

MID-VALLEY NEWSPAPERS

Mid-Valley
Newspapers
 Albany Democrat-Herald Corvallis Gazette-Times LEBANON EXPRESS

2008-2009 Advertising Rates

RETAIL ADVERTISING RATES

| Dual Market: Albany Democrat-Herald AND Corvallis Gazette-Times | | | | | | | | | | |
|--|------------|---------------|-------------|-------------|---------|----------------|-----------|------------------|----------------|---------|
| Single Market: Albany Democrat-Herald OR Corvallis Gazette-Times | | | | | | | | | | |
| BULK RATE LEVEL | DUAL DAILY | SINGLE MARKET | SUNDAY ONLY | SUNDAY PLUS | LEBANON | LEBANON PICKUP | THIS WEEK | THIS WEEK PICKUP | ENTERTAINER TV | SPORTS |
| OPEN | \$69.70 | \$34.85 | \$69.70 | \$45.30 | \$13.06 | \$5.10 | \$6.75 | \$3.75 | \$22.20 | \$22.20 |
| 1200 | \$36.86 | \$18.43 | \$37.52 | \$24.39 | \$13.06 | \$5.10 | \$6.75 | \$3.75 | \$22.20 | \$22.20 |
| 2000 | \$37.40 | \$18.70 | \$38.16 | \$24.80 | \$13.06 | \$5.10 | \$6.75 | \$3.75 | \$22.20 | \$22.20 |
| 4000 | \$36.86 | \$18.43 | \$37.52 | \$24.39 | \$13.06 | \$5.10 | \$6.75 | \$3.75 | \$22.20 | \$22.20 |
| 6000 | \$34.98 | \$17.49 | \$35.68 | \$23.19 | \$13.06 | \$5.10 | \$6.75 | \$3.75 | \$22.20 | \$22.20 |
| 8300 | \$34.16 | \$17.08 | \$34.80 | \$22.62 | \$13.06 | \$5.10 | \$6.75 | \$3.75 | \$22.20 | \$22.20 |
| 11500 | \$33.64 | \$16.82 | \$34.32 | \$22.31 | \$13.06 | \$5.10 | \$6.75 | \$3.75 | \$22.20 | \$22.20 |
| 16500 | \$33.22 | \$16.61 | \$33.96 | \$22.07 | \$13.06 | \$5.10 | \$6.75 | \$3.75 | \$22.20 | \$22.20 |
| 26500 | \$32.28 | \$16.14 | \$32.94 | \$21.41 | \$13.06 | \$5.10 | \$6.75 | \$3.75 | \$22.20 | \$22.20 |
| 36500 | \$31.60 | \$15.80 | \$31.18 | \$20.49 | \$13.06 | \$5.10 | \$6.75 | \$3.75 | \$22.20 | \$22.20 |
| 45000 | \$30.98 | \$15.49 | \$31.52 | \$20.27 | \$13.06 | \$5.10 | \$6.75 | \$3.75 | \$22.20 | \$22.20 |
| 55000 | \$29.98 | \$14.99 | \$30.62 | \$19.90 | \$13.06 | \$5.10 | \$6.75 | \$3.75 | \$22.20 | \$22.20 |
| 80000 | \$29.58 | \$14.79 | \$30.26 | \$19.67 | \$13.06 | \$5.10 | \$6.75 | \$3.75 | \$22.20 | \$22.20 |
| 105000 | \$29.04 | \$14.52 | \$29.64 | \$19.27 | \$13.06 | \$5.10 | \$6.75 | \$3.75 | \$22.20 | \$22.20 |
| 125000 | \$28.26 | \$14.13 | \$28.76 | \$18.69 | \$13.06 | \$5.10 | \$6.75 | \$3.75 | \$22.20 | \$22.20 |
| 150000 | \$27.56 | \$13.78 | \$27.62 | \$17.95 | \$13.06 | \$5.10 | \$6.75 | \$3.75 | \$22.20 | \$22.20 |
| 175000 | \$25.90 | \$12.95 | \$25.98 | \$16.89 | \$13.06 | \$5.10 | \$6.75 | \$3.75 | \$22.20 | \$22.20 |
| 200000 | \$23.86 | \$11.93 | \$23.90 | \$15.54 | \$13.06 | \$5.10 | \$6.75 | \$3.75 | \$22.20 | \$22.20 |
| 225000 | \$23.14 | \$11.57 | \$23.18 | \$15.07 | \$13.06 | \$5.10 | \$6.75 | \$3.75 | \$22.20 | \$22.20 |
| 250000 | \$22.44 | \$11.22 | \$22.49 | \$14.62 | \$13.06 | \$5.10 | \$6.75 | \$3.75 | \$22.20 | \$22.20 |
| 275000 | \$21.76 | \$10.88 | \$21.80 | \$14.17 | \$13.06 | \$5.10 | \$6.75 | \$3.75 | \$22.20 | \$22.20 |
| 300000 | \$21.10 | \$10.55 | \$21.14 | \$13.74 | \$13.06 | \$5.10 | \$6.75 | \$3.75 | \$22.20 | \$22.20 |

