

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:

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	100 Line Screen

DISPLAY ADVERTISING RATES

Base Rate/column inch	\$9.00
Quarter Page (2 col. x 9" or 3 col. x 6")	\$160.00
Half Page (5 col. x 7.5")	\$325.00
Full Page (5 col. x 15")	\$620.00
Color (per page/per color)	\$100.00
Full-color	\$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 \$9.00 per column inch

2nd, 3rd & 4th Weeks: 20% discount = \$7.20 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 imaging	\$5.00
Outgoing Email, Ad/Artwork/PDF	\$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* |

6,700± 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 \$65 per hour with a \$15 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

\$1.50 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.

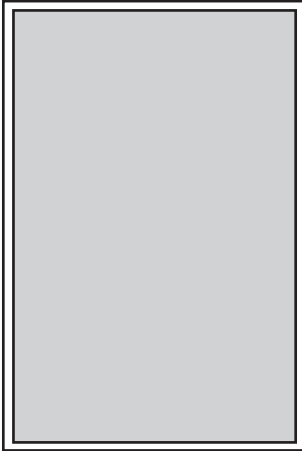
(*Number of characters is approximate and may vary.)

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.

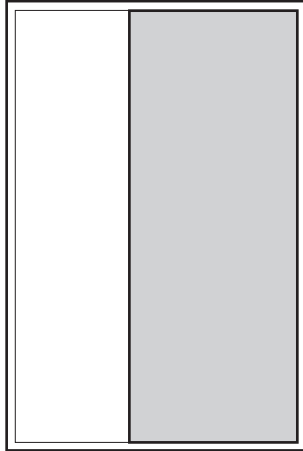
2 0 0 4 A D V E R T I S I N G R A T E C A R D

Full Page: 5 col. x 15"
W 9.8" x H 15"



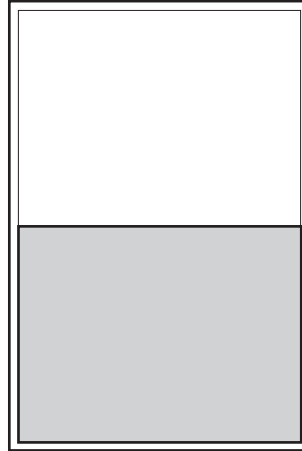
Cost: \$620
Contract: \$496 Pickup: \$496

3/4 Page: 3 col. x 15"
W 5.8" x H 15"



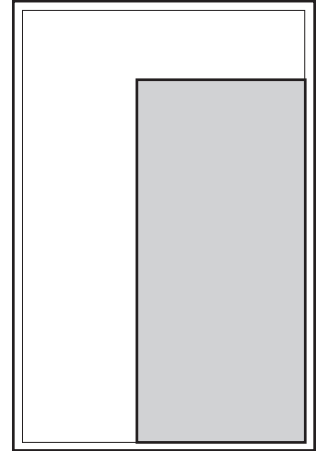
Cost: \$395
Contract: \$316 Pickup: \$316

1/2 Page Horizontal: 5 col. x 7.5"
W 9.8" x H 7.5"



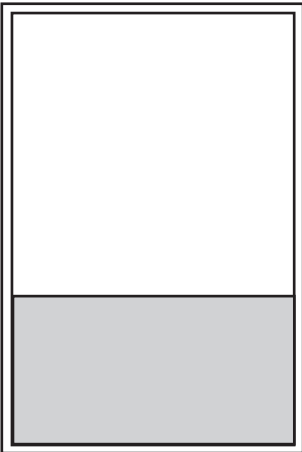
Cost: \$325
Contract: \$260 Pickup: \$260

1/2 Vertical: 3 col. x 12.5"
W 5.8" x H 12.5"



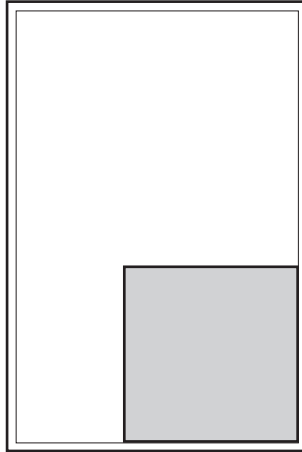
Cost: \$325
Contract: \$260 Pickup: \$260

