook include:
Portland Tribune, King City Regal Courier, Estacada News, Clackamas Review, Sandy Post, The Spotlight, Oregon City News, Forest Grove News-Times, Hillsboro Tribune, Southwest Community Connection, The Times, Beaverton Valley Times, The Bee, Sherwood Gazette and BOOM

Gresham Outlook
1190 NE Division, Gresham, OR 97030
503-665-2181

Newspapers printed at Central Oregon Press include:
Madras Pioneer and Central Oregonian

Central Oregon Press
558 N Main Street, Prineville, OR 97754
541-447-6205

Pamplin MediaGroup

PRODUCTION REQUIREMENTS

Measurements: Standard Advertising Unit (SAU)

WIDTH
1 column .....1.7″
2 column .....3.5″
3 column .....5.375″
4 column .....7.2″
5 column .....9.0″
6 column .....10.875″

Number of Columns COPY & DESIGN Multiplied by Depth = Total Column Inches

DEPTH
BROADSHEET 21.25″
Ads over 19″ will be charged at the full-page depth.

COLOR RATES

One color $95.00
Two color $185.00
Full color $280.00

PACKAGE RATES

3 or more newspapers
One color.....$60.00 per paper
Full color .....$150.00 per paper

ELECTRONIC SUBMISSION REQUIREMENTS

Preferred:
Adobe Acrobat PDF* (with all text embedded)

Other:
Adobe Photoshop jpg* (cmyk only)
Adobe Illustrator, CS5* (send all images and convert text to outlines)
Adobe InDesign, CS5 (packaged with all fonts and links)

*Must be a completed ad, it cannot be edited.

TEARSHEETS

- Up to 5 tearsheets furnished at no charge. Additional tearsheets available at an additional charge (Advance request required).
- Co-op billing and tearsheets available at your request.

COPY & DESIGN

- Basic copywriting and design available to advertisers at no charge.
- Proofs (maximum of 2) are for error correction only.
- Composition charges may be made for excessive changes or alterations of original copy when the space is ordered.
- Photography and detailed art may incur additional charges.

CREDIT & PAYMENT

- Rates are net.
- Advance credit approval required on advertising.
- Payments on account with pre-approved credit are due the 10th of the month following date of publication.
  Late payments will accrue service charges.
- VISA, Discover, American Express and Master Card accepted.
- Cash only accounts include: political advertisements, going-out-of business advertisements, unapproved or poor credit, out-of-state advertisers and ads placed from motel addresses.
- Contract rates are valid only after credit approval or cash-in-hand, and a signed and dated advertising agreement is received from the advertiser.

GENERAL POLICIES

- Minimum ad size of at least four column inches is required for all retail newspaper ads.
- All advertising is accepted subject to approval of the publisher. Publisher reserves the right to reject advertising copy.
- No advertising positions can be guaranteed. Credit will not be issued based on ad position.
- Community Newspapers will exercise due diligence to prevent mistakes, and cannot assume liability for errors once a signed proof approval is received from advertiser. Community Newspapers will be responsible for typographical or other errors only to the extent of a credit or corrected insertion of the portion of the advertisement that is incorrect due to Community Newspapers' error in the first insertion. Community Newspapers reserves the right to 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 arising by reason of any advertisement.

Pamplin MediaGroup

OFFICE LOCATIONS

Beaverton Valley Times
Clackamas Review/Oregon City News
Sherwood Gazette • The Times
Portland Tribune

6605 SE Lake Road,
Portland, OR 97222
Mailing address:
P.O. Box 22109, Portland, OR 97269
Phone: (503) 684-0360 Fax: (503) 620-3433
E-Mail: email@commnewspapers.com
Website: www.commnewspapers.com

Canby Herald

(Clackamas County)
241 N. Grant Street
P.O. Box 1108
Canby, Oregon 97013
Phone: (503) 266-6831 Fax: (503) 266-6836
Email: sstorey@canbyherald.com

Central Oregonian - Prineville

(Crook County)
558 N. Main Street
Prineville, Oregon 97754
Phone: (541) 447-6205
Email: ttooley@centraloregonian.com

Estacada News

(Clackamas County)
313 SW Highway 224
P.O. Box 549
Estacada, OR 97023
Phone: (503) 630-3241 Fax: (503) 630-5840
E-mail: email@estacadanews.com

Forest Grove News-Times
Hillsboro Tribune

(Washington County)
2038 Pacific Ave.
P.O. Box 408
Forest Grove, OR 97116
Phone: (503) 357-3181 Fax: (503) 359-8456
E-Mail: advertising@forestgrovenewstimes.com
Email: advertising@hillsborotribune.com

Gresham Outlook • Sandy Post
BOOM!