Dual Market Discounts: 50% Discount for additional runs in either or both dailies. Discounts apply to repeating the same ad within a 7-day period. Sunday Plus rate is for a schedule that includes Sunday, plus a run in the Gazette-Times, Democrat-Herald or Entertainer. Sunday, Entertainer and Mid-Valley Sports rates are stand alone and do not impact run frequency pricing. Prices are based on per column inch.

Single Market Discounts: 30% Discount 2nd run, 40% discount 3rd run and 50% discount 4th & 5th runs. Discounts apply to repeating the same ad within a 7-day period. Sunday Plus rate is for a schedule that includes Sunday, plus a run in the Gazette-Times, Democrat-Herald or Entertainer. Sunday, Entertainer and Mid-Valley Sports rates are stand alone and do not impact run frequency pricing. Prices are based on per column inch.

Digital Online Ad Fee: Charges are assessed per ad based on a 7 or 30 day period.

| PLACEMENT PREMIUMS | |
|-----------------------|-----|
| Page 2 & 3 Priority | 20% |
| Other Page Priority | 15% |
| Section Priority | 10% |
| Front/Back of Section | 25% |

Placement premiums allow for priority placement of your ad, but do not guarantee placement.

| COLOR | BLACK PLUS | BLACK PLUS | FULL |
|-----------------------------|------------|------------|-------|
| | 1 COLOR | 2 COLORS | COLOR |
| Single Market (DH or GT) | \$125 | \$250 | \$375 |
| Total market (DH and GT) | \$225 | \$450 | \$625 |
| Special Section Color Rates | \$125 | \$250 | \$375 |

Color availability subject to daily press configuration determined at deadline. Standard and spot colors: yellow, magenta, cyan (blue), orange, bright red, cerise, reflex blue and green. All other colors will be built and charged as process (full) color.

OTHER RATES

Political Rates
 See appropriate contract level.

NON-PROFIT • CHURCH RATES

- \$16.80 per column inch per paper daily
- \$33.60 per column inch Sunday
- \$7.40 per column inch Lebanon Express

Non-profit rates are for local churches, charities and recognized associations with 501C3 status for advertising their regular services and events. No frequency or other discounts apply.

ASSOCIATIONS

- \$16.50 per column inch per paper daily
- \$33.00 per column inch Sunday

PREPRINT ADVERTISING

| PREPRINT INSERTION RATES | | | | | | | | | | | | | | | | |
|----------------------------|-----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|--|
| PAGE COUNT STANDARD TAB | LESS THAN | \$11,500 | \$11,500 | \$36,500 | \$36,500 | \$55,000 | \$55,000 | \$80,000 | \$80,000 | \$105,000 | \$105,000 | \$150,000 | \$150,000 | \$200,000 | \$200,000 | |
| | \$11,500 | DAILY | SUNDAY | DAILY | SUNDAY | DAILY | SUNDAY | DAILY | SUNDAY | DAILY | SUNDAY | DAILY | SUNDAY | DAILY | SUNDAY | |
| Single Sheet | | \$49 | \$49 | \$48 | \$50 | \$49 | \$50 | \$49 | \$50 | \$49 | \$50 | \$49 | \$48 | \$48 | \$47 | |
| 2 4 | | \$69 | \$65 | \$64 | \$61 | \$60 | \$57 | \$56 | \$54 | \$53 | \$52 | \$51 | \$50 | \$49 | \$49 | |
| 4 8 | | \$72 | \$67 | \$67 | \$64 | \$63 | \$62 | \$61 | \$58 | \$57 | \$55 | \$54 | \$51 | \$51 | \$51 | |
| 6 12 | | \$76 | \$70 | \$70 | \$70 | \$68 | \$66 | \$65 | \$62 | \$61 | \$59 | \$58 | \$55 | \$54 | \$54 | |
| 8 16 | | \$80 | \$74 | \$74 | \$73 | \$72 | \$71 | \$70 | \$65 | \$64 | \$62 | \$61 | \$58 | \$57 | \$56 | |
| 10 20 | | \$86 | \$78 | \$78 | \$76 | \$75 | \$74 | \$73 | \$68 | \$67 | \$65 | \$64 | \$62 | \$61 | \$59 | |
| 12 24 | | \$89 | \$81 | \$81 | \$79 | \$78 | \$77 | \$76 | \$72 | \$71 | \$68 | \$67 | \$65 | \$64 | \$61 | |
| 14 28 | | \$96 | \$89 | \$88 | \$83 | \$82 | \$80 | \$79 | \$75 | \$74 | \$71 | \$70 | \$68 | \$67 | \$64 | |
| 16 32 | | \$99 | \$91 | \$91 | \$86 | \$85 | \$82 | \$81 | \$76 | \$76 | \$74 | \$73 | \$71 | \$70 | \$68 | |
| 18 36 | | \$102 | \$96 | \$94 | \$91 | \$90 | \$91 | \$84 | \$81 | \$81 | \$77 | \$76 | \$73 | \$72 | \$71 | |
| 20 40 | | \$106 | \$98 | \$97 | \$94 | \$93 | \$89 | \$88 | \$84 | \$84 | \$80 | \$79 | \$76 | \$75 | \$74 | |
| 22 44 | | \$107 | \$102 | \$101 | \$100 | \$99 | \$92 | \$91 | \$87 | \$87 | \$84 | \$83 | \$79 | \$78 | \$77 | |
| 24 48 | | \$110 | \$106 | \$105 | \$104 | \$103 | \$97 | \$95 | \$91 | \$91 | \$87 | \$86 | \$83 | \$82 | \$80 | |

