



ASHLAND  
**DAILY TIDINGS**  
*Your Community. Your Newspaper.*

**2010**

**Retail and Classified**

# **ADVERTISING RATES**

**Effective January 1, 2010**

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Display Advertising  
541.482.3456

Fax  
541.482.3688

Classified Advertising  
541.776.4466

**[www.dailytidings.com](http://www.dailytidings.com)**

P.O. Box 7 • 1661 Siskiyou Blvd., Ashland, OR 97520

# RATE POLICY

Retail rate applies to local retail stores and service businesses. Rates will be determined by contract level committed to by the advertiser. Contracts not fulfilled will receive short-rate billing.

The Publisher reserves the right to adjust rates during the term of any agreement upon 30 days notice. Upon receipt of the newspaper's revision of rates and/or credit terms, the advertiser may cancel a contract agreement without penalty by giving 30 days prior written notice to the newspaper.

Brokered space is not accepted. Rates apply only to advertising placed expressly on behalf of the original advertiser. Under no circumstances shall the original advertiser resell space to a third party. Contract rates are for the customer's own commercial advertising and may not be extended or transferred by the advertiser to any other party.

*The Ashland Daily Tidings* is not liable for failure to print, publish or circulate an advertisement for any reason whatsoever.

The advertiser assumes sole responsibility for statements contained in the advertisements and indemnifies the company against all loss, liability or expense arising from claims of libel, unfair trade practices, unfair competition, infringement of trademarks, names or patents, copyrights and proprietary rights and violations of the right to privacy resulting from publication of the advertiser's copy or materials. The advertiser agrees to hold harmless and to indemnify the newspaper from all damages, costs and expenses of any nature whatsoever, for which the newspaper may become liable by reason of its publication or omission of the advertiser's advertising. Re-use for advertising purposes of the newspaper's news copy, artwork, photographs and advertising copy written or produced by the newspaper is expressly forbidden without prior consent of the newspaper.

Omissions or errors in an advertisement must be brought to the attention of the newspaper no later than the day following publication. *The Ashland Daily Tidings* will not assume any financial responsibility for errors in scheduling and typography except to the extent of re-publication in the next available issue or adjustment of that part of the advertisement that contained the error. The newspaper is not responsible for errors in copy or camera-ready materials furnished by the advertiser or its agent.

*The Ashland Daily Tidings* reserves the right to edit, reject, revise, correctly classify or cancel any advertisement at any time. Subject matter, photography and typography of all advertising are subject to the approval of the publisher. Receipt of copy and/or payment does not determine acceptance for publication.

*The Ashland Daily Tidings* reserves the right to include the word "advertisement" in an advertisement that, in the judgment of the publisher, may be mistaken for editorial material.

If an advertiser requests store proof delivery, the *Ashland Daily Tidings* will not be held liable for errors if the corrections are not plainly noted thereon and returned in ample time for completion before press time.

Store proofs are made available for ads 10 inches or larger, provided all components for the advertising are received by copy closing deadline.

Store proofs are for copy verification only. Layout and design changes will necessitate additional composition charges.

Repeat Insertion Discounts: Discounts are not applicable to open rate, national or civic rate advertisers. To qualify for repeat discounts, ads must be picked up within 7 days of original insertion date. Deduct 25% off second and 35% off third and all consecutive insertions within the 7 day period.

