

# The Nugget

P.O. Box 698 • 442 E. Main Ave. • Sisters, Oregon 97759  
 www.nuggetnews.com • e-mail: ads@nuggetnews.com

541-549-9941 Office  
 541-549-9940 Fax

## DISTRIBUTION

The Nugget serves Western Deschutes County from the Santiam Pass to the cities of Bend and Redmond. We offer your business complete exposure to this market, a market you may not be reaching with your present advertising dollar.

The paper is distributed to area residents through the Sisters Post Office in the following manner:

**All Sisters Post Office Boxes**

**Sisters General Delivery**

**Sisters Rural Route** (Suttle Lake east through Sisters toward Redmond and Bend)

**Bend Rural** (Western Section - Plainview)

**Redmond Rural** (Western Section - Cloverdale)

**Black Butte Ranch** (Post Office boxes and available to guests at the Lodge and General Store)

**Camp Sherman** (Post Office boxes and General Delivery)

**Indian Ford, Tollgate, Crossroads** and other Sisters subdivisions

The total distribution of "The Nugget Newspaper" is **6,500 copies per week**. Over 1,000 of these are left in local restaurants and businesses and approximately 500 are sent to out-of-town subscribers, many of whom have a second home here.

You can make the people in this area aware of your product and/or service through regular advertising in The Nugget.

## DEADLINES

**The deadline for display advertising is 5 p.m. Friday preceding Wednesday publication.**

**No copy changes** will be accepted after 5 p.m. Friday preceding Wednesday publication.

**No cancellations** will be accepted after 5 p.m. Friday preceding Wednesday publication.

The deadline for classified advertising, letters to the editor, announcements, press releases and all other editorial copy is 12 noon Monday preceding Wednesday publication.

## OTHER CHARGES

Artwork / Photo Scan / Digital Photo.....	\$5.00
Outgoing Email, Ad/Artwork .....	\$10.00
Digital Photo (Taken within Sisters city limits).....	\$10.00

## DISPLAY ADVERTISING RATES

Base Rate/column inch.....	\$8.50
Quarter Page (2 col. x 9" or 3 col. x 6").....	\$150.00
Half Page (5 col. x 7-1/2") .....	\$290.00
Full Page (5 col. x 15") .....	\$570.00
Color (per page/per color).....	\$100.00
Full-color (customer supplies photos separations) .....	\$300.00
Advertising Inserts - 5,985 weekly .....	\$65* per 1,000
(*Rate based on single sheet to 8-page tab, quarter folded)	

## CONTRACT RATES

Additional discounts for 1-year period; the advertiser agrees to contract for and use a minimum of 3 or more column inches of ad space per week for a period of 52 weeks:

1-year contract 20% discount

1-year full-page contract earns an additional 5% discount  
 (Discount computed in monthly billing.)

Contract rate does not apply to agency and national rates.

## PICK-UP RATE

1st Week: Base Rate \$8.50 column inch  
 2nd, 3rd & 4th Weeks: 20% discount = \$6.80 column inch  
 Conditions:

1. Applies to ads run consecutive weeks, up to four weeks total. Renews at 1st time rate on fifth week.
2. Must be identical ad, no copy changes.
3. Pick-up rate does not apply to contract lineage, agency and national rates.

## THE NUGGET ON-LINE ADS

2" width x 2" height (with homepage link).....\$20.00\*  
 4,400± average visits per week. Web page graphics available; please inquire. (\*Pickup and contract rates do not apply.)

## MECHANICALS

1 Column .....	1.8 inches
2 Column .....	3.8 inches
3 Column .....	5.8 inches
4 Column .....	7.8 inches
5 Column .....	9.8 inches
<b>Total Height</b> .....	<b>15 inches</b>
Photos .....	85 Line Screen

## SPECIAL SERVICES

**PROOFS** - "The Nugget Newspaper" will provide proofs of advertisements upon request of the advertiser, provided all components for the advertising are received by the normal deadline. Proofs are available at "The Nugget Newspaper" office on Monday prior to publication. Excessive changes, after an ad has been set, requiring typesetting and design will be charged at \$50 per hour with an \$10 minimum.

**TEAR SHEETS** - Single tear sheets are provided upon request for display advertising at no charge. A self-addressed stamped envelope must be provided on tear sheet requests for classified advertising. Co-op billing will be provided to any display advertiser when requested at the time of placement.

