

The Nugget

P.O. Box 698 | 442 E. Main Ave. | Sisters, Oregon 97759
www.nuggetnews.com | email: ads@nuggetnews.com

541-549-9941 Office
541-549-9940 Fax

DISTRIBUTION

The Nugget serves Western Deschutes County from the Santiam Pass to the outskirts of Bend and Redmond. We offer your business complete exposure to this market, a market you may not be reaching with your present advertising dollar.

The paper is distributed at no charge to area residents through the Sisters Post Office in the following manner:

- Sisters Post Office Boxes**
- Sisters General Delivery**
- Sisters Rural Route** (Suttle Lake east through Sisters toward Redmond and Bend)
- Bend Rural** (Western Section - Plainview)
- Redmond Rural** (Western Section - Cloverdale)
- Black Butte Ranch** (Post Office boxes and available to guests at the Lodge and General Store)
- Camp Sherman** (Post Office boxes and General Delivery)
- Indian Ford, Tollgate, Crossroads, Buck Run, Coyote Springs** and the many other Sisters subdivisions

The total distribution of *The Nugget Newspaper* is **7,700 copies per week**. Over 1,000 of these are left in local restaurants and businesses and 300± are sent to out-of-town subscribers, many of whom have a second home here.

You can make the people in this area aware of your product and/or service through regular advertising in *The Nugget*.

DEADLINES

Display Advertising Space & Copy Deadline: 5 p.m., Friday preceding Wednesday publication.

Display Advertising Cancellation Deadline: Friday, 5 p.m. preceding Wednesday publication. *The Nugget* reserves the right to charge for an ad cancelled after deadline.

Classified Advertising Deadline: Noon, Monday preceding Wednesday publication.

MECHANICALS

1 Column	1.8 inches
2 Columns	3.8 inches
3 Columns	5.8 inches
4 Columns	7.8 inches
5 Columns	9.8 inches
Total Height	15 inches

DISPLAY ADVERTISING RATES

Base rate/column inch..... \$17
Subject to change without notice, inquire at time of placement.

LAYOUT AND DESIGN

Professional copy, art and layout service is available to advertisers at no additional charge, if all rough material is delivered to *The Nugget Newspaper* by the normal deadline.

FULL COLOR CHARGE*

Quarter page or less. 30% cost of ad (\$20 minimum), up to \$75
up to Half page..... 30% cost of ad, up to \$150
up to Full page 30% cost of ad, up to \$250
(*Contract or other discounts do not apply to color rates.)

CONTRACT RATES

1-year, 52-week commitment; the advertiser agrees to contract for and use a minimum of three column inches of ad space per week for a period of 52 weeks: 20% discount off current column-inch rate. 26-week commitment; the advertiser agrees to contract for and use a minimum of four column inches of ad space per week for 26 weeks: 15% discount off current column-inch rate.

PICK-UP RATE

Discount of 15% off base rate with these conditions:

1. Must be identical ad; no copy, size or design changes.
2. Continuously run ads in consecutive weeks. Ad starts over at first-week rate if continuous run is broken.
3. Pick-up rate does not apply to contract or agency rates.

AGENCY RATE

All rates net, non-commissionable.

OTHER CHARGES

Outgoing Email, Ad/Artwork/Logo/PDF \$20
Digital Photoshoot (in Sisters) \$15
Layout/copy changes received after deadline.....\$50 /hr.

NUGGET ONLINE ADS

Tile ad on The Nugget Newspaper website home page with link to client's website, per issue..... \$20
Other web ad opportunities available (please inquire).

ADVERTISING RATE CARD

PROOFS

The Nugget Newspaper will email a digital proof of advertisements to the advertiser, provided all components for the advertising are received by the normal deadline. Deadline for changes is noon on Monday prior to Wednesday publication, final deadline for approval is 3 p.m. on Monday. If approval is not received by deadline, ad will run as sent. The Nugget assumes no responsibility for ads that run incorrectly when proof is not responded to.

TEARSHEETS

Single tear sheets are provided upon request for display advertising at no charge. Co-op billing will be provided to any display advertiser when requested at the time of placement.

