

# 2015 MEDIA GUIDE

## COMMISSIONABLE GROSS RATES

# Capital Press

The West's **Ag** Weekly

WWW.CAPITALPRESS.COM

\$1.50

VOLUME 83, NUMBER 11

FRIDAY

### This week

#### Nation

A former USDA inspector has told Congress he was thwarted when he tried to force two slaughter operations to conform to federal law on the humane treatment of animals. A USDA official says the agency has bolstered its efforts in that area. **Page 5**



In that area.

R-CALFUSA and the National Cattlemen's Beef Association have vastly different views on how a proposed trans-Pacific trade agreement would affect U.S. cattlemen and the domestic beef industry. **Page 4**



New gates are currently under construction for several locks on the Columbia-Snake River system, which will close for three months starting in December. **Page 12**



Failure to resolve a trucking dispute between the U.S. and Mexico is taking a toll on U.S. potato farmers, industry officials say. Foreign potato exports to Mexico plummeted about 50 percent from April to December 2009. **Page 10**

#### California

Rural lawmakers say they want to fix the Williamson Act as soon as possible, but they have not come up with the money to pay for the program. Counties say they can't continue it without state funding. **Page 9**

#### Idaho

The Western Regional North American Dairy

## Beet growers plow ahead

Growers planting biotech beets now while judge weighs injunction

By DAVE WILKINS  
Daphne Frank

Sugar beet growers are already planting genetically modified seed even though a federal judge is expected to rule any day on an injunction that could bar certain planting

and use of the crop.

Some beets have already been planted in the Arroyo Grande Sugar Co.'s growing area, said Duane Green, chairman of the Snake River Sugar Co., the growers' cooperative that controls the company. Arroyo Grande growers in Idaho, Eastern Oregon and Eastern Washington.



Sugar beets

Green, who farms near Rupert, Idaho, said beet growers will continue their work "as normal," barring any court ruling that forces them to stop.

He declined to speculate about what will happen if the court does grant an injunction.

U.S. District Judge Jeffrey S. White is expected to make it any time on a preliminary injunction request filed by the Center for Food Safety. The organization is seeking a ban

on the planting of Roundup Ready sugar beets seed.

Green said he had no idea when the judge would make his ruling.

"The judge will make his ruling on his calendar," he said. "We will defer to his timetable."

Growers are expected to plant nearly 100,000 Roundup Ready beets seed again this year, barring an injunction. About 95 percent of the U.S.

Turn to BEETS, Page 8

## Ag tells its story



# 2015 Capital Press INFORMATION

Capital Press Ag Weekly is written and edited for the agricultural community of the Pacific Northwest, California and Nevada.

You'll find local, regional, national and international news concerning all aspects of agriculture including: farm and ranch related natural-resource, trade, legal, legislative and public-policy issues, as well as farm equipment, crop protection products, market reports, livestock and more.

*We are a part of your community!*

## QUICK FACTS:

### WHAT:

Capital Press Ag Weekly is the number one source for agricultural news and advertising in the West.

### WHERE:

California, Idaho, Nevada, Oregon & Washington

### HOW OFTEN:

52 Weeks Per Year

### WHO:

Our readers are production farmers and ranchers who are well informed and influential members of the agricultural community.

- 80% male
- 54% over \$50,000 per year in farm income
- 66% farm or ranch full time
- 89% are over 35 years old
- 85% of our readers pass their copy along to someone else



## Capital Press

The West's Ag Weekly

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**ROP/News Advertising Rates Including Special Sections (per column inch)**

**Full Zone**

Open	\$56.99 pci
450"	\$53.03
900"	\$52.48
1350"	\$52.16
1800"	\$51.83
2700"	\$51.60

Legal Advertising \$51.60

**Pacific Zone  
(W-OR, W-WA & CA)**

Quarter Page Minimum	\$44.01 pci
450" Contract	\$42.34

**Inland Zone  
(E-OR, E-WA & ID)**

Quarter Page Minimum	\$44.01 pci
450" Contract	\$35.65

**The Capital Press is your #1 Source  
for Ag News and Advertising**



**Classified Display Advertising Rates (per column inch)**

**Capital Press**

Open	\$44.86 pci
360"	\$39.96
600"	\$39.53
1200"	\$39.30
1800"	\$38.09
2400"	\$38.66

Legal Advertising \$38.66

**Idaho OnlyAG**

Similar to the Capital Press Ag Weekly classified section. Publishes on alternating weeks with 9,000+ going to SW-ID and 8,300+ to SE-ID. Economical pick up rate when combined with running an ad in Capital Press for added circulation at a very low cost.

**Pick up from Capital Press**  
B&W \$5.07 pci / Full Color \$7.57 pci

**Idaho OnlyAG**  
B&W \$16.86 pci / Full Color \$19.41 pci

**Color Rates - ROP/News, Special Sections and Classified Display**

**Adding Color is a great way to attract customers to your advertisement.**



(Color is a percentage of black & white ad)

OPEN		CONTRACT	
85-170"	13%	85-170"	9%
43-84"	16%	43-84"	11%
15-42"	19%	15-42"	13%
1-14"	24%	1-14"	17%

**Pre-Printed Inserts (See next page for information on quantity minimums and delivery)**

**NUMBER OF PAGES**

Standard Broadsheet	Tabloid Page	Mini-Tab* Up to 8.5"x11"	Price Per M
2	4	8	\$194.18
4	8	16	\$249.83
6	12	24	\$262.32
8	16	32	\$272.54
10	20	40	\$283.89
12	24	48	\$295.25