**LAYOUT AND DESIGN** - Professional copy, art and layout service is available to advertisers at no additional charge, if all rough material is delivered to "The Nugget Newspaper" by the normal deadline.

## CLASSIFIED ADVERTISING RATES

\$2.00 per line for first insertion

75¢ per line for each additional insertion (identical ad)

1st line = 20-25 characters\*

Each additional line = 25-30 characters\*

Letters, Spaces, Punctuation and Numbers = 1 character

Any copy changes in classifieds will be charged as new ad.

**Deadline for all classifieds is 12 noon Monday preceding Wednesday publication.**

Payment for classifieds is due upon placement.

Billing available for regularly run classified ads, after prepayment of first two months and upon approval of credit application.

(\* Number of characters may vary.)

## SAMPLE AD SIZES & RATES

**Per week cost – Effective May 1,2002 – Other sizes available**

Size	Regular Rate	Pickup Rate*
2col. x 2"	\$34.00	\$27.20
3col. x 3"	51.00	40.80
2col. x 4.5" (1/8 page)	76.50	61.20
3col. x 4"	102.00	81.60
2col. x 9" (1/4 page)	150.00	120.00
3col. x 6" (1/4 page)	150.00	120.00
5col. x 7.5" (1/2 page)	290.00	232.00
5col. x 15" (full page)	570.00	456.00

\*Pickup rate is 20% off. Applies to weeks 2, 3 & 4 in a continuous 4-week cycle with no ad changes.

## ADVERTISING POLICIES

1. The publisher reserves the right to edit or reject any advertising copy.
2. Position preference is always noted but not guaranteed.
3. Minimum ad size is 1 column x 2 inches. Minimum ad height must equal columns wide. (Examples: 2 col. x 2", 3 col. x 3", 4 col. x 4" and 5 col. x 5").
4. Display advertising deadline is 5 p.m. Friday preceding Wednesday publication.
5. Classified advertising deadline is 12 noon Monday preceding Wednesday publication.
6. Payment is due upon placement of all classified advertising (unless otherwise arranged previous to ad placement).
7. Payment is due upon placement of display advertising for all non-established accounts, past due accounts, or accounts without a business address.
8. Approval of a new account requires up to 10 days. Prior to approval, all advertising is subject to payment upon placement.
9. Accounts will not be approved for businesses lacking three credit references involving regular payments. Do not list references involving credit card use — these companies generally will not release credit information.
10. Payment must be made within 10 days of statement date. A service charge of 2% per month will be assessed on all past due accounts.
11. All advertising copy and illustrations prepared by "The Nugget Newspaper" become the property of "The Nugget Newspaper" and may not be reproduced for any other use without written prior approval.
12. No ads will be run upside down or sideways.
13. When advertising copy is submitted it should be correct and no responsibility will be assumed by the Publisher beyond the original copy. In the event advertising contains any error through fault of "The Nugget Newspaper," it is agreed the Publisher shall be liable for any loss or damage only up to but not exceeding the agreement price of the portion of the advertisement containing the error.

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# HOLIDAYS AND EVENTS SCHEDULED IN SISTERS FOR THE REMAINDER OF 2002

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<b>Holiday / Event</b>	<b>Date</b>	<b>Nugget issue date</b>
Roundup of Gems	July 4-7	July 3
Independence Day	July 4	July 3
Sisters Quilters Affair	July 8-12	July 3 & 10
Sisters Quilt Show	July 13	July 10
Custom Car Classic	July 26-28	July 24
Sisters Arts & Crafts festival	July 27-28	July 24
Country Fair	August 10	August 7
Sisters Antique Fair	August 17-18	August 18
Battle of the Bulls	August 31	August 28
Labor day	September 2	August 28
Western & Native American Arts Festival	August 31 - September 1	August 28
Sisters Folk Festival	September 6-8	September 4
Sisters Jazz Festival	September 12-15	September 11
Sisters in Sisters Celebration	September 27-29	September 25
Sisters Harvest Faire	October 12-13	October 9
Halloween	October 31	October 23 & 30
Thanksgiving	November 21	November 20
Sisters Holiday Celebration & Parade	November 30	November 227
Christmas	December 25	December 18 & 25

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