

2008-09

General Rate Card

Publishes: Monday - Friday Afternoons and Sunday Morning

**345 NE Winchester • PO BOX 1248 • Roseburg, OR 97470
(541) 672-3321 • Fax: (541) 673-5994**

www.nrtoday.com

Rates effective September 1, 2008

The News-Review

1. Personnel

Advertising Director

Pat Bridges (541) 957-4250

National Manager

Kathy Bates (541) 957-4259
Fax (541) 673-5994

Classified Advertising Manager

Alsly Brinkmeyer (541) 957-4235
Fax: (541) 957-5925

2. Black/White R.O.P. Display Rates

a. OPEN - Evening or Sunday	Currents
Gross \$35.54 Net \$30.20	Gross \$37.32 Net \$31.72

b. Annual Bulk Contracts

Inches	Daily or Sunday		Currents	
	Gross	Net	Gross	Net
126	\$27.12	\$23.05	\$28.46	\$24.19
258	\$26.08	\$22.17	\$27.43	\$23.31
516	\$24.74	\$21.03	\$25.98	\$22.08
774	\$23.29	\$19.79	\$24.48	\$20.81
1032	\$22.25	\$18.91	\$24.32	\$20.67
1548	\$21.63	\$18.39	\$23.60	\$20.06
2580	\$20.70	\$17.60	\$21.74	\$18.47
5160	\$19.67	\$16.72	\$20.65	\$17.55

Annual bulk agreements are computed on the basis of total volume of advertising published for a single firm within a 12 month period.

c. Repeat Discounts

Advertisers on bulk contracts may qualify for a special discount program by repeating the same ad (no copy changes) within a 6 day period. These discounts apply to space only. The lineage applies to bulk agreements fulfillment, but is not rebatable.

2 nd Ad	25% Discount
3 ⁺ Ads	30% Discount

3. R.O.P. Color Rates (Rate added to space)

News-Review or NR Extra

	Gross	Net
1 Color + Black	\$284.90	\$242.17
Full Color	\$665.50	\$565.68

Color accepted every day subject to availability and prior commitments. Extra charge for ink other than standard colors. Double trucks billed as two ads.

Color Deadlines/Reservations & Copy: Advance 24 Hours

4. The News-Review Extra

The News-Review Extra is a free weekly entertainment newspaper delivered Wednesdays to 15,000 non-subscribers in Douglas County providing advertisers with 92% market coverage when combined with The News-Review.

	Gross	Net	Gross	Net
a. Open Rate	\$14.85	\$12.62	Gross	Net
Pick-Up from The News-Review			\$11.10	\$9.44

5. The Umpqua Shopper

Established in 1975, the Umpqua Shopper is the number one free publication in Douglas County, mailed weekly to over 23,000 households, with an additional demand distribution of 6,600.

	Gross	Net
a. Open Rate	\$16.10	\$13.69
Pick-Up from The News-Review	\$12.07	\$10.26

6. Internet

Please contact your sales consultant for current rate and availability.

7. Color Comics

a. Ads In Comics

	Gross-CPM	Net-CPM
Standard Page	\$74.10	\$62.99
2/3 Page	\$45.30	\$38.51
1/2 Page	\$34.70	\$29.50
1/3 Page	\$24.15	\$20.53
1/6 Page	\$17.15	\$14.58

a. Gatefolds & Spadeas

Frequency	Gross-CPM Gatefold	Net-CPM Gatefold	Gross-CPM Spadea	Net-CPM Spadea
1x	\$66.85	\$56.82	\$129.60	\$110.16
6x	\$53.90	\$45.82	\$90.60	\$77.01
12x	\$49.75	\$42.29	\$77.70	\$66.05

Gatefold full color 5.75"x20" printed on both sides, attached to the front page of the Sunday color comics. Spadea full color 11.625"x20" printed on both sides, folded around the front page of the Sunday Color comics.

Total cost based on CPM times gross distribution of 22,500.