(Multnomah County)
1190 NE Division Street
P.O. Box 74
Gresham, OR 97030
Phone: (503) 665-2181 Fax: (503) 669-2760
E-Mail: production@theoutlookonline.com

King City Regal Courier

(Washington County)
10170 SW Nimbus Ave, Suite H-3
Portland, OR 97223
Phone: (503) 639-5414 Fax: (503) 968-7397

Lake Oswego Review
West Linn Tidings
Wilsonville Spokesman
Southwest Community Connection

(Clackamas County)
400 Second St.
P.O. Box 548
Lake Oswego, OR 97034
Phone: (503) 635-8811 Fax: (503) 635-8817
E-Mail: email@commnewspapers.com

Madras Pioneer

(Jeffferson County)
345 SE Fifth Street
Madras, Oregon 97741
Phone: (541) 475-2275 Fax: (541) 475-3710
Email: jdehaan@madraspioneer.com

Molalla Pioneer

(Clackamas County)
217 E. Main Street
P.O. Box 168
Molalla, Oregon 97038
Phone: (503) 829-2301 Fax: (503) 829-2317
Email: sfama@molallapioneer.com

Newberg Graphic

(Yamhill County)
500 E. Hancock
P.O. Box 700
Newberg, OR 97132
Phone: (503) 538-2181 Fax: (503) 538-1632
Email: graphicads@newberggraphic.com

The Spotlight – Scappoose/St. Helens

(Columbia County)
33548 Edward Lane, Suite 110
P.O. Box C
Scappoose, OR 97056
Phone: (503) 543-6387 Fax: (503) 543-6380
E-Mail: ads@spotlightnews.net

Woodburn Independent

(Marion County)
650 N. First Street
P.O. Box 96
Woodburn, Oregon 97071
Phone: (503) 981-3441 Fax: (503) 981-1253
Email: ndebuse@woodburnindependent.com

Your solution for targeted digital advertising

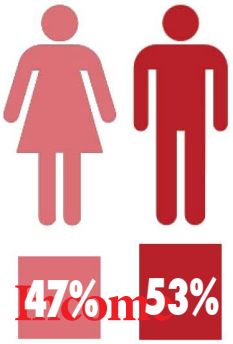
Your town, your local website!

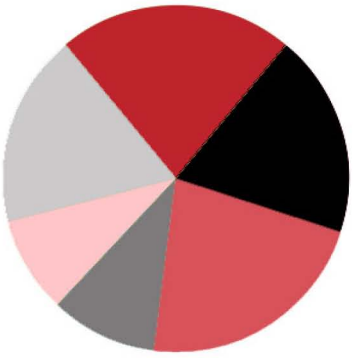
3,718,635
MONTHLY WEBSITE VISITORS

70,428
DAILY WEB VISITORS

Markt/RateCard/482243.2014

GENDER

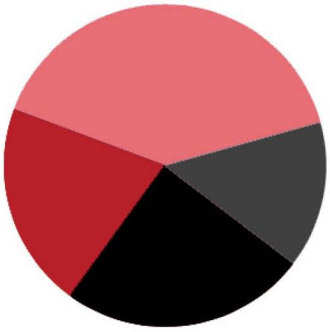




AGE GROUPS

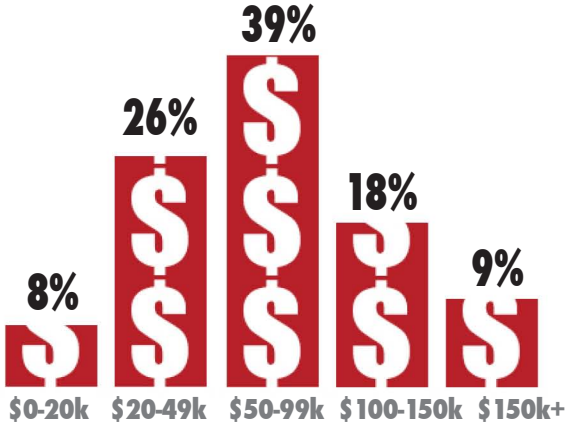
< 18	10%
18-24	9%
25-44	40%
45-54	19%
55-64	14%
65+	7%

EDUCATION



Graduate School	21%
College Grad	46%
Some College	13%
High School / GED	20%

INCOME



26% of Portland Tribune visitors have a household income of $100,000 or higher.

