

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.

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
Total Height.....	15 inches
Photos.....	85 Line Screen

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 7.5")	\$290.00
Full Page (5 col. x 15")	\$575.00
Color (per page/per color)	\$100.00
Full-color (customer supplies photos separations)	\$300.00
Ad Inserts: 6,000 weekly	(\$65* per 1,000) \$390.00

(*Rate based on size: Maximum size 8" x 10.5" up to an 8-page tab, quarter folded. Maximum weight to 1 ounce; please inquire for inserts exceeding this weight).

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 per column inch

2nd, 3rd & 4th Weeks: 20% discount = \$6.80 per column inch

Conditions:

1. Applies to ads running consecutive weeks, up to four weeks total. Renews at first-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.

OTHER CHARGES

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

THE NUGGET ON-LINE ADS

2" width x 2" height (with homepage link).....\$20.00*
 7,000± average visits per week. Web page graphics available; please inquire. (*Pickup and contract rates do not apply.)

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 per line for first insertion

\$1.25 per line for each additional insertion to 9th week; \$1 per line for 10th week and beyond (identical ad, consecutive weeks)

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 9 weeks and upon approval of credit application.

(* Number of characters is approximate and may vary.)

ADVERTISING POLICIES

1. The publisher reserves the right to edit or to reject any advertising copy.
2. Position preference is always noted but not guaranteed.
3. Minimum ad size is 1 column wide x 2 vertical inches. Minimum ad height must equal columns wide. (Examples: 2 columns x 2", 3 columns x 3", 4 columns x 4", and 5 columns x 5").
4. Display advertising deadline is 5 p.m. Friday preceding Wednesday publication.
5. Classified advertising deadline is 12 noon on the 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 do 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.

HOLIDAYS AND EVENTS SCHEDULED IN SISTERS FOR 2003

<u>EVENT</u>	<u>DATE</u>	<u>ISSUE</u>	<u>DEADLINE</u>
Spring Break	3/24-28	3/26	3/21
Easter	4/20	4/16	4/11
Mother's Day	5/11	5/7	5/2
Memorial Day	5/26	5/21	5/16
Village Green Craft Show	6/7	6/4	5/30
Sisters Rodeo	6/13-15	6/11	6/6
Father's Day	6/15	6/11	6/6
Independence Day	7/4	7/2	6/27
Roundup of Gems	7/3-6	7/2	6/27
Village Green Craft Show	7/5	7/2	6/27
Sisters Quilters Affair & Show	7/7-12	7/9	7/4
Custom Car Classic	7/25-27	7/23	7/18
Arts & Crafts Festival (Creekside Park)	7/26-27	7/23	7/18
Village Green Craft Show	8/2	7/30	7/25
Country Fair at Episcopal Church	8/9	8/6	8/1
Sisters Antique Faire	8/16-17	8/13	8/8
Western & Native American Festival	8/30-31	8/27	8/22
Labor Day	9/1	8/27	8/22
Sisters Folk Festival	9/5-7	9/3	8/29
Sisters Jazz Festival	9/12-14	9/10	9/5
Sisters Bicycle Festival	9/20	9/17	9/12
Pacific Amateur Golf Classic	9/27-10/2	9/24	9/19
Sisters-in-Sisters	10/3-5	10/1	9/26
Sisters Harvest Faire	10/11-12	10/8	10/3
Halloween	10/31	10/29	10/24
Thanksgiving	11/27	11/19, 11/26	11/14, 11/21
Tiny Lights Show & Christmas Parade	11/29	11/19, 11/26	11/14, 11/21
Christmas	12/25	12/18, 12/25	12/13, 12/20