## 1. Rates

Category	Minimum Dollar	Minimum Volume	Minimum Inch Level	Display	Revels	Preprint Level	Classified Display Rates
National				\$ 20.93	\$ 23.18	A	National: \$38.63
Local Open				\$ 18.20	\$ 20.16	A	Open Help Wanted \$21.50
Civic				\$ 11.24	\$ 13.96	A	Local Open: \$18.96
	\$ 820.00		71	\$ 11.60	\$ 14.30	A	Civic: \$12.61
	\$ 1,140.00		101	\$ 11.33	\$ 14.03	A	
	\$ 1,430.00		130	\$ 11.06	\$ 13.77	A	
	\$ 1,760.00		161	\$ 10.98	\$ 13.67	A	
	\$ 2,820.00		261	\$ 10.84	\$ 12.52	B	
	\$ 3,500.00		326	\$ 10.76	\$ 13.07	B	
	\$ 4,820.00		451	\$ 10.69	\$ 12.98	B	
	\$ 5,630.00		531	\$ 10.61	\$ 12.92	B	
	\$ 7,110.00		676	\$ 10.53	\$ 12.83	C	
	\$ 8,370.00		801	\$ 10.45	\$ 12.77	C	
	\$10,480.00		1011	\$ 10.37	\$ 12.68	C	
	\$14,050.00		1375	\$ 10.22	\$ 12.15	C	
	\$20,990.00		2102	\$ 9.99	\$ 11.92	D	
	\$27,840.00		2900	\$ 9.60	\$ 11.53	D	
	\$46,680.00		5058	\$ 9.23	\$ 11.14	D	
	\$55,820.00		6599	\$ 8.46	\$ 10.37	D	
							<b>Classified Contract Rates</b>
							500 inches per year \$10.35
							1000 inches per year \$7.30
							1500 inches per year \$7.05
							2000 inches per year \$6.77
							2500 inches per year \$6.51
							3000 inches per year \$6.24
<b>Weekly Frequency</b>	<b>52 Weeks</b>	<b>26 Weeks</b>	<b>13 Weeks</b>	<b>Revels</b>	<b>Color</b>	<b>Preprint</b>	
2 Inches	\$9.81	\$10.20	\$10.42	add \$2.37	Open	A	
6 Inches	\$9.59	\$10.04	\$10.36	add \$2.37	-10%	B	
18 Inches	\$9.43	\$9.90	\$10.20	add \$2.16	-20%	C	
36 Inches	\$9.13	\$9.59	\$10.04	add \$1.96	-30%	C	

**The Local Roundup Rate is \$5.15**

# PREPRINTED INSERTS

## PREPRINT INSERT COST PER THOUSAND

	SCHEDULE A	SCHEDULE B	SCHEDULE C	SCHEDULE D	SCHEDULE E	SCHEDULE F	SCHEDULE G
PAGES (UP TO 10)	1-4 TIMES	5-10 TIMES	11-24 TIMES	25-60 TIMES	61-99 TIMES	100-135 TIMES	136+ TIMES
SINGLE SHEET	\$35.80	\$34.30	\$32.55	\$31.80	\$30.55	\$30.10	\$29.80
1-4 TAB	\$41.30	\$40.05	\$38.80	\$37.30	\$35.80	\$34.60	\$34.30
6-8 TAB	\$44.80	\$43.55	\$42.30	\$40.80	\$39.30	\$38.10	\$37.80
10-16 TAB	\$50.30	\$49.05	\$47.80	\$46.30	\$44.80	\$43.60	\$43.30
18-24 TAB	\$54.30	\$53.05	\$51.80	\$50.30	\$48.80	\$47.60	\$47.30
26-32 TAB	\$56.80	\$55.55	\$54.30	\$52.80	\$51.30	\$50.10	\$49.80
34-40 TAB	\$59.30	\$57.55	\$56.80	\$55.80	\$53.80	\$52.60	\$52.38
42-48 TAB	\$63.30	\$62.05	\$60.80	\$59.30	\$57.80	\$56.60	\$56.30
50-56 TAB	\$66.30	\$65.05	\$63.80	\$62.30	\$60.80	\$59.60	\$59.30
58-99 TAB	\$69.30	\$68.05	\$66.80	\$65.30	\$63.80	\$62.60	\$62.30

Civic Rate - Schedule B

### 2. Color Rates

Color rates below are net. Rates are for one color plus black.

Colors	Open Rates	National
One	\$247.20	\$227.63
Two	\$306.94	\$255.44
Three	\$358.44	\$386.25

### 3. Special Services

#### A. PROOFS

The Daily Tidings will provide one proof for advertisers provided all components are received by the normal deadlines. All other advertisements may be proofed at The Daily Tidings advertising office prior to publication during business hours of 8am to 5pm.

#### B. LAYOUT AND DESIGN

Professional copy, art and layout service is available to Daily Tidings advertisers.

#### C. MATERIAL VIA COMPUTER DISK OR ELECTRONICALLY

The Daily Tidings will accept ads in computer format if they are produced in Illustrator with fonts converted to outline, or Adobe Acrobat pdf format with all fonts embedded. Ad photos should be at least 200 dpi resolution. Line-art should be at least 600 dpi resolution. Advertisements can be emailed.