TRAFFIC SOURCES

Mobile Web **32%**

Online **68%**

COUNTY

117,211

40,639

56,715

OTHER INTERESTS

The people who visit portlandtribune.com are also likely to visit these categories and sites:

TRAVEL	2.5x	CAR RENTAL	1.7x
POLITICS & COMMENTARY	1.9x	REFERENCE	1.7x
FANTASY SPORTS	1.9x	MAPS	1.7x
SCIENCE/NATURE	1.9x	HOME & GARDENING	1.6x
AIRLINES	1.8x	RELIGION	1.6x
BANKING	1.7x	TRAVEL AGENTS	1.6x
NEWS	1.7x	ONLINE TRADING	1.6x

CHILDREN in HOUSEHOLD

Has Kids **43%**

No Kids **57%**

Unique Monthly Website Visitors: 365,796

Monthly Page Views: 3,718,635 • Daily Web Visitors: 70,428

	Monthly Page Views
Portland Tribune DAILY WEB VISITORS: 23,226	1,226,380
Beaverton Valley Times DAILY WEB VISITORS: 2,224	117,440
Canby Herald DAILY WEB VISITORS: 1,377	72,725
South County Spotlight DAILY WEB VISITORS: 3,910	206,445
Estacada News DAILY WEB VISITORS: 955	50,430
Forest Grove News Times DAILY WEB VISITORS: 1,924	101,615
Gresham Outlook DAILY WEB VISITORS: 5,150	271,950
Regal Courier DAILY WEB VISITORS: 197	10,405
Hillsboro Tribune DAILY WEB VISITORS: 1,285	67,900
Lake Oswego Review DAILY WEB VISITORS: 4,094	216,210
Madras Pioneer DAILY WEB VISITORS: 3,138	165,720
Clackamas / Oregon City DAILY WEB VISITORS: 2,178	115,000

	Monthly Page Views
Woodburn Independent DAILY WEB VISITORS: 3,789	200,100
Central Oregonian DAILY WEB VISITORS: 4,202	221,890
Newberg Graphic DAILY WEB VISITORS: 2,980	157,375
West Linn Tidings DAILY WEB VISITORS: 3,052	161,150
Molalla Pioneer DAILY WEB VISITORS: 1,510	79,760
Wilsonville Spokesman DAILY WEB VISITORS: 1,094	57,790
Sandy Post DAILY WEB VISITORS: 1,018	53,780
Sherwood Gazzete DAILY WEB VISITORS: 689	36,385
Tigard / Tualatin Times DAILY WEB VISITORS: 2,282	120,500
The Bee (SE Portland) DAILY WEB VISITORS: 877	46,350
SW Community Connection DAILY WEB VISITORS: 183	9,710
Boom! Boomers & Beyond DAILY WEB VISITORS: 102	5,405

FACEBOOK FANS
SOCIAL MEDIA

24.4% Referals from Facebook Link

39,425 Followers

TOP TRENDING STORIES
PAMPLIN E-BLAST

Twice Weekly Email Broadcast to

12,000 Weekly Subscribers

ONLINE ADVERTISING
11 MILLION

Ad Impressions delivered monthly

THE MOST
LOCAL CONTENT

Average Monthly Stories Posted

4,811 Local Stories

PAMPLIN NETWORK - All 25 websites

(Minimum 150,000 impressions)

AD POSITION	AD SIZE	MONTHLY COST	CPM
Leaderboard	728 x 90	$1500	$10.00
News Sponsor	468 x 60	$900	$6.00
Site Sponsor	120 x 90	$450	$3.00
Med. Rectangle	300 x 250	$750	$5.00
3 x 1 Rectangle	300 x 100	$450	$3.00
Mini-Skyscraper	160 x 200	$450	$4.00
Skyscraper	160 x 600	$750	$5.00

PORTLAND TRIBUNE

(Minimum 50,000 impressions)

AD POSITION	AD SIZE	MONTHLY COST	CPM
Leaderboard	728 x 90	$750	$12.00
News Sponsor	468 x 60	$300	$7.20
Site Sponsor	120 x 90	$200	$3.60
Med. Rectangle	300 x 250	$400	$6.00
3 x 1 Rectangle	300 x 100	$200	$3.60
Mini-Skyscraper	160 x 200	$300	$4.80
Skyscraper	160 x 600	$400	$6.00

COMMUNITY NEWSPAPER SITES

(Cost per site)

AD POSITION	AD SIZE	MO COST
Leaderboard	728 x 90	$250
News Sponsor	468 x 60	$200
Site Sponsor	120 x 90	$100
Med. Rectangle	300 x 250	$250
3 x 1 Rectangle	300 x 100	$100
Mini-Skyscraper	160 x 200	$250
Skyscraper	160 x 600	$300

680x360

One billboard ad would rotate among lead stories. Limit of one advertiser per site per week.