1/3 Page 5 col. x 5"
W 9.8" x H 5"



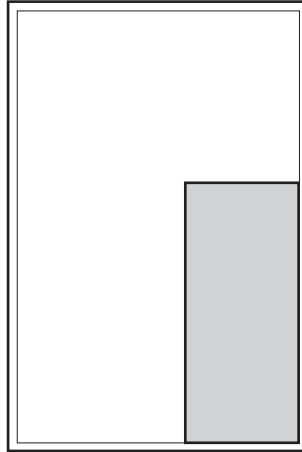
Cost: \$225
Contract: \$180 Pickup: \$180

1/4 Page Horizontal: 3 col. x 6"
W 5.8" x H 6"



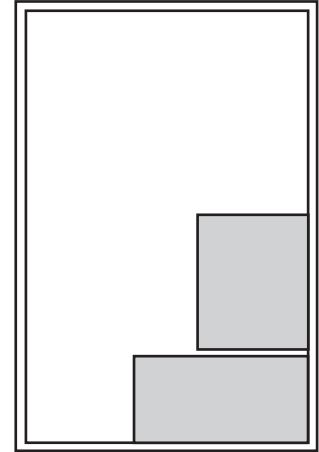
Cost: \$160
Contract: \$128 Pickup: \$128

1/4 Vertical: 2 col. x 9"
W 3.8" x H 9"



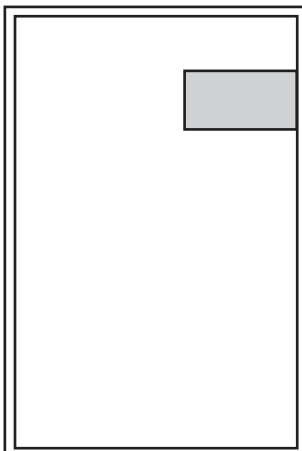
Cost: \$160
Contract: \$128 Pickup: \$128

1/8 Page 2 col. x 4.5" or 3 col. x 3"
W 3.8" x H 4.5" or W 5.8" x H 3"



Cost: \$81
Contract: \$64.80 Pickup: \$64.80

Business Card: 2 col. x 2"
W 3.8" x H 2"



Cost: \$36.00
Contract: \$28.80 Pickup: \$28.80

DISPLAY ADVERTISING RATE:

Base Rate/column inch	\$9
Business Card	\$36
1/8 Page (2 col. x 4.5")	\$81
1/4 Page (2 col. x 9" or 3 col. x 6")	\$160
1/3 Page (5 col. x 5")	\$225
1/2 Page (5 col. x 7.5" or 3 col. x 12.5")	\$325
3/4 Page (3 col. x 15")	\$395
Full Page (5 col. x 15")	\$620
Spot Color....\$100 per color	Full-color.....\$300

ADVERTISING INSERTS:

6,000 weekly \$65* per 1,000	\$390
<small>Rate based upon weight up to 1 ounce. \$15 per 1/10 oz. after first ounce. Maximum size: 8" x 10.5" Tabs must be quarter folded.</small>	

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	100 Line Screen

The Nugget Newspaper
is published **Wednesdays.**
Display Advertising
Deadline - 5 p.m. Friday