Deduct \$3.00 per 1000 for full circulation except for Sunday rates which have already been discounted for full run. Minimum charge for inserts is \$250. Zoned preprints available all days except Sunday. Minimum insert size is 7"x4". Maximum insert size is 12.5" x 11". Minimum thickness for single sheets is .5000. Lesser thickness cannot be guaranteed for doubling. Add \$15 per 1000 inserts requiring quarter folding. Prices are based on per thousand. (CPM)

HOT NOTES/STICKY NOTES

A unique approach to advertising your business. For pricing and date availability contact your sales representative.

GLOSSY SINGLE SHEET FULL COLOR INSERTS

Check with your sales representative for current rates that include printing and inserting.

PRE-PRINTED INSERTS

Inserts are available any day of the week. Reservations should be made 10 days prior to publications and delivered 7 days prior to publication. **Zoned pre-prints available all days except Sunday.**

BUSINESS ADDRESSES

THE DEMOCRAT-HERALD

600 Lyon St., Albany, OR 97321
(541) 926-2211
FAX (541) 926-5298

The GAZETTE-TIMES

600 Jefferson St., Corvallis, OR 97333
(541) 753-2641
FAX (541) 758-9505

THE LEBANON EXPRESS

90 E. Grant St., Lebanon, Or 97355
(541) 259-3151
FAX (541) 259-2569

PRE-PRINT INSERTION DEADLINES

| DAY INSERTED | RESERVATION | DELIVERY |
|--------------|-----------------------------------|----------------------------------|
| | <i>10 days prior to insertion</i> | <i>7 days prior to insertion</i> |
| Sunday | 2 Fridays prior | Monday |
| Monday | 2 Fridays prior | Tuesday |
| Tuesday | 2 Fridays prior | Wednesday |
| Wednesday | 2 Mondays prior | Thursday |
| Thursday | 2 Tuesdays prior | Friday |
| Friday | 2 Wednesdays prior | Friday |
| Saturday | 2 Thursdays prior | Monday |

- Please call about date availability. Some limitations may apply.
- Check with your sales representative for current distribution quantities and zone maps.
- Holiday delivery 10 days prior to insertion date.

RECEIVING

Deliver inserts for the Gazette-Times, Democrat-Herald, Sunday Gazette-Times, Sunday Democrat-Herald and Lebanon Express to:

Albany Democrat-Herald • 600 Lyon St. SW, Albany, OR 97321

Hours: Between 8:00 am and 4 pm Monday through Friday. Call 541-812-6122 to arrange after hours deliveries. Deliver on skids or pallets. Loading dock entrance on 7th Ave. All inserts must be shipped pre-paid.