$995 per week All websites

$395 per week Portland Tribune only

$250 per week per Community Newspaper site

- **Local newspaper websites are more credible and informative than all other online sources.**
- **Extend your reach, 24/7 with the Portland Tribune and Community Newspaper websites.**
- **77% of Online Readers not Subscribers**
- **Median Age - 39 yrs. Old**
- **Average Household Income is 32% higher.**

WEB CONTRACT RATES

3 month contract
SAVE 10%

6 month contract
SAVE 20%

12 month contract
SAVE 30%

MULTIPLE WEBSITE BUY

(Community Newspaper Websites Only)

Buy **ONE** site, each additional site is **HALF PRICE**

January 18, 2013

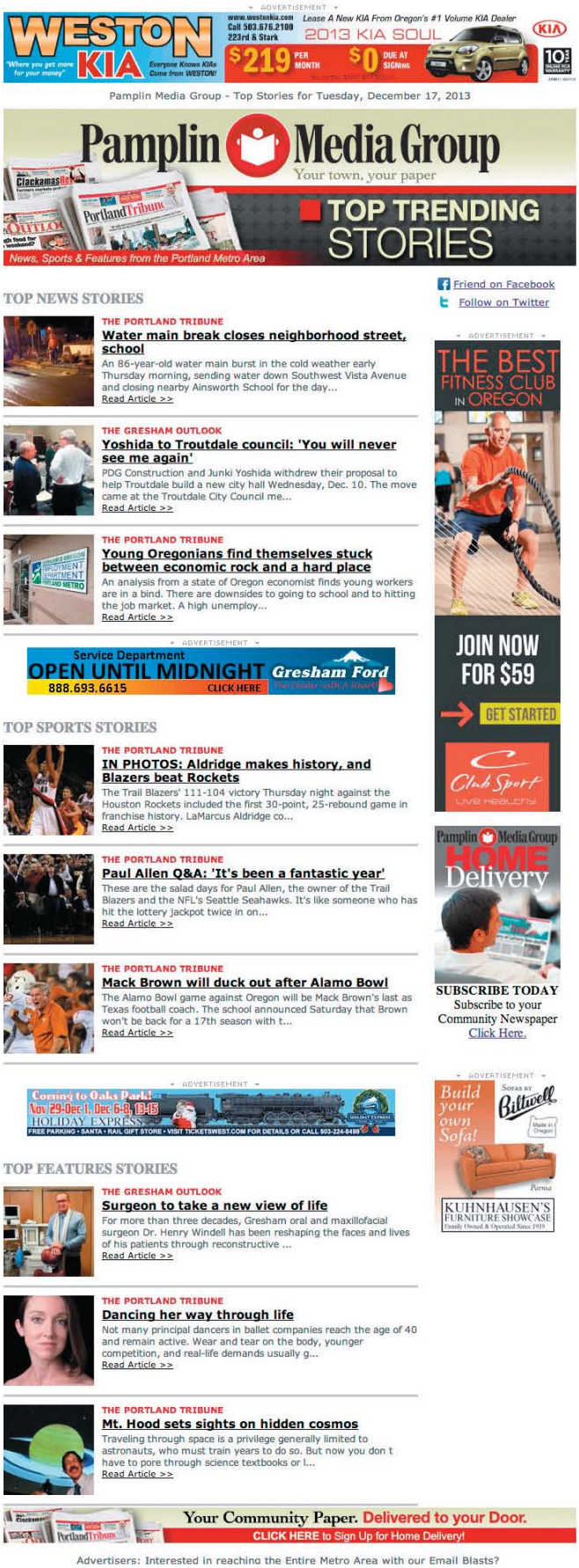
Email Blasts

Businesses interested in targeting readers craving hyper local news can do so through the Pamplin Media Group's weekly email blasts.

Twice a week, every Tuesday and Friday, we send out an email alert highlighting a few of the top trending stories found on our websites.

- Sent to over 12,000 readers twice a week
- Limited ad positions (5) to maximize your exposure
- Features top trending stories from the Pamplin Media Group family of newspapers
- Available ad units include:
  728 x 90 pixels
  160 x 600 pixels
  468 x 60 pixels
  160 x 200 pixels
- Impressions delivered:
  - 104,000 per month
  - 26,000 per week

To reserve your space call your sales representative today at 503-684-0360



728 x 90 pixels
$995 month
$395 week

160 x 600 pixels
$995 month
$395 week

468 x 60 pixels
$495 month
$175 week

468 x 60 pixels
$295 month
$100 week

160 x 200 pixels
$245 month
$100 week