### 4. Special Days/Pages/Features

Monday.....	History
Tuesday.....	Food And Wine
Wednesday.....	Lifestyles
Thursday.....	Revels Entertainment Magazine
Thursday.....	Business/Outdoors
Friday.....	Body and Mind

### 5. Depth Requirements

Standard page advertisement exceeding 19 inches in depth will be charged at full depth of 21.5 inches. Tabloid sizes exceeding 9.5 inches charge full depth of 11.5 inches. Minimum size ads are 1 column x 1 inch.

### 6. Closing Times

#### A. DISPLAY DEADLINES

##### DAY OF PUBLICATION SPACE AND COPY DEADLINE

Monday.....	Wednesday, 5 pm
Tuesday.....	Thursday, 5 pm
Wednesday.....	Friday, 5 pm
Thursday.....	Monday, 5 pm
Friday.....	Tuesday, 5 pm
Saturday.....	Tuesday, 5 pm
Thursday Revels and TV Magazine.....	Wednesday 1 week prior @ 5 pm

### B. ADVANCED DEADLINES

1. Double trucks, ad groupings, and color advertisements are due 24 hours in advance of normal deadlines.
2. Advertisements requiring special services, art work, and ads with intricate layout or color separations or extensive copy are due 24 hours in advance of regular deadlines.
3. Special advertising sections will require 2 weeks advance deadlines.
4. National holidays will require advanced deadlines.

### 7. Mechanical Requirements

- Standard full page image area is 11 7/8 inches wide by 21 1/2 inches deep.
- Standard Double Truck image area is 24 1/2 inches wide by 21 1/2 inches deep.
- No gutter jump

#### STANDARD 6 COLUMN WIDTHS

INCHES	PICAS
1 column .....1.833 inches	11p
2 column .....3.806 inches	22p10
3 column .....5.778 inches	34p8
4 column .....7.75 inches	46p6
5 column .....9.722 inches	58p4
6 column .....11.694 inches	70p2

#### CLASSIFIED TMC 9 COLUMN WIDTHS

INCHES	PICAS
1 column .....1.194 inches	7p2
2 column .....2.5 inches	15p
3 column .....3.806 inches	22p10
4 column .....5.111 inches	30p8
5 column .....6.417 inches	38p6
6 column .....7.722 inches	46p4
7 column .....9.028 inches	54p2
8 column .....10.333 inches	62p
9 column .....11.639 inches	69p10

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## 9. Speciality Publications

### A. REVELS PUBLISHED EVERY THURSDAY

Weekly Rogue Valley entertainment guide. Features book reviews, theater listings, dining guide, and movie and festival play reviews.

### B. BRIDE AND GROOM PUBLISHED IN FEBRUARY

A planning guide for your special day.

### C. WOMEN IN BUSINESS PUBLISHED IN MARCH

Women who make things happen in our community.

### D. SHAKESPEARE PUBLISHED IN JUNE

The premiere guide to the Oregon Shakespeare Festival. A comprehensive look at the Festival which is read by residents and tourists alike.

### E. SOU PUBLISHED IN SEPTEMBER

As new students arrive at SOU they are greeted with this publication in their registration packet providing information about the university and the community.

### F. HOLIDAYS IN THE ROGUE VALLEY IN NOVEMBER

The annual guide to decorating, entertaining and shopping in the Rogue Valley.

### G. HOMELIFE PUBLISHED MONTHLY

 in the *Mail Tribune*. Inserted quarterly at the *Ashland Daily Tidings*.

## 10. Direct Mail Opportunities

See your advertising representative for rates.

## 11. Internet Marketing

See your advertising representative for rates.

## 12. Circulation

Established-1876

Monday through Saturday Afternoons

Per copy daily Monday - Saturday .75

Member Audit Bureau of Circulation

Most current circulation figures available upon request.

**Grady Singletary**

Publisher

**Dena DeRose**

Advertising Director

**Linda Carter**

Retail Advertising Manager

**Lisa Lawrence**

Retail Advertising Manager

**Shelli Lundgren**

Inside Sales Supervisor

**Kristine Devries**

Production Supervisor

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