8. Senior Times

The Senior Times tab is published the first Monday of every month in The News-Review. This section is targeted to the "50 something" seniors. Frequency rates are available with a signed contract. Ad sizes are modular.

Size	Open Gross	Open Net	3x Gross	3x Net
1/8 Page	\$248.60	\$211.31	\$227.91	\$193.72
1/4 page	\$497.20	\$422.62	\$455.82	\$387.44
1/2 Page	\$1,056.72	\$898.21	\$914.25	\$777.11
Full page	\$1,993.20	\$1,694.22	\$1,827.17	\$1,553.09

Size	6x Gross	6x Net	12x Gross	12x Net
1/8 Page	\$209.20	\$177.82	\$184.60	\$156.91
1/4 page	\$418.46	\$355.69	\$369.21	\$313.82
1/2 Page	\$839.27	\$713.38	\$740.56	\$629.48
Full page	\$1,677.41	\$1,425.80	\$1,480.05	\$1,258.04

9. Premium Position Charges

a. R.O.P. Premium Positions

Guaranteed for a 25% premium charge on space for quarter page ads or larger on availability basis only.

b. Panel Ads

Weather page and other panel ad premiums (unless priced higher). Premiums charged on space cost.

Black & White	25%
1 Color + Black	35%
2 Colors + Black	45%
Full Color	55%

10. Classified Advertising Rates

A 15% commission is available to recognized advertising agencies placing National Rate classified advertising. No cash discounts. Cash with order unless credit is established. Visa, MasterCard, Discover and American Express accepted. Local classified rates are non-commissionable.

	Gross	Net
Daily per line/per day	\$4.11	\$3.49
Sunday per line/per day	\$4.19	\$3.56

Evenings and Sunday. Classified display rates bill 10 lines per inch. Minimum size 4" ad.

c. Closing Times

Line Ads: 4:00 p.m. 1 day preceding publication. 4:00 p.m. on Friday for Sunday and Monday.

Display: Camera ready reservations - 4:00 p.m. two days preceding publication. Wednesday 4:00 p.m. for Friday publication; Thursday 4:00 p.m. for Sunday publication; noon Friday for Monday publication.

d. Mechanical Requirements

9 columns to a page. One column 6p10 (1.139"), two column 14p5 (2.403"), three column 22p (3.667"), four column 29p7 (4.931"), five column 37p2 (6.194"), six column 44p9 (7.458"), seven column 52p4 (8.722"), eight column 59p11 (9.986") and nine column 67p6 (11.25").

11. Co-Op Rates

Advertising placed by a retailer, distributor or manufacturer in which one or more locations are identified in the ad and for which a national manufacturer or service provider pays a portion of the advertising costs.

a. Open: Evening and Sunday:

ROP Gross	ROP Net	Currents Gross	Currents Net
\$30.79	\$26.17	\$32.34	\$27.49

12. Pre-Printed Advertising Rates

News-Review and Extra TMC

Size	Gross	Net
CARD	\$73.80	\$62.73
2S/4T/8F	\$77.90	\$66.22
4S/8T/16F	\$79.95	\$67.96
6S/12T/24F	\$82.00	\$69.70
8S/16T/32F	\$84.05	\$71.44
10S/20T/40F	\$87.13	\$74.06
12S/24T/48F	\$89.18	\$75.80
14S/28T/56F	\$91.23	\$77.54
16S/32T/64F	\$93.28	\$79.28
18S/36T/72F	\$95.33	\$81.03
20S/40T/80F	\$98.40	\$83.64

a. Minimum 5,000 per insertion/ask for quantities. Please provide 2% spoilage.

b. Add \$3/M for home delivery only (no single copy) News-Review Circulation. Add \$5/M for custom zoning in News-Review, Extra and Umpqua Shopper.

c. Prices for inserts over 20S/40T, add \$2/M for additional 2 standard or 4 tab pages. For News-Review Extra, add \$4/M for additional 2 standard or 4 tab pages for Umpqua Shopper. Availability must be confirmed.