**NUMBER OF PAGES**

Standard Broadsheet	Tabloid Page	Mini-Tab* Up to 8.5"x11"	Price Per M
14	28	56	\$304.33
16	32	64	\$314.55
18	36	72	\$323.64
20	40	80	\$334.99
22	44	88	\$352.03

\* Includes single sheets

**Online Advertising (Cost per thousand • Purchase minimum of 5000 impressions)**

Ad Units	Size (pixels)	Open Rate	3X	6X	12X
Leaderboard	728 x 90	\$32.25	\$25.53	\$23.11	\$20.43
Search Sponsor	234 x 60	\$15.00	\$14.00	\$13.00	\$11.88
Cube	300 x 250	\$34.25	\$32.11	\$29.17	\$27.83
Expanding Cube	300x250 (adjustable depth)	\$46.75	\$37.40	\$33.66	\$29.92
Sliding Billboard	970x90 to 325	\$46.75	\$37.40	\$33.66	\$29.92
E-newsletter Banner		\$66.00	\$52.97	\$47.78	\$43.11

**Auction Calendar**  
\$20.75/week

**Livestock Auction Calendar**  
\$13.50/week

**Featured Ad**  
\$39.00/week

# 2015 Mechanicals, Deadlines and Other Information

## News Display and Special Sections (Broadsheet)

Page Size: 6 col. (10.5") x 21.25"

1	column	1-5/8"	1.625"
2	columns	3-3/8"	3.375"
3	columns	5-1/8"	5.125"
4	columns	6-7/8"	6.875"
5	columns	8-3/4"	8.75"
6	columns	10-1/2"	10.50"

## Special Sections (Tabloid)

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1	column	1-5/8"	1.625"
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4	columns	6-7/8"	6.875"
5	columns	8-3/4"	8.75"
6	columns	10-1/2"	10.50"

## Classified Display and Idaho OnlyAG

Page Size: 8 col. (10.5") x 21.25"

1	column	1-1/4"	1.25"
2	columns	2-1/2"	2.50"
3	columns	3-13/16"	3.8125"
4	columns	5-1/8"	5.125"
5	columns	6-7/16"	6.4375"
6	columns	7-3/4"	7.75"
7	columns	9-1/16"	9.0625"
8	columns	10.5"	10.50"

## ADVERTISING COPY DEADLINES FOR FRIDAY PUBLICATION

(Deadlines may change for holidays and special sections)

- All News/ROP, Legal.....Monday 3 pm ( P.T.)
- Classified Display, Auction Ads.....Wednesday 10 am ( P.T.)
- Classified Line Ads.....Wednesday 12 noon ( P.T.)

## DELIVERY OF PREPRINTED INSERTS

Preprinted inserts may be targeted to same zones as offered by display advertising. A minimum \$525 charge applies. To conform to postal requirements, inserts taller than 11" will need to be quarter-folded and may not extend beyond the 11"W x 11"H size of our folded newspaper. Inserts must not have a postal indicia imprinted on them. Palletized or boxed inserts must be received by Friday at noon prior to publication date at:

CAPITAL PRESS PREPRINTED INSERTS

(Customer Name)

c/o East Oregonian, 211 SE Byers Ave., Pendleton, OR 97801

Shipments Accepted Mon.-Fri. 9am - 8pm

1-800-522-0255 x217 or x218

After Hours: 541-300-0971 or 800-522-0255 x 238

## TERMS AND CONDITIONS

### Acceptance of Advertising

Capital Press reserves the right to revise or reject any advertisement.

### Ad Sizes

Minimum size display advertisement is one column by 1 inch. (All advertisements are billed by the 1/2 inch.)

### Position of Advertisements

Capital Press neither sells nor guarantees position. Requests for special positions will be given every consideration whenever possible without violation of established rules of make-up of the newspaper.

### Omission and Error

Capital Press will exercise due care to prevent omissions and mistakes, but its total liability for any error in any advertisement published shall not exceed the proportionate space in which the error occurred. Credit, when allowable, will apply to the first insertion only.

### Cancellation of Advertising

Any advertisement which is set up but canceled prior to its insertion will be billed the equivalent of 25% the total normal cost of that advertisement.

### Payment for Advertising

When credit is allowed to an advertiser, accounts are due and payable on or before the 10th day of the month following publication. When any part of an account becomes delinquent, the entire amount shall then become due and payable and any existing agreement may be canceled. Bills not paid within 30 days are subject to 1-1/2% monthly finance charge (18% annually). Advertiser is ultimately responsible and liable for payment in the event that agency defaults payment to publisher.

Credit Cards Accepted For Advertising And Subscriptions:

VISA  MC 

## AD MATERIAL SUPPLIED ELECTRONICALLY

**AD MATERIAL:** If at all possible, Capital Press prefers to receive electronic material in PDF format (Adobe Acrobat) with all fonts and graphics embedded. For ads running in color, use CMYK.

Our second choice: graphics should be scanned at 300 dpi, saved as .tiff or .eps, and sent as individual items (do not include in document file).

Text can be sent as plain or rich text and we'll format the ad for you. (You may fax to us at 503/370-4383 a copy of how you would like the ad to appear). If that is not possible, we will support Multi-Ad Creator 7.0; QuarkXPress V6.5 or lower; Pagemaker 6.5, Photoshop CS2 or lower; Freehand 9.0. Be sure to link all graphics, logos and include fonts.

*Occasionally font incompatibilities occur, therefore, Capital Press reserves the right to make font substitutions when necessary.*

**FORWARDING:** Ads may be sent on CD, or FTP'd to our site (call for instructions) or e-mailed to: ads@capitalpress.com.

**LABELING:** Please label your data with company name, address, and sales representative (if applicable) with your contact name & phone number. Please be sure to include date of publication.

If you would like further information or clarification, please call our production department at 800-882-6789.

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