

Advertising Rates

Rates effective January 1, 2009

SPRINGFIELD TIMES

(Publishes every Friday)

Deadlines:

Display Ads.....5 P.M. MONDAY
 Classified Ads....Noon Wednesday
 Preprints.....one week prior to publishing
 The Springfield Times reserves the right to change deadlines for holidays or other events as necessary.

Open Display Retail Rate \$9.00 per column inch

All rates are net to the newspaper and are non-commissionable. Advertising bills are due and payable by the 12th of the month. Contract bills not paid by the 12th of the month will be subject to a service charge of 1.5%.

National Advertising \$10 per column inch

Retail Display Ad Sizes

Rates are based on column inches. To figure the area of an ad, multiply the number of columns by its height in inches. For example: 2 columns by 2 inches = 4 column inches.

Columns	Width in inches
1	1.777"
2	3.722"
3	5.666"
4	7.611"
5	9.555"
6	11.499"

DEPTH

Broad Sheet.....21.5"
 Full Page Advertisement = 129 column inches
 Half Page Advertisement = 64.5 col. inches
 Quarter Page Advertisement = 32.25 col. inches

Color Rates

1 spot color.....\$100.00
 2 colors.....\$200.00
 Full Color.....\$300.00

To Place An Ad Call: 541-741-7368

Office Hours: 9 a.m. to 5 p.m Mon. - Fri.

Annual Bulk Contract Rates

Column Inches	Rate
125	\$8.00
200	\$7.50
250	\$7.00
300	\$6.50
500	\$6.00
1,000	\$5.50
2,000 or more	\$5.00

Little Giant Contract Rates

13 Consecutive Weeks

Ad Size	13 week total cost (rate)
2"	\$182 (\$7.00 pci)
3"	\$263 (\$6.75 pci)
4"	\$338 (\$6.50 pci)
5"	\$406 (\$6.25 pci)
6"	\$468 (\$6.00 pci)

*pci - per column inch

Civic Rate:

\$6.00 per column inch

For charitable, private and non-profit organizations

Milestone Rate:

\$6.50 per column inch

This discounted rate is available for pre-paid personal announcements, including birthdays, anniversaries, engagements, graduations, promotions, special honors or awards, and memorials for loved ones.

Political Advertising

Normal rates, contracts and discounts apply to political advertising. Any advertising this newspaper, at its discretion, deems political in nature, must be prepaid. That includes, but is not limited to, all advertising by candidates or holders of political office; advertising related to ballot measures; issues before legislative body, etc.

While disclaimers are no longer required on political advertising by state law, this newspaper considers the name and address of persons or organizations paying for such advertising will be available to the public.

Fax Number: 541-741-7380

www.springfieldtimes.net

e-mail your advertisements

publisher@springfieldtimes.net

Preprinted Insert Rates (All rates per thousand inserts)

	open rate	26x	48x
• 1 or 2 sided, 8.5 x 11" 24 lb. paper.....	\$35	\$30	\$27
• 4 page Tab/2pg Std.....	\$50	\$43	\$40
• 8 page Tab/4pg Std.....	\$55	\$48	\$45
• 12 page Tab/6pg Std.....	\$60	\$53	\$50
• 16 page Tab/8pg Std.....	\$65	\$58	\$55

Insert deadline is Thursday the week before you wish to run

Shipping Preprinted Inserts

Ship to:
 Western Oregon Web Press
 263 29th Ave. SW
 Albany, OR 97322
 Phone: 541-926-3000
 Fax: 541-926-1515

Service Directory Advertising

Business Directory and Dining Directory advertising is an affordable way to advertise your business. Prices start at \$35 per month for a 1 column x 2 inch advertisement, \$50 per month for a 2 column x 2 inch advertisement (Business Card size), or \$65 per month for a 3 column x 2 inch advertisement. All advertisements run weekly. A minimum 6 month commitment is required. One copy change to Directory ad will be allowed per month.

Church Directory Advertising

Church Directory.....\$30.00 per month

FILE SUBMISSION REQUIREMENTS

We accept .pdf, .tif, .jpg and eps formats for ready made advertising. When sending ads, please include all fonts, graphics and support files necessary to produce your document.

Send Ready Made Ads To:

Guidelines/Terms/Conditions

Advertising prepared to resemble news matter must carry the words "Paid Advertisement."

Publisher reserves the right to edit or reject advertising copy including preprint ads.

Publisher is responsible for typographical errors only to the extent of a credit or corrected insertion of the portion of the advertisement that is incorrect, because of publisher's error in the first insertion.

Advertising rates may be revised at any time upon proper notice.

Advertiser assumes full liability for advertising and agrees to indemnify and hold harmless the publisher from all claims, suits and related costs arising by reason of any advertisement.

Position requests will be honored to the best of publisher's ability, but no make-goods, re-runs or credits will be considered because advertising is not placed in accordance with request.

Advertising is available for a single business or group under single ownership operating under a single name. No brokered space advertising will be accepted.

All rates are net to the newspaper and are non-commissionable.

Unless credit has previously been established, all advertising must be paid in advance of publication.

Credit may, at the publisher's discretion, be established following the submission of appropriate billing information and credit history.

All advertising representing the creative effort of the newspaper and/or the utilization of creativity, illustrations, labor, composition or material furnished by the newspaper, is and remains the property of the newspaper including all rights of copyright therein. Advertiser agrees it cannot authorize reproduction of any such advertising, in whole or part, without the publisher's written consent.

There will be a \$25 check return fee for NSF checks. In the event action is instituted to collect outstanding balances, the advertiser agrees to pay attorney fees and court costs. Effective October 2008.

Contact Information

Publisher: Scott Olson : e-mail: publisher@springfieldtimes.net
Editor: Craig Murphy: e-mail: editor@springfieldtimes.net
Advertising: Shirley Stricklin
 Frank Clark - Cell: 337-6875, e-mail: frank@springfieldtimes.net
 Address: 741 Main St.
 Springfield, OR 97477
 Phone: 541-741-7368 Fax: 541-741-7380

Online - Web Advertising Rates

Front Page Banner

\$100 a month - Measures 464 pixels wide x 74 pixels high

Front Page Button

\$50 a month - Measures 120 pixels wide x 90 pixels high

Front Page Double Button

\$75 a month - Measures 120 pixels wide x 180 pixels high

Front Page Triple Button

\$100 a month - Measures 125 pixels wide x 270 pixels high

Front Page Section Ad

\$25 a month - Measures 464 pixels wide x 74 pixels high

Section Page Button

\$25 a month - 120 pixels wide x 90 pixels high

Classified Rates - Print & Web

First 20 words.....\$5.00
 Each additional word.....\$.20
 Bolded words.....\$.50 extra
 Logo, picture or border.....\$1.50 extra
 Classified Deadline: Wednesdays 5 p.m.

Subscription Rates

Mail in Lane County
 One Year.....\$24.00
 One Year Senior Discount (62 years +).....\$22.00
 Two Years (Lane County).....\$45.00
 Two Years (Senior Lane County).....\$41.00
 Mail Outside Lane County (In State).....\$28.00
 Mail Outside Oregon.....\$32.00

SPRINGFIELD TIMES

www.springfieldtimes.net

Your Hometown Newspaper

Serving:

Springfield - Thurston, The Mohawk Valley, Pleasant Hill & Walterville



Advertising Rates For 2009

Locally owned and operated by S.J. Olson Publishing, Inc.
 d/b/a Springfield Times
 741 Main St., Springfield, OR 97477
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