Mid-Valley
Newspapers
ALBANY Democrat-Herald CORVALLIS Gazette-Times LEBANON EXPRESS

www.democratherald.com
www.gazettetimes.com
www.lebanon-express.com

Effective Date 11/01/08

LOCAL FREQUENCY PACKAGES

SNAP PROGRAMS

4 WEEKS

\$32.00 per column inch per week

13 WEEKS/52 WEEKS

\$25.60 per column inch per week

Our Snap program is an affordable small space program that allows advertisers to run ads from 2 column inches to 15 column inches in both the Albany Democrat-Herald and the Corvallis Gazette-Times 2 times per week. Or 4 times per week in the Albany Democrat-Herald or the Corvallis Gazette-Times. Copy changes once per week. No other discounting applies.

FRONT PAGE ADS

| FULL RUN | OPEN RATE | 6X RATE | 12X RATE | 13X RATE |
|----------|------------|------------|----------|----------|
| Daily | \$1,042.00 | \$980.74 | \$950.00 | \$796.85 |
| Sunday | \$1,087.30 | \$1,023.36 | \$991.38 | \$831.48 |
| DH or GT | OPEN RATE | 6X RATE | 12X RATE | 13X RATE |
| Daily DH | \$521.00 | \$490.38 | \$475.00 | \$398.42 |
| Daily GT | \$521.00 | \$490.38 | \$475.00 | \$398.42 |
| Lebanon | \$206.00 | \$193.92 | \$187.86 | \$157.56 |

All front page ads include full color.

AWARENESS MARKETING

EAST LINN AWARENESS MARKETING

4 week commitment - must have a Lebanon location to qualify. May contain logo, art and branding message but no pricing. Copy changes once per month.

| Ads Per Week | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|-----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Lebanon | \$5.10 | \$5.10 | \$5.10 | \$5.10 | \$5.10 | \$5.10 | \$5.10 |
| Democrat-Herald | <u>\$7.90</u> | <u>\$15.80</u> | <u>\$20.70</u> | <u>\$27.50</u> | <u>\$27.50</u> | <u>\$33.00</u> | <u>\$38.50</u> |
| Total/Week/Inch | \$13.00 | \$20.90 | \$25.80 | \$32.70 | \$32.60 | \$38.10 | \$43.60 |

MID-VALLEY AWARENESS MARKETING

1 year commitment - May contain logo, art and branding message but no pricing. Copy changes once per month.

| Ads Per Week | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Earned Inch Rate | <u>\$18.44</u> | <u>\$18.44</u> | <u>\$16.00</u> | <u>\$16.00</u> | <u>\$13.00</u> | <u>\$13.00</u> | <u>\$13.00</u> |
| Total/Week/Inch | \$18.44 | \$36.88 | \$48.00 | \$64.00 | \$65.00 | \$78.00 | \$91.00 |

SPECIAL PRODUCTS

GENERATIONS

A quarterly publication January, April, July and October inserted in the Gazette-Times and the Democrat-Herald. There are over 45,000 seniors in Linn and Benton counties (source: US Census). They have more time to shop and more discretionary income than any other age segment. Generations targets the 50-and-over audience with local articles and offers your a premier link to these customers.

UPDATE

Linn County's Extension Association newsletter is published at the beginning of each month, distributed in the Democrat-Herald and mailed to 7,300 Linn County Extension Association members and supporters. Frequency rates apply.

REAL ESTATE EXTRA

The area's premier monthly real estate publication with approximately 8,000 free copies available at over 125 locations throughout the Willamette Valley.

SPACES

A Mid-Willamette Valley home and lifestyle magazine 6 times per year, November, February, March, May, July and September inserted into the Democrat-Herald and Gazette-Times. Contact your sales representative for prices and sizes.

IN BUSINESS

A monthly in-depth economic and news source for the Mid-Willamette Valley. Inserted into the Democrat-Herald and Gazette-Times.

RESERVATION DEADLINES

| DAY PUBLISHED | DEADLINE |
|--------------------------|----------------|
| Monday | 5 pm Thursday |
| Tuesday | 5 pm Friday |
| Wednesday..... | 5 pm Friday |
| Thursday..... | 5 pm Monday |
| Friday..... | 5 pm Tuesday |
| Saturday | 5 pm Wednesday |
| Sunday..... | 5 pm Wednesday |
| Lebanon Express..... | 5 pm Thursday |
| This Week..... | 5 pm Thursday |
| Entertainer/TV Book..... | 5 pm Friday |

TO YOUR HEALTH

A quarterly Mid-Willamette Valley health magazine inserted November, February, May and August into the Democrat-Herald and Gazette Times. Contact your sales representative for prices and sizes.