CLASSIFIED ADVERTISING RATES

\$2 per line for first insertion.
\$1.50 per line for each additional insertion to 9th week;
\$1 per line for 10th week and beyond (identical ad, consecutive weeks).
1st line = 20-25 characters*.
Each additional line = 25-30 characters*.
Letters, Spaces, Punctuation and Numbers = 1 character
Any copy changes in classifieds will be charged as a new ad.
Deadline for all classifieds is 12 noon Monday preceding Wednesday publication.
Payment for classifieds is due upon placement.
Billing available for regularly run classified ads, after prepayment of first 9 weeks and approval of credit application.
Note: Public Notice classifieds are charged at display ad rates, by the column inch.
(*Number of characters is approximate and may vary.)

SUBSCRIPTION RATES

The Nugget is mailed to residents within the Sisters School District; subscriptions are available outside delivery area.

- Third-class postage: One year, \$45; 6-months (or less), \$25
- First-class postage: One year, \$85; 6 months (or less), \$55

INSERTS

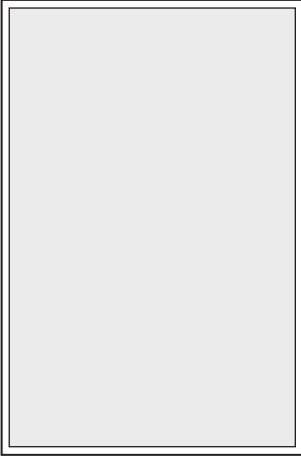
6,900 weekly \$495
Insert rate based on size: Maximum size 8" x 10.5" up to an 8-page tab, quarter folded (8.5x11 folded to 5.5x8.5 OK).
Maximum weight up to 1 ounce; please inquire for inserts exceeding this weight. Zone inserting is not available.
Distribution numbers are subject to change, please call to confirm.

ADVERTISING POLICIES

1. Display Advertising Space & Copy Deadline: 5 p.m. Friday preceding Wednesday publication. Cancellation Deadline: Friday, 5 p.m. *The Nugget* reserves the right to charge for an ad cancelled after deadline. Excessive layout and copy changes, received after the deadline, will be charged at \$50 per hour.
2. Classified Advertising Deadline: 12 noon on the Monday preceding Wednesday publication.
3. The publisher reserves the right to edit or to reject any advertising copy.
4. Position preference is always noted but not guaranteed.
5. Minimum ad size is 1 column wide x 2 vertical inches. Minimum ad height must equal columns wide. (Examples: 2 columns x 2", 3 columns x 3", 4 columns x 4", and 5 columns x 5"). Height increases in half-inch increments.
6. Payment is due upon placement of all classified advertising (unless otherwise arranged previous to ad placement).
7. Payment is due upon placement of display advertising for all non-established accounts, past due accounts, or accounts without a business address.
8. Approval of a new account requires up to 10 days. Prior to approval, all advertising is subject to payment upon placement.
9. Accounts will not be approved for businesses lacking three credit references involving regular payments. Do not list references involving credit card use - these companies generally do not release credit information.
10. Payment must be made within 10 days of statement date. A service charge of 2% per month may be assessed on all past due accounts.
11. All advertising copy and illustrations prepared by *The Nugget Newspaper* become the property of *The Nugget Newspaper* and may not be reproduced for any other use without written prior approval.
12. No ads will be run upside down or sideways.
13. When advertising copy is submitted it should be correct and no responsibility will be assumed by the Publisher beyond the original copy. In the event advertising contains any error through the fault of *The Nugget Newspaper*, it is agreed the Publisher shall be liable for any loss or damage only up to but not exceeding the agreement price of the portion of the advertisement containing the error.
14. It is understood that, in consideration of the publication of advertising, the advertiser and/or agency will fully hold harmless and fully indemnify the publisher from and against any and all claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by the publisher, arising directly or indirectly from the publication of any advertisement (including, but not limited to, claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or thing contained in any advertisement.