d. Each gatefold that measures less than half of the width of the standard page will be charged as two tab pages. Gatefolds that measure more than half the width of the standard page will be charged as two standard pages. This rate consideration is based on gatefolds appearing as part of a standard size insert.

e. Pre-prints with editorial/news content must be pre-approved by The News-Review Publishing Company.

f. Mechanical Requirements: Daily and Sunday pre-prints must be in The News-Review mail room 4 days prior to publication. Pre-prints arriving after the 4 day deadline are subject to mailing room cost for handling.

b. Annual Bulk Contracts Evening and Sunday.

Inches	ROP Gross	ROP Net	Currents Gross	Currents Net
129	\$26.03	\$22.13	\$27.32	\$23.23
258	\$25.00	\$21.25	\$26.29	\$22.35
516	\$24.48	\$20.81	\$25.72	\$21.86
774	\$22.67	\$19.27	\$23.81	\$20.23
1032	\$22.25	\$18.91	\$23.34	\$19.84
1548	\$21.63	\$18.39	\$22.72	\$19.31
2580	\$20.54	\$17.46	\$21.58	\$18.34
5160	\$19.30	\$16.41	\$20.29	\$17.24
6708	\$18.11	\$15.40	\$18.99	\$16.14
10062	\$17.03	\$14.47	\$17.91	\$15.22

c. Repeat Discounts

Advertisers on bulk contracts may qualify for a special discount program by repeating the same ad (no copy changes) within a 6 day period. These discounts apply to space only. The lineage applies to bulk agreements fulfillment, but is not rebatable. Minimum 4" ad size.

2nd Ad 25% Discount
3+ Ads 30% Discount

Umpqua Shopper Rates

Size	Gross	Net	Gross	Net
Card Rates:	open	open	6x	6x
5"x 8" card	\$70.00	\$59.50	\$65.10	\$55.34
8" x 11" card	\$72.00	\$61.20	\$64.20	\$54.57
10" x 11" card	\$74.00	\$61.20	\$66.95	\$56.91
Preprint Rates:	Gross	Net		
2S/4T/8F	\$76.00	\$64.60		
4S/8T/16F	\$78.00	\$66.30		
6S/12T/24F	\$80.00	\$68.00		
8S/16T/32F	\$82.00	\$69.70		
10S/20T/40F	\$85.00	\$72.25		
12S/24T/48F	\$87.00	\$73.95		
14S/28T/56F	\$89.00	\$75.65		
16S/32T/64F	\$91.00	\$77.35		
18S/36T/72F	\$93.00	\$79.05		
20S/40T/80F	\$96.00	\$81.60		

Shipment must be made on a 36"x48" pallet, each plainly labeled as to the number of inserts stacked.

Pallets must be non-returnable with platform top and bottom constructed to withstand double stacking. Free floating inserts must be on a minimum of 70 lb. Stock. Roto inserts must be powdered to avoid adhesion. To be compatible with The News-Review mail room operation, sections must be placed on pallets 100 to a turn, 200 to a stack. Pallets and sections must not exceed 5' in height. Sections should be double strapped to pallet on four sides. Insertion order to include name, address of printer, dates of shipment, waybill numbers and method of transportation.

g. Reservation Deadline: 10 Days prior to publication.

h. Shipping Address: The News-Review, Mail Room, 345 NE Winchester, Roseburg, Oregon 97470.

i. Hours: Monday – Friday, 8:00 a.m. – 5:00 p.m. No weekend deliveries. After hours delivery 5:00 - 10:00 pm (\$30 fee).