MECHANICAL REQUIREMENTS

RETAIL COLUMN WIDTHS

| | PICAS | INCHES |
|----------|--------|--------|
| 1 Column | 9p8 | 1.611 |
| 2 Column | 20p4 | 3.339 |
| 3 Column | 30p4.8 | 5.067 |
| 4 Column | 40p9.2 | 6.794 |
| 5 Column | 51p1.6 | 8.522 |
| 6 Column | 61p6 | 10.25 |

Full Page ~ 6 columns x 21.5"
Full Page Tab ~ 10.25 x 10.25

Ads that are 18.5 inches or more in depth will be billed at 21.5 inches. Pages may be reduced to 99%, inches will be billed as built. There are 6 picas per inch.

COMMISSIONS/PAYMENT TERMS

COMMISSIONS - All local display and classified rates are non-commissionable.

PAYMENT TERMS - Payment for advertising (other than cash-in-advance) will be due the 10th of the month following services with credit approval.

CREDIT POLICY - All advertisements are subject to credit approval prior to reservation deadlines or all advertising is prepaid before reservation deadline.

POLICIES

LOCAL RATES - Local rates apply to those advertisements from businesses in Linn, Benton, Lincoln, Lane, Marion, Polk and Deschutes counties that have local storefronts and addresses listed in the ads. Call an advertising manager for national rates.

NEWS-STYLE ADVERTISEMENTS - Advertisements set to resemble news matter must have the word "advertisement" in 10-point type at the top of the ad. Type size and type fonts must be dissimilar from news typeface of Mid-Valley Newspapers. A minimum of 2-point border must surround the entire advertisement.

POLITICAL ADVERTISING - All advertising for political office or issues are prepaid. Ad must contain "Paid for by [name or organization]," address and phone number.

ACCEPTANCE OF ADVERTISING - Publisher reserves the right to accept or reject any advertising.

OWNERSHIP OF ADVERTISING RIGHTS

- For value received, advertiser hereby assigns to Mid-Valley Newspapers all rights, title and interest in all advertising placed with the newspaper which represents the creative efforts of Mid-Valley Newspapers and its utilization of illustrations, art, labor, composition or material. Advertiser understands that because of said assignment advertiser cannot authorize photographic or other reproduction of any such advertising in any other publication without the express written consent of Mid-Valley Newspapers and a limited use fee.

CONTRACTS - signed contracts received by the 25th of the month are effective the first day of the month. Contracts not fulfilled in the specified time period will have the rate adjusted to the earned rate and appropriate charges assessed in keeping with the terms and conditions of the Mid-Valley Newspaper contract.

AD CREATION IS INCLUDED

Creative design and photography are available at no charge when used in Mid-Valley Newspapers' products and publications. Original art and composition available at \$85 per hour with 1/2 hour minimum.

SOFTWARE REQUIREMENTS

Mid-Valley Newspapers uses standard Adobe fonts. For any electronic file submitted not using standard Adobe fonts, Mid-Valley newspapers will substitute a similar font. Earlier versions of the programs listed below are often acceptable. Please call and confirm software version acceptability.

LIVE ADS

InDesign, Multi-Ad Creator, QuarkXpress, Photoshop. Please include all placed art and all fonts used in the document. **We cannot use Microsoft Publisher documents.**

CAMERA-READY REQUIREMENTS

240 dpi minimum, 85 lpi screen for black and white photos and art, 100 lpi for color photos and art. Please save files as a PDF (version 1.3), or in an eps format (fonts embedded) with a Tiff (8 bits pixel) preview and ASCII encoding. Positive images must be original laser prints (with a minimum output of 1200 dpi), digital images (minimum dpi of 300) or process camera prints (no copies). All color ads or art **MUST BE CMYK**. (No spot or index colors, RGB or duotones).

DELIVERY INSTRUCTIONS:

EMAIL:
ads@dhonline.com

FTP SITE:
ftp.lee.net
ID: mvads
Pass: chan01ge

COMMERCIAL PRINTING & TYPESETTING

For a free estimate on commercial printing or typesetting, call the Commercial Preprint Coordinator at (541) 812-6127.

Personnel

Group Publisher Martha Wells
Gazette-Times Publisher Mike McNally
Advertising Director Bob Carruth
Retail Advertising Manager Judie Weissert
Classified Display Supervisor Oweta Smith
Classified Liner Supervisor... Cyndi Sprinkel-Hart
Major/National Accounts Sherri Frost

Representative

Oregon Newspaper Advertising Corporations:
7150 Southwest Hampton Street, Suite 111,
Portland, Oregon 97223. 503-624-6397.

Circulation verified by



Audit Bureau
of Circulations