1 column x 2" \$18
\$14.40 contract rate

1/8th page - 2 columns x 4.5" \$81
\$64.80 contract rate

2 columns x 2" \$36
\$28.80 contract rate

2 columns x 4" \$72
\$57.60 contract rate

1 column x 5" \$45
\$36 contract rate

2 columns x 3" \$54
\$43.20 contract rate

3 columns x 4" \$108
\$86.40 contract rate

3 columns x 3" \$81
\$64.80 contract rate

ALSO:
1/2 page, 5 columns x 7.5" = \$325
Contract rate \$260

Full page, 5 columns x 15" = \$620
Contract rate \$496

1/4 page
3 columns x 6"
\$160
\$128.00 contract rate

2 0 0 4 P R I C E L I S T - S A M P L E A D S I Z E S

Cost per week - Other sizes available

<u>Size</u>	<u>Regular</u>	<u>Contract (Pickup*)</u>
1c x 2"	18.00	14.40
1c x 3"	27.00	21.60
2c x 2" (BC size)	36.00	28.80
1c x 4" (BC size vertical)	36.00	28.80
2c x 2.5"	45.00	36.00
2c x 3"	54.00	43.20
2c x 3.5"	63.00	50.40
2c x 4.5" (1/8 page)	81.00	64.80
3c x 3"	81.00	64.80
2c x 5"	90.00	72.00
2c x 5.5"	99.00	79.20
2c x 6"	108.00	86.40
3c x 4"	108.00	86.40
2c x 6.5"	117.00	93.60
2c x 7.5"	135.00	108.00
3c x 5"	135.00	108.00
2c x 9" (1/4 page)	160.00	128.00
3c x 6" (1/4 page)	160.00	128.00
5c x 5" (1/3 page)	225.00	180.00
3c x 10"	270.00	216.00
5c x 7.5" (1/2 page)	325.00	260.00
3c x 15" (3/4 page)	395.00	316.00
5c x 15" (full page)	620.00	496.00

(PICKUP RATE: Consecutive 4-week run, identical ad, no changes, discount on 2nd, 3rd & 4th weeks, 5th week goes back to regular rate. Discounted rates may not be combined. Limit one rate discount per ad. Contract and pickup rates do not apply to agency rates.)

C A M E R A R E A D Y A D S P E C I F I C A T I O N S

At the *The Nugget Newspaper* we strive to produce the highest quality graphic art reproduction. We value your input, and hope to create the most effective ad for your business. If you do not understand any of the terms below you are welcome to submit a layout for mocking purposes only. We will recreate the ad to our specifications in house. Ad placement with *The Nugget* includes in-house design services.

In Brief

- *The Nugget Newspaper's* art department is a Macintosh environment. Adobe Acrobat PDF files are preferred. Files from PC computers must be converted to PDF files with all fonts and images embedded.
- Camera-ready ads are accepted in PDF format created in Adobe Acrobat 5.0 or higher. Black and white or color PDFs that are set as RGB cannot be used. For help with your PDF settings contact our art department.
- Ads are accepted by email to ads@nuggetnews.com, on CD, zip or floppy disk.

Acceptable Software

- Adobe Acrobat 5 (or higher) - PDF preferred (optimized for print). Contact *The Nugget* art department for settings.
- Freehand 8 (or higher) - fonts converted to paths, artwork embedded, exported as an EPS or TIFF file or saved as PDF.
- Quark Express 4.1 (or higher) - fonts and artwork embedded, exported as an EPS.
- Adobe Illustrator, fonts converted to outlines, artwork embedded, saved as EPS, TIFF or PDF (preferred).
- Photoshop files should be primarily used for support files. Advertisers who submit camera-ready ads built in Photoshop assume responsibility for the quality of reproduction. Using Photoshop to set ad text, in most cases, will produce undesirable results when text becomes rasterized. (In Photoshop, layers often contain hidden colors that print as separations for black and white ads.)
- Microsoft Word (text only submissions).
- AppleWorks (text only submissions).

Font Management

- *The Nugget* has a wide selection of fonts but WE DO NOT ACCEPT ANY ADDITIONAL FONTS. A list of our resident fonts is available through your sales representative. If you use a font that is not on our list you must convert the type to a graphic, outlines (Illustrator) or paths (Freehand), allow us to replace the font with a similar font from our library, or convert your document to an Adobe Acrobat PDF file with all fonts and graphics embedded.
- Fonts must be converted to paths or outlines for ads created in Freehand or Illustrator.