13. Mechanical Requirements

a. Typography

The News-Review is not responsible for reproduction of type less than 7 pt. nor type strokes thinner than .007.

b. Art Line art should not be lighter than .5 point.

c. Copy

No allowances on reproduction where material does not meet standard.

d. Mechanical Requirements

Typed page before processing: 12" wide by 22.75" deep. No shrinkage. Depth of ROP column - 21.5". Standard double truck, 23.1667" wide x 21.5" deep. 6 standard columns per page. Standard Tabloid - 10.111" wide by 11" deep. Standard tab double truck, 20.75" wide x 11" deep. 5 columns per page Modular Tabloid - 10.111" wide x 11" deep. Modular tab double truck, 20.75" wide x 11" deep. 4 columns per page.

e. Column Widths

Column	Std. Display	Std. Comm. Class
1	10p5 (1.736")	6p10 (1.139")
2	21p10 (3.639")	14p5 (2.403")
3	33p3 (5.542")	22 (3.667")
4	44p8 (7.444")	29p7 (4.931")
5	56p1 (9.347")	37p2 (6.194")
6	67p6 (11.25")	44p9 (7.458")
7		52p4 (8.722")
8		59p11 (9.986")
9		67p6 (11.25")
Double Truck	135p (22.50")	135 (22.50")

Column • Size	Std. Tab	Modular Tab
1 • 1/8	10p5 (1.74")	29p10 x 15p9p (4.972"x2.625")
2 • 1/4	21p10 (3.64")	29p10 x 32p5 (4.972"x5.403")
3 • 1/2 H	33p3 (5.54")	60p8 x 32p5 (10.111"x 5.403")
4 • 1/2 V	44p8 (7.44")	29p10x66p (4.972"x11")
5 • Full	56p1 (9.35")	60p8 x 66p (10.111"x11")
Double Truck	124p6 (20.75")	124p6 x 66p4 (20.75"x11.067")

f. Space Charges

Space charged to standard page, 129"; standard double truck 268", tab page, 55"; Tab double truck, 120p".

g. Send Printing Material To

Advertising Department, The News-Review, PO Box 1248, Roseburg, OR 97470. Or hand deliver to: 345 NE Winchester, Roseburg, OR 97470.

h. Electronic Delivery

Electronic Delivery of ad material is highly encouraged. Send materials to display@nrtday.com. We use the Adobe Suite. Camera ready ads need to be in PDF format, all fonts must be embedded. All ads must use CMYK colorspace. Ads containing rich black or in improper format will be returned for correction. Images must be a minimum of 200 dpi. Print specification guidelines available upon request.

14. R.O.P. Deadlines - Space & Copy Display and Multi-Column Ads

Publication Day	Deadline
Monday	Thursday, 4:00 PM
Umpqua Shopper	Thursday, 4:00 PM
Tuesday	Friday, 4:00 PM
Extra	Monday, 12:00 PM
Wednesday	Monday, 4:00 PM
Currents	Friday, 4:00 PM
Thursday	Tuesday, 4:00 PM
Friday	Tuesday, 4:00 PM
Sunday	Wednesday, 4:00 PM

- a. Advertiser Deadlines include space reservation, complete copy, artwork and layout, including disc and ads sent electronically.
- b. Ad Proof. One ad proof is provided by carrier or fax as available for any ad over 8" in size. Proof changes are to be made by 4 pm day prior to publication, by 2 pm Friday for Sunday and Monday.
- c. Color, Double Truck, Theme Ad Page Advertisements. Please add on an additional day to deadline.
- d. Holiday Deadlines are advanced by 24 hours.
- e. Sunday Comics: Friday - 30 days prior to publication.
- f. Special Feature Sections are announced as applicable.

15. R.O.P. Make Up Requirements

- a. R.O.P. ads more than 19 inches deep charged full column 21.5"
- b. Tabloid section ads more than 10 inches deep charged full 11" depth.
- c. Ads not in compliance with size chart (column widths) specification will be modified as necessary. d. Minimum ad size is 1 column x 4 inch. e. Ads are measured in 1/2 inch increments.