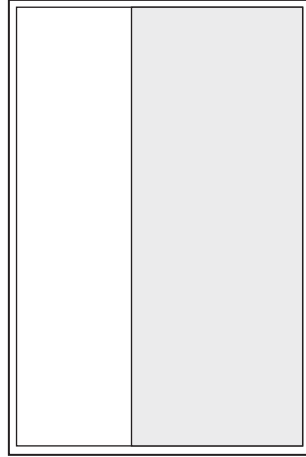
A D V E R T I S I N G R A T E C A R D

Full Page: 5 col. x 15"
W 9.8" x H 15"



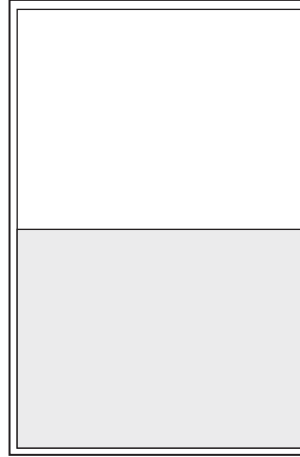
Cost: \$1,083.75
20% off: \$867 15% off: \$921.19

3/5 Page: 3 col. x 15"
W 5.8" x H 15"



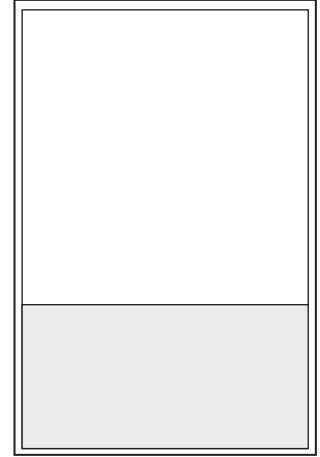
Cost: \$765
20% off: \$612 15% off: \$650.25

1/2 Page Horizontal: 5 col. x 7.5"
W 9.8" x H 7.5"



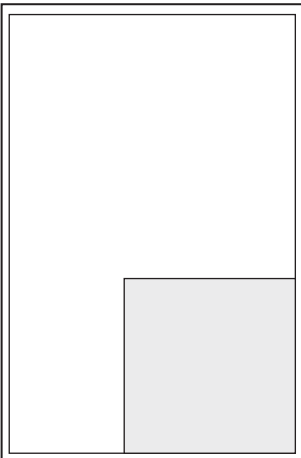
Cost: \$541.88
20% off: \$433.50 15% off: \$460.60

1/3 Page: 5 col. x 5"
W 9.8" x H 5"



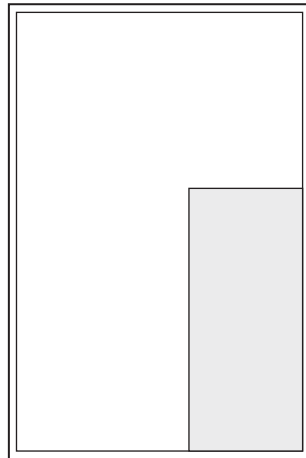
Cost: \$425
20% off: \$340 15% off: \$361.25

1/4 Page Horizontal: 3 col. x 6"
W 5.8" x H 6"



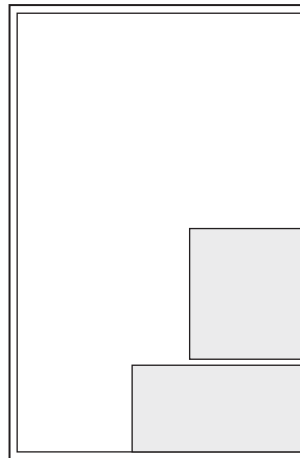
Cost: \$300
20% off: \$240 15% off: \$255

1/4 Page Vertical: 2 col. x 9"
W 3.8" x H 9"



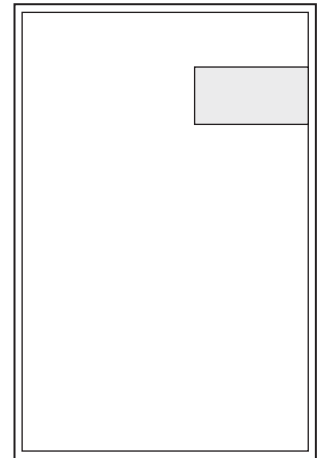
Cost: \$300
20% off: \$240 15% off: \$255

1/8 Page: 2 col. x 4.5" or 3 col. x 3"
W 3.8" x H 4.5" or W 5.8" x H 3"



Cost: \$153
20% off: \$122.40 15% off: \$130.05

Business Card: 2 col. x 2"
W 3.8" x H 2"



Cost: \$68
20% off: \$54.40 15% off: \$57.80

DISPLAY ADVERTISING RATE:

Base Rate/column inch	\$17
Business Card	\$68
1/8 Page - 2 col. x 4.5" or 3 col. x 3"	\$153
1/4 Page - 2 col. (3.8") x 9" or 3 col. (5.8") x 6"	\$300
1/3 Page - 5 col. (9.8") x 5"	\$425
1/2 Page - 5 col. (9.8") x 7.5"	\$541.88
3/5 Page - 3 col. (5.8") x 15"	\$765
Full Page - 5 col. (9.8") x 15"	\$1,083.75

COLOR* 30% cost of ad (\$20 minimum, \$250 maximum)
(*Contract or other discounts do not apply to color rates, see page 1 for full price breakdown.)

Ad Inserts: 6,900 weekly

MECHANICALS:

1 Column	1.8 inches
2 Columns	3.8 inches
3 Columns	5.8 inches
4 Columns	7.8 inches
5 Columns	9.8 inches
Total Height.....	15 inches
Photos.....	300 dpi

The Nugget Newspaper
is published **Wednesdays.**
Display Advertising
Deadline is 5 p.m. Friday

pricing for black & white ads • base rate and discount percentages noted

1 column (1.8") x 2"
= \$34.00
\$28.90 = 15% discount
\$27.20 = 20% discount

1/8 page - 2 columns (3.8") x 4.5" = \$153.00
\$130.05 = 15% discount
\$122.40 = 20% discount

2 columns (3.8") x 2" = \$68.00
\$57.80 = 15% discount
\$54.40 = 20% discount

2 columns (3.8") x 4" = \$136.00
\$115.60 = 15% discount
\$108.80 = 20% discount

1 column (1.8") x 5"
= \$85.00
\$72.25 = 15% discount
\$68.00 = 20% discount

2 columns (3.8") x 3" = \$102.00
\$86.70 = 15% discount
\$81.60 = 20% discount

3 columns (5.8") x 4" = \$204.00
\$173.40 = 15% discount
\$163.20 = 20% discount

3 columns (5.8") x 3" = \$153.00
\$130.05 = 15% discount
\$122.40 = 20% discount

OTHER SIZES:
1/2 page, 5 columns (9.8") x 7.5"
= \$541.88
\$460.60 = 15% discount
\$433.50 = 20% discount

Full page, 5 columns (9.8") x 15"
= \$1,083.75
\$921.19 = 15% discount
\$867 = 20% discount



Mechanicals	
1 Column	1.8 inches
2 Columns	3.8 inches
3 Columns	5.8 inches
4 Columns	7.8 inches
5 Columns	9.8 inches
Total Height.....	15 inches
Photos.....	200 res.

1/4 page
3 columns (5.8") x 6" = \$300.00
\$255 = 15% discount
\$240 = 20% discount

P R I C E L I S T - S A M P L E A D S I Z E S

Cost per week, black & white or color • Other sizes available

Size	regular rate	in color	15% pickup/contract	in color	20% contract	in color
1c x 2"	34.00	54.00	28.90	48.90	27.20	47.20
1c x 3"	51.00	71.00	43.35	63.35	40.80	60.80
2c x 2" (biz card size)	68.00	88.40	57.80	77.80	54.40	74.40
1c x 4"	68.00	88.40	57.80	77.80	54.40	74.40
2c x 2.5"	85.00	110.50	72.25	93.93	68.00	88.40
2c x 3"	102.00	132.60	86.70	112.71	81.60	106.08
2c x 3.5"	119.00	154.70	101.15	131.50	95.20	123.76
2c x 4"	136.00	176.80	115.60	150.28	108.80	141.44
2c x 4.5"	153.00	198.90	130.05	169.07	122.40	159.12
3c x 3"	153.00	198.90	130.05	169.07	122.40	159.12
2c x 5"	170.00	221.00	144.50	187.85	136.00	176.80
2c x 5.5"	187.00	243.10	158.95	206.64	149.60	194.48
2c x 6"	204.00	265.20	173.40	225.42	163.20	212.16
3c x 4"	204.00	265.20	173.40	225.42	163.20	212.16
2c x 6.5"	221.00	287.30	187.85	244.21	176.80	229.84
2c x 7"	238.00	309.40	202.30	262.99	190.40	247.52
2c x 7.5"	255.00	330.00	216.75	281.78	204.00	265.20
3c x 5"	255.00	330.00	216.75	281.78	204.00	265.20
2c x 9" (1/4 page)	300.00	375.00	255.00	330.00	240.00	312.00
3c x 6" (1/4 page)	300.00	375.00	255.00	330.00	240.00	312.00
4c x 4.5" (1/4 page)	300.00	375.00	255.00	330.00	240.00	312.00
5c x 5"	425.00	552.50	361.25	469.63	340.00	442.00
3c x 10"	510.00	660.00	433.50	563.55	408.00	530.40
5c x 7.5" (1/2 page)	541.88	691.88	460.60	598.78	433.50	563.55
3c x 12.5" (1/2 page)	541.88	691.88	460.60	598.78	433.50	563.55
3c x 15"	765.00	994.50	650.25	845.33	612.00	795.60
5c x 15" (full page)	1,083.75	1,333.75	921.19	1,171.19	867.00	1,117.00