Color Requirements

- All ads should be built with process color (CMYK) mixes for spot colors. Please inquire before specifying any color as colors must be chosen from a printed sample sheet to be charged as one spot color (required by our printer). Note: colors not selected from sample sheet will be charged by the number of colors in the process build for each spot color.
- Colors do not reproduce as shown on your computer screen. Color proofs of camera ready ads are available for an additional charge and as time allows before press deadline.

File Preparation

Camera Ready Ads (PDF files preferred)

- Ads should be converted to PDF (optimized for print) or saved/exported as EPS files. Contact our art department for Acrobat settings.
- All fonts should be converted to paths (Freehand) or outlines (Illustrator). From Quark, make sure to embed fonts if you are exporting your ad as an EPS.
- All placed images and artwork should be 300 dpi and GRAYSCALE mode for black and white ads or CMYK mode for color ads. DO NOT send ads with RGB images or artwork. RGB ads do not reproduce as submitted and often print separations for black and white ads. All images and artwork should be embedded.
- For black and white ads, gray tints should be specified as a percentage of black; do not specify as a Pantone Gray color.

C A M E R A R E A D Y A D S P E C I F I C A T I O N S

Support Files (Logos, Artwork & Photos)

- Send ad elements (photos, logos, etc.) as TIFF or EPS files with a resolution of 300 dpi or higher. An original uncropped photo JPEG is also acceptable. If the area used in the ad is to be cropped from an image or enlarged, send the image at a larger size and/or higher dpi (such as 600 dpi). If a silhouette is desired, be sure to create a clipping path in Photoshop.
- All color ads and color images should be saved in Photoshop as TIFF or EPS files in CMYK mode. DO NOT SEND RGB FILES. RGB ads/images do not reproduce as submitted.
- All gray tint screens need to be specified as a percentage of black, not as a Pantone gray.
- Artwork created in Freehand or Illustrator, such as logos, should be saved as or EPS or 300 dpi TIFF files with linked artwork embedded and fonts converted to paths or outlines.
- Because the resolution is too low (72-100 dpi), images downloaded from the internet do not print clearly. In order to print clearly the dpi must be increased to 300 dpi, which will decrease the image size proportionately. For example: increasing the resolution to 300 of a 4 inch by 2 inch image downloaded from the internet would reduce it to an approximately 1 inch by .5 inch image. As a general rule, an image from the internet can be printed at about 1/4 the size it is on screen. Remember, most web images are copyright protected.
- Original photo prints are accepted for scanning. We are unable to scan from slides or negatives. Scans made from photo copies or prints from low resolution color printers do not reproduce well and customers assume responsibility for their reproduction in print.
- When submitted images or artwork require manipulation by our art department, a photo charge applies. This includes optimizing for dot gain, sizing, cropping, converting to GRAYSCALE or CMYK mode, or saving as TIFF and EPS files.

Scanning Specifications

- Save grayscale and color photos at 300 dpi at the size or larger than they will be used in your ad. (We recommend you scan photos at 600 dpi and adjust to 300 dpi in your photo editing software.)
- For black and white ads, scan the image in grayscale mode and save as a TIFF or EPS. For color ads, scan in RGB mode, then convert to CMYK mode in your image editing software and save as a TIFF or EPS.
- Line art should be scanned at the size or larger it will be used in your ad at 300 dpi.
- Art and photos downloaded from the internet must meet the above requirements for optimum output. Photos downloaded from web pages at low resolution (72 to 100 dpi) will not print clearly. Resolution of web graphics and photos can be increased only by decreasing their size.
- Scanned images saved as a RGB JPG are accepted, however a photo charge does apply for conversion to a grayscale or CMYK TIFF or EPS file.
- Advertisers who scan their own artwork or photos assume responsibility for the quality of reproduction in print.

The Nugget Newspaper will take every precaution to ensure care is taken with advertiser files. We will make every effort to process your ad as intended. However, *The Nugget* is not responsible for unusable material, delays or missed schedules due to file errors, errors in advertisement, software bugs, improperly prepared files, incompatible (non-Macintosh) files, low resolution files or unclear instructions.

Copyright disclaimer: The advertiser is solely responsible for the