16. Terms, Policies And Conditions

- a. Net 15 days. A charge of 1.5% per month (18% per annum) will be made on accounts 60 days past due. The customer is expected to make payments by the due date on The News-Review's statement. In the event that the customer fails to make payment within such time, The News-Review may reject ad copy and cancel the customer's contract. The customer agrees to indemnify The News-Review for account collection costs, including court costs and attorney's fees. If this agreement is cancelled due to the company's failure to make timely payment, The News-Review may rebill the customer for the outstanding balance due at the open or earned rate.
- b. Advertising accepted on a cash with order basis until credit has been approved. VISA, MasterCard, Discover and American Express accepted.
- c. Approved credit application required for net 15 day terms. Signed contract required to earn other than open rate.
- d. Advertising agencies which place advertisements for and receive statements for their customers are acting as agents for the customer.
- e. Contracts may not be back dated more than 30 days. Advertiser will not receive contract rate until contract is received and approved.
- f. Advertisers signing contracts will be billed at rates on current effective rate card and rebilled at a higher rate if contract is not fulfilled.
- g. The News-Review reserves the right to refuse, alter, edit or omit any advertising submitted for publication, including adding of the words "Paid Advertisement" in not less than 12 point type at the top and bottom of any advertisement set to resemble news matter.
- h. Every effort will be made to return photographs or other materials furnished by advertisers upon their request, but The News-Review cannot be held responsible in case of loss or damage.
- i. Publisher reserves the right to change advertising rates at any time. Contract advertisers will be given notice in writing 30 days prior and all contracts are accepted subject to this reservation. If such revisions are not acceptable to the advertiser, the advertiser shall have the right to re-sign or terminate the contract upon the date of change, by writing the newspaper upon notice of change.
- j. Political and cause advertising must be prepaid at time of space reservation. Ads must conform to all related laws and must be submitted one week prior to publication for approval. National rates apply to all statewide and national candidates and propositions.
- k. All going-out-of-business advertising and temporary business advertising (seasonal products and services) must be prepaid by check, certified funds or credit card prior to publication.
- l. The News-Review's liability shall at no time in any way exceed the cost of the space involved. Any error in any advertisement should be reported to The News-Review immediately as The News-Review's liability is limited to the first insertion and ceases completely if not reported within 5 working days of publication date. The News-Review will provide a letter of correction specifying any error in the insertion. The News-Review shall not be liable for any loss that results from incorrect publication or omission of the customer's advertisement.
- m. Adjustments for billing errors will be made within 60 days of the error. Publisher will not be responsible for adjustments beyond 60 days of publication date in question.
- n. Dates and times for cancellation are the same as the deadlines for placing advertisements. If time permits, emergency cancellation of advertisements will be accommodated for a 25% charge of the advertisement's cost.
- o. If deadline is met, a proof will be issued for most ads for error correction. Extensive changes or revisions may result in composition charges.
- p. Each account will be mailed a tear sheet at the end of the billing cycle as proof of publication. Tear sheets will not be delivered for ads smaller than 30.5 inches.
- q. All advertisements will be billed in column inches with one half inch minimum gradations.
- r. Every effort will be made to meet reasonable position requests. Failure to meet position request will not constitute cause for an adjustment, refund or rerun.
- s. All property rights to any advertisement produced by The News-Review are the property right of The News-Review.
- t. The customer agrees to hold harmless and indemnify The News-Review from all damages, costs and expenses, of any nature whatsoever, for which The News-Review may become liable by reason of its publication of the customer's advertising.
- u. In the event that any federal, state or local taxes are imposed on the printing of advertising material or the sale of ad space, such taxes shall be assumed and paid by the customer.
- v. Fraudulent, dishonest or misleading advertising will not knowingly be accepted.
- w. Verbal agreements, promises, waivers or conditions of any nature not contained in this rate card shall not be binding upon the publisher.
- x. We can accept late payments or partial payments, checks or money-orders marked "paid in full" without losing any of our rights or agreements.
- y. Placement fees must be added to the net rate paid to The News-Review.