



Advertising Rates and Information

Effective July 2016

Advertising Personnel	1
Other Personnel	2
Advertising Deadlines	3
Mechanical Specifications	4
Advertising Specification	5
Classifieds	6
Daily Astorian Advertising Rates	7
Coast Weekend Advertising Rates	8
Daily Astorian Preprinted Ad Rates	9
Coast Marketplace	10
Extended Market Coverage	11
Digitals Advertising	12
Special Savings Programs	13
Commissions and Payments	14
General Policy	15
Representatives	16
Audit Bureau of Circulation	17

THE DAILY ASTORIAN

ADVERTISING IN THE DAILY ASTORIAN

1. Advertising Personnel



Betty Smith
Advertising Manager
503-325-3211 x238 • bsmith@dailyastorian.com



Holly Larkins
Deputy Advertising Manager
503-325-3211 x227 • hlarkins@dailyastorian.com



Brandy Stewart
Advertising Consultant
503-738-5561 • bstewart@dailyastorian.com



Lisa Cadonau
Advertising Consultant
503-325-3211 x273 • lcadonau@dailyastorian.com



Anna Stamper
Advertising Consultant
503-325-3211 x229 • astamper@dailyastorian.com

2. Other Personnel

- Publisher**
David Perodpero@dailyastorian.com • 503-325-3211 x201
- Managing Editor**
Laura Sellerslsellers@dailyastorian.com • 503-325-3211 x210
- Production Manager**
John Bruijnjbruijn@dailyastorian.com • 503-325-3211 x210
- Systems Manager**
Carl Earlcearl@dailyastorian.com • 503-325-3211 x205
- Circulation Manager**
Heather Ramsdellhramsdell@dailyastorian.com • 503-325-3211 x235
- Business Manager**
Deby Bloomdbloom@dailyastorian.com • 503-325-3211 x206

3. Advertising Deadlines

The Daily Astorian

PUBLICATION DAY	COPY AND SPACE RESERVATION
Monday	Wednesday 4:00 P.M.
Tuesday	Thursday 4:00 P.M.
Wednesday	Friday 4:00 P.M.
Thursday	Monday 4:00 P.M.
Friday	Tuesday 4:00 P.M.

Coast Weekend

PUBLICATION DAY	COPY AND SPACE RESERVATION
Thursday	Tuesday 5:00 P.M. (1 week prior)

Coast Marketplace

PUBLICATION DAY	COPY AND SPACE RESERVATION
Tuesday	Tuesday 5:00 P.M. (1 week prior)



Ask your Advertising Sales Consultant about our large selection of Special Sections and Real Estate Guide

4. Mechanical Specifications

The Daily Astorian is printed offset on a Tensor 1400 Press using a 23-inch web. Total page size, including margins, is 11.5 inches wide. Each display column is 1.611 inches wide with 12 points (one pica) between each column.

Standard Display Page Column Widths:

1 Column	1.611 Inches
2 Columns	3.389 Inches
3 Columns	5.167 Inches
4 Columns	6.944 Inches
5 Columns	8.722 Inches
6 Columns	10.5 Inches

Double Truck Column Widths:

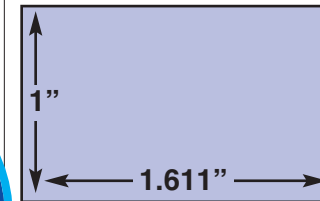
13 Columns	21.5 Inches
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Tabloid Page

A tabloid page is 6 columns wide by 10.5 inches deep. A tab double truck is 13 columns wide by 10.5 inches deep.

All rates are based on column inches

To determine the area of an ad, multiply its height in inches by the number of columns. For example, 2 columns by 5 inches equals 10 column inches.



This is one display column inch

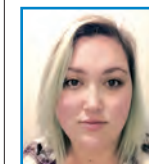
You can run any combination of ad sizes and frequency during a twelve-month period. Your cost is based on the total number of inches used within your contract year.

5. Advertising Specifications

Standard page advertisements exceeding 18 inches in depth will be charged at a full column depth of 21.5 inches. Tabloid size advertisements exceeding 9 inches will be billed at the full tabloid depth of 10.5 inches. The minimum size for display advertisements is one column by one inch.

6. Classifieds

Classified display ad cost is \$16.43 pci, add \$5 pci for color. Deadline for a classified display ad is 3 business days prior to publishing. Deadline for a classified line ad is 1 p.m. the day before publication



For a classified line ad please call or e-mail:

Jamie Ramsdell
Classified Advertising
503-325-3211 x231 • jramsdell@dailyastorian.com
or classifieds@dailyastorian

ADVERTISING RATES

7. DA Display Advertising Rates

Agreement for annual bulk rates (Black Only)

Annual Inches	Column Inch Rate
Open Rate	\$16.43 pci
200"	\$15.12 pci
375"	\$14.34 pci
600"	\$14.20 pci
700"	\$13.94 pci
800"	\$13.82 pci
1,250"	\$13.52 pci
1,550"	\$10.77 pci
2,500"	\$10.28 pci

