

# 2015 Advertising Rates

## Wallowa County

# CHIEFTAIN



### DISPLAY ADVERTISING

OPEN RATE \$8.66 per column inch

NON-PROFIT RATE \$7.20 per column inch

ADVERTISING AGENCY OR ASSOCIATION RATE \$9.95 per column inch

(Commissionable) Agency of Association rate commissionable for payment by the 15th day of the month following billing. 15% allowed to recognized advertisement agencies and associations. Camera-ready copy must be provided with written insertion order.

### FREQUENCY RATES - PER INCH

Ads must publish on consecutive editions. No copy changes.

	1st Week	2nd Week	3rd Week	4th Week
Open rate	\$ 8.66	5% off	10% off	<b>Free!</b>
Quarter page (31.5")	\$ 8.51	5% off	10% off	<b>Free!</b>
One-third page (40")	\$ 8.36	5% off	10% off	<b>Free!</b>
Half page (63")	\$ 8.21	5% off	10% off	<b>Free!</b>
Full page (126")	\$ 8.06	5% off	10% off	<b>Free!</b>

### ANNUAL CONTRACT RATES

Signed contract required. Subject to short rate.

Inches	Per Inch	Discount	Inches	Per Inch	Discount
100	\$ 7.88	9%	350	\$ 7.60	13%
150	\$ 7.84	10%	400	\$ 7.47	14%
200	\$ 7.78	11%	450	\$ 7.36	15%
250	\$ 7.70	12%	500	\$ 7.27	16%

### COLOR RATE

\$5 per column inch, up to \$90.

### INTERNET ADVERTISING

For current pricing on a variety of internet advertising opportunities ask your advertising representative or call the Chieftain office at 541-426-4567.

### CLASSIFIED LINE ADS

Minimum \$10.50/15 words

For Bold face type add \$1 • Photo OR color add \$5.

### LEGAL ADVERTISING

\$8.66 per column inch, typeset from copy, column width is 3.389.

One affidavit of publication furnished at no charge, upon receipt of payment.

### PRE-PRINTED INSERTS

Standard/Tabloid	PER M
4/8	\$62.40
6/12	\$84.70
8/16	\$88.50
10/20	\$93.25
12/24	\$98.00
14/28	\$101.90
Single sheet	\$180

Pre-printed inserts may be targeted to in-county, or out-of-county subscribers, or both. A minimum \$180 charge applies. Any insert taller than 12-1/2" will need to be quarter-folded to conform to postal requirements. Inserts must not have a postal indicum imprinted on them. Palletized or boxed inserts must be received by Friday prior to publication date at the East Oregonian, 211 SE Byers, Pendleton, OR 97801, (541) 966-0813.

### ADVERTISING COPY

#### DEADLINES FOR WEDNESDAY

Display Ads & Legals  
Friday, 5 P.M.

Classified Line Ads  
Monday, 4 P.M.

Ads Sent Electronically  
Monday 10 A.M.

(Deadlines may change for holidays and special sections.)



## Advertise Today!

## Call BROOKE PACE at 541-426-4567

bpace@wallowa.com • cell 509.3863315

209 N.W. First St., Enterprise, OR 97828 • wallowa.com • FAX: 541-426-3921