MECHANICALS

1 Column = 1.8" • 2 Columns = 3.8" • 3 Columns = 5.8" • 4 Columns = 7.8" • 5 Columns = 9.8" • full height = 15" • photos = 300 dpi

PICKUP RATE 15% OFF: Consecutive run, identical run, no changes, discount after first week which is charged at regular rate.

Discounted rates may not be combined. Limit one rate discount per ad.

Discounts do not apply to extra charges or online rates. Pickup rates do not apply to contract rates.

2 0 1 8 H O L I D A Y & E V E N T S S C H E D U L E

HOLIDAYS & EVENTS - 2018

	<u>Date</u>	<u>Issue</u>	<u>Deadline</u>
Sisters Shootout Basketball Tournament #1	1/13-14.....	1/10	1/5
Valentine's Day [<i>Nugget 2-week promo</i>].....	2/14.....	1/31, 2/7	1/26, 2/2
Sisters Shootout Basketball Tournament #2	2/17-18.....	2/14	2/9
Easter	4/1	3/28	3/23
Sisters Annual Lacrosse Invitational	5/5-6	5/2	4/27
Mother's Day.....	5/13.....	5/9	5/4
Sisters Stampede Mountain Bike Race.....	5/27.....	5/23	5/18
Memorial Day	5/28.....	5/23	5/18
Sisters Rodeo	6/8-10	6/6	6/1
Sisters Art in the Park	6/9-10	6/6	6/1
SPRD's Crest the Cascades Ride	6/18.....	6/13	6/8
Father's Day	6/17.....	6/13	6/8
Sisters Roundup of Gems	6/29-7/1	6/27	6/22
Fiber Arts Stroll	7/8	7/4	6/29
Independence Day	7/4	6/27	6/22
Sisters Quilters' Affair [<i>Nugget 2-week Quilt Show promo</i>] ...	7/9-13	7/4, 7/11	6/29, 7/6
Sisters Outdoor Quilt Show [<i>Nugget 2-week QS promo</i>].....	7/14.....	7/4, 7/11	6/29, 7/6
Sisters Artists' Marketplace	7/13-14.....	7/11	7/6
Sisters Arts & Crafts Festival and Antiques in the Park	7/28-29.....	7/25	7/20
Central Oregon Roundup	8/9-11	8/8	8/3
Country Fair & Art Show at the Episcopal Church	8/10-11.....	8/8	8/3
Sisters Wild West Show	8/18-19.....	8/15	8/10
Sisters Fall Street Festival.....	9/1-2	8/29	8/24
Labor Day	9/3	8/29	8/24
Sisters Folk Festival	9/7-9	9/5	8/31
Sisters Fresh Hop Festival	9/29.....	9/26	9/21
Sisters Harvest Faire	10/13-14.....	10/10.....	10/5
Halloween.....	10/31.....	10/24.....	10/19
Veterans Day (observed).....	11/12.....	11/7	11/2
[<i>Nugget 3-week Christmas promo</i>]		11/21, 11/28, 12/5	11/16, 11/23, 11/30
Thanksgiving.....	11/22.....	11/21.....	11/16
Sisters Christmas Tree Lighting Ceremony.....	11/23.....	11/21.....	11/16
Sisters Christmas Parade	11/24.....	11/21.....	11/16
Christmas	12/25.....	12/12, 12/19.....	12/7, 12/14