Add full color for \$5.00 per column inch. (Maximum color charge \$225.00)

8. Coast Weekend Advertising Rates

The coast's finest arts and entertainment guide

Open Rate Black & White ad \$11.00

Add full color for \$5.00 per column inch. (Maximum color charge \$225.00)

All rates are per column inch unless otherwise noted

Annual Contract Rate	Column Inch Rate
12 Times	\$10.25
26 Times	\$10.00
52 Times	\$9.75

74%
of CW's readers
read it every
week

Coast Weekend Features:

- Covering Oregon's North Coast & Washington's Southwest Coast
- Deadline 5 p.m. Tuesday, one week prior to publication date
- Distributed Wednesday and Thursday
- 12,000 copies in The Daily Astorian and Chinook Observer weekly
- Arts and lifestyles features
- CoastWeekend.com, an engaging site, with up-to-the-minute activities.



NEW: With your 13 week, 26 week or 52 week advertising commitment to a full page ad on the back cover of Coast Weekend you receive two complimentary premium ad positions on the new See + Do calendar (a \$288 value)

9. DA Preprinted Ad Insert Rates

Number of pages	Number of annual preprints				
	Tab	1x	6x	12x	26x
4-16	\$69	\$66	\$63	\$61	\$60
20-28	\$71	\$69	\$66	\$63	\$61
32+	\$77	\$75	\$71	\$67	\$65

10. Coast Marketplace

Extended Market Coverage. Mailed to non-subscribers in county.

COAST MARKETPLACE is mailed each Tuesday to homes that do not receive The Daily Astorian. Coast Marketplace is available throughout the area. In combination with The Daily Astorian, your advertising reaches 95% of the homes in Clatsop County. Extended market coverage covers Clatsop and Pacific counties. Any ad run current or previous week in The Daily Astorian is eligible for the Coast Marketplace pick-up discount.

Display ads

Open Rate: \$16.43 pci or Pick-up from The Daily Astorian for \$5.00 pci

Add full color for \$5.00 per column inch. (Maximum color charge \$225.00)

Preprinted Ad Inserts in Coast Marketplace

Number of pages	Number of annual preprints			
	Tab	OPEN	Monthly	Bi-Weekly
4-16	\$80	\$76	\$74	\$72
20-28	\$86	\$80	\$78	\$74
32+	\$90	\$86	\$82	\$78

- An additional charge of \$10/1000 for special zoning.
- 2,500 minimum insert order.
- Multiple advertiser inserts are not accepted.
- Single sheets (unfolded) 8-1/2" x 11" should be printed on 70 lb. or heavier stock. Single sheet insertion rate is \$69.00/1,000.
- Delivery of preprinted material to the newspaper is at the expense of the advertiser and should be scheduled for arrival seven working days in advance of insertion.
- Shipment should be on standard pallets. Each should be plainly labeled as to number of inserts thereon. Inserts should be stacked interlocking and double-strapped.
- Deliveries are accepted from 8:30 a.m. to 4:00 p.m., Monday through Friday. Excluding 11:00 am - 1:00 pm press time.
- Maximum Dimensions: 11.5" x 11-3/8"

Coast Marketplace is the only shopper in Clatsop County



11. Extended Market Coverage

EXPAND YOUR REACH IN CLATSOP COUNTY: Optimize your reach and frequency by picking up your ad from The Daily Astorian or Coast Weekend into the 100-year-old community paper, the Seaside Signal; or the well known Cannon Beach Gazette. Both of these papers have local followings, as well as seen by hundreds of daily visitors. Pick up your ad into the newspapers for \$5.00 per column inch each newspaper. Color is an additional \$5.00 per column inch. Ad must be same size and no content changes.

SEASIDE SIGNAL AND CANNON BEACH GAZETTE ADVERTISING RATES:

- OPEN RATE: \$9.50 per column inch (NO Contract)
- 13 WEEK CONTRACT: \$7.50 p.c.i.*
- 26 WEEK CONTRACT: \$6.50 p.c.i.*
- COLOR RATES: \$5.00 per column inch (not to exceed \$225)
- BUSINESS DIRECTORY: \$25 (2x2 black & white AD)
- DINING OUT: \$25 (2x2 black & white AD)
- PRE-PRINTS: \$69 per 1,000 (Full run only)
- NON-PROFIT: \$5.50 per column inch
- POLITICAL: \$7.50 per column inch
- * Signed agreement required * Minimum 4" required for frequency rate

PICK-UP RATE INTO THE CHINOOK OBSERVER: Expand your market coverage and reach an additional circulation of 6,000 in SW Washington. The Chinook Observer is mailed every Wednesday. Repeat your Daily Astorian ad with no changes for a discounted rate per column inch...\$7.20

DIGITAL ADVERTISING AND ADDITIONAL INFO



12. Digital Advertising

The combined power of the Daily Astorian, Coast Weekend, Seaside Signal, Cannon Beach Gazette, and Coast Marketplace audience reaches 500,000+ page views per month, with 60,000+ being mobile based. We have a full inventory of standard ad sizes and exciting rich media opportunities to choose from. Select the right package for your advertising campaign, for rates and availability, contact your Marketing Consultant.
(Prices are cost per thousand and based on 5,000 minimum impressions.)

