

The Dalles Chronicle

Serving Oregon's Wasco and Sherman counties and Klickitat County, Washington

OFFICE ADDRESS: 315 Federal St., The Dalles, OR 97058
MAILING ADDRESS: P.O. Box 1910, The Dalles, OR 97058

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2009 RETAIL/NATIONAL ADVERTISING RATES

EFFECTIVE JANUARY 1, 2009

THE MARKET

THE DALLES CHRONICLE is a newspaper published evenings, Tuesday through Friday, and Sunday Mornings by Eagle Newspapers, Inc.

THE REMINDER TMC edition is a Total Market Package which is carrier-delivered, rack and address-mailed to 10,152 non-subscribers of *The Dalles Chronicle* in Wasco & Sherman, counties in Oregon and Klickitat County in Washington. Published every Tuesday. All classified ads in Tuesday's *Chronicle* are repeated in the *Reminder*.

GORGE CLASSIFIEDS is a regional classified section and is delivered as part of the Sunday *Chronicle* and Saturday Hood River News. It is also carrier-delivered and address-mailed to all non-subscribers in the communities of The Dalles, Hood River, Parkdale, and Odell, all in Oregon, plus White Salmon, Bingen and Underwood, Washington.

COMPLETE SERVICE

We will provide the marketing services advertisers need to get their message to our readers. We will help with creative ideas and graphic design, plus assist with co-op advertising if needed.

PERSONNEL

Marilyn Roth — Publisher
Chelsea Marr — Advertising Manager
Kathy Gray — Managing Editor
Cece Fix — Office Manager /Bookkeeper

MEMBER: Oregon Newspaper Publishers Association.

REPRESENTATIVES:

Oregon Newspaper Advertising Corporation:

7150 SW Hampton St., Suite 111
Portland, OR. 97223
Phone: (503) 684-2074

ROP OPEN RATES (6 COLUMN PAGE)

The following rates are net.

Rate:	Reminder TMC
11.00	3.25

ANNUAL SPACE ADVERTISING CONTRACTS

Annual Space Contracts must be in writing and signed by The Dalles Chronicle and by the advertiser. Contracts become effective on the first day of the calendar month.

Annual Inches	Rate	Reminder TMC
250	9.35	3.00
500	9.15	3.00
750	9.05	3.00
1000	8.85	3.00
1500	8.75	3.00
2500	8.65	3.00

Larger Space Contracts Available On Request.

CLASSIFIED DISPLAY RATES (9 COLUMN PAGE)

Open Inch Rate	Tuesday	Gorge Classifieds
1-100	7.50	9.00

Annual Space Contracts	Rate	Tuesday	Gorge Classifieds
250	6.50	9.25	8.00
500	6.40	9.15	7.90
750	6.30	9.05	7.80
1000	6.20	8.95	7.70

FRONT PAGE RATES (6 COLUMN PAGE)

6 month contract / weekly ad	350.00
12 month contract/weekly ad	300.00

Full color front page advertisements run on the bottom of the front of the main section. 10.125" x 2" tall full color. Contract is for weekly placement with 6 or 12 month agreement.

FREQUENCY RATE

FREQUENCY DISCOUNT: Multiple insertions within 6 publishing days earn frequency discounts. First repeat 30% discount, second repeat 50% discount, third, fourth and fifth repeats 70% discount, with no copy changes.
*Not including any applicable TMC charges.

MARKETPLACE PAGE RATES

Weekly Business Card page, 3 Month full-run contract required, no copy changes after initial approval. Participation includes guaranteed business features at least once during the run of contract. **YOUR BEST BUY FOR ONLY \$17.00 PER WEEK.**

COLOR RATE SCHEDULE

One color and black \$95.00
Two color and black \$165.00
Three color and black \$300.00
*Frequency discounts do not apply to color rates.

ADVERTISING DEADLINES:

PUBLISH: DEADLINE:

Gorge Classifieds space due Tuesday 4 p.m.
Sunday Chronicle space due Thursday 12:30 p.m.
Monday Chronicle space due Thursday 4 p.m.
Tuesday Chronicle space due Thursday 4 p.m.
Wednesday Chronicle space due Monday 4 p.m.
Thursday Chronicle space due Tuesday 4 p.m.
Friday Chronicle space due Wednesday 4 p.m.

POLICY

The publisher reserves the right to refuse any ad or preprint at any time. Receipt of copy and/or payment does not supercede the publisher's right to refuse publication. All rates apply to individuals or single advertisers only. Advertising space will not be sold to anyone for the purpose of resale.

Advertising space is sold run-of-paper (ROP) - ads will be positioned where they fit. Specific position requests will be met whenever possible, but The Dalles Chronicle cannot guarantee the position, unless the advertiser agrees to a 25% surcharge for guaranteed position. Failure to meet a position request, unless guaranteed, will not justify any adjustment, refund, or rerun of the ad.

The advertiser and/or advertising agency will pay attorney fees and adjustments against the publisher that are caused by the publication of any advertisement submitted by or published at the direction of the advertiser or advertising agency.

WEBSITE

The Dalles Chronicle's website is thedalleschronicle.com

DIGITAL AD TRANSMISSION

Ads can be digitally transmitted to The Dalles Chronicle using AP AdSEND. Our AdSend address is ORDAL. Material can also be sent using e-mail to tdcads@eaglenewspapers.com. Preferred format is Acrobat PDF.

COMMISSIONS/TERMS OF PAYMENT

Commissionable rates are allowed to recognize advertising agencies. The Commissionable rate is the retail rate plus a 20% markup to allow for 15 and 2 discounts. This 20% markup is also applicable to any and all uncommissionable rates and charges on our retail rate card.

The Dalles Chronicle assumes no financial liability for errors or omissions beyond the cost of the space occupied by the error.

A Service charge of 1-1/2% will be assessed on all past due balances.

CONDITIONS GOVERNING ADVERTISING

All advertising must be in good taste; subject matter, and illustrations. Advertising that is considered offensive, misleading, or detrimental to the public, the newspaper, or another advertiser will be refused for publication. The Dalles Chronicle reserves the right to edit or reject advertising at its discretion.

Advertiser shall protect and hold harmless The Dalles Chronicle and any of its free distribution publications against and all liability arising from claims of unfair trade practices, infringement of copyright, unfair competition and libel and slander which may result from the publication of any advertisement which is in error.

ERRORS IN ADVERTISING

In the event of an error, The Dalles Chronicle will be responsible for the first insertion only. Errors which are not the fault of the advertiser will be rectified by republishing without charge that part of the advertisement which was in error.

PAGE AND COLUMN MEASUREMENTS

- ROP column widths conform to the Newspaper Association of America's standard for fifty inch advertising dimensions.
- All advertising will be measured by the column inch. Ads will be billed to the next half-inch.
- Standard full-page image area is 10.125 inches wide by 21.00 inches deep. Standard double truck: (0.875" inch gutter) 21.125 inches wide by 21.00 inches deep.
- Halftones should be screened at 85 lines for best reproduction

Six-column ROP format:

COLUMN	INCHES	PICAS	COLUMN	INCHES	PICAS
11.5839p6	46.70840p3
23.29219p9	58.41750p6
3530p	610.12560p6

Eight-column CLASSIFIEDS format:

COLUMN	INCHES	PICAS	COLUMN	INCHES	PICAS
11.817p1	67.56945p5
22.45814p9	78.84753p1
33.73622p5	810.12560p9
45.01430p1			
56.29237p9			