Sponsor ad

234 pixels x 90 pixels
Popular for branding
Open Rate: \$19.80

Leaderboard ad

728 pixels x 90 pixels
Great positioning on top of each page
Open Rate: \$32

Cube ad

300 pixels x 250 pixels Large
placement in line with articles
Open Rate: \$32

Banner ad

468 pixels x 60 pixels
Open Rate: \$15

Newsletter Sponsor

468 pixels x 60 pixels
Open Rate: \$9.79

Anchorboard

728 pixels x 90 pixels
Positioning on bottom of each page
Open Rate: \$10

Mobile ad

320 pixels x 50 pixels
The only ad visible in the mobile view, on top of every page
Open Rate: \$19.80

Sliding Billboard

Closed: 970 pixels x 90 pixels
Expanded: 970 pixels x 415 pixels
Open Rate: \$36.79

Home Page Take Over

Ask your Advertising Consultant about how to schedule your ad to dominate the home page or take it over for a 24 hour period.

Your message is delivered on the most-visited websites for news, sports, information and entertainment in the Columbia-Pacific region. Award-winning local content with state and national coverage from our media partners, our sites feature comprehensive classified listings and top-notch advertising. Visitors can easily access local marketplaces and advertisers can effectively reach potential customers.

13. Special Savings Programs

REPEAT YOUR AD AND SAVE:

We offer a number of savings programs for repeating the same ad. Choose from these options:

OPEN RATE: \$16.43

PICK-UP DISCOUNTS:

Repeat your ad at a 25% discount for the next four issues following original placement. No copy changes. No other discounts apply.

BUSINESS BUILDERS:

Display Advertising Open Rate: \$16.43 pci (per column inch)

1st ad	Open Rate
2nd ad	5% off
3rd ad	10% Off
4th ad	FREE

- Ad publishes in The Daily Astorian
- As well as online at dailyastorian.com
- Must occur within one calendar month
- No copy changes
- No size restriction
- Black & white ads only

An affordable rate for infrequent or low-volume advertising which encourages consistent visibility, the key to successful advertising. Advertising experts agree it is best to have a consistent presence in the newspaper.

NON-PROFIT ORGANIZATION DISCOUNTS:

This rate is reserved for charitable, non-profit organizations.
No pick-up discounts \$9.75 pci

POLITICAL ADVERTISING:

Political advertising can take advantage of the special rate when placed locally. All ads must be paid in advance of publication. Does not apply to special sections. No pick-up discounts. \$12.00 pci

COMMUNITY RATE:

A special rate for private parties. Applies to birthdays, wedding announcements, thank-yous and celebrations. \$11.00 pci

“Clatsop County’s Daily Newspaper”


During a typical week, The Daily Astorian and DailyAstorian.com reach 65% of all adults in Clatsop County. Combine this with our direct-mailed Coast Marketplace publication and we provide unprecedented reach on the North Oregon Coast.

SOURCE: Pulse Research Market Study of Clatsop County adults – June 2015

14. Commissions and Payments

Local rates are not commissionable

All advertising must be paid in advance unless credit has been established with The Daily Astorian’s credit department. Payment is due within 30 days of billing date. Amounts unpaid by the end of the following billing period have a 1-1/2% finance charge added per month (18% annual percentage rate.)

We accept VISA and Mastercard 

15. General Policy

Who can use local rates: Local rates are available for a single store, individual, service establishment or group under single ownership, operating under a single name.

Acceptable advertising: We reserve the right to revise or reject any advertisement at any time. No advertising space will be sold by the newspaper(s) for the purpose of resale or brokering.

Ads that imitate news material: Any advertising designed to imitate news material will have the word “advertisement” set above the ad and be bordered on all four sides.

The publisher assumes no financial responsibility for typographical errors in duration of publication, wrong classification, the omission of copy (partially or completely) or complete omission of the total ad in either classified, display advertising or special section projects. Liability for errors or omissions shall not exceed the cost to the advertiser(s) of the portion of space occupied by such error.

Positioning: The advertising rates in this card are for the run of paper (ROP) in every section except classified. Requests for particular sections will be fulfilled, if at all possible, at a 25% premium charge. The Daily Astorian does not guarantee placement.

Contract cancellation and revisions: If you have to cancel your advertising agreement, the space used will be charged at the rate earned. Upon cancellation or at the end of your contract year, the rate will be adjusted to the level of inches actually run. Cancellation of print ads must be received 48 hours prior to the publication in which the ad is to run.

16. Representatives

Oregon Newspaper Publishers Association

7150 SW Hampton Street, Portland, OR 97223
503-624-6397



17. Audit Bureau of Circulation

The Daily Astorian is the only paper in Clatsop County that is regularly audited by the **Certified Audit of Circulation** to verify circulation and delivery statistics for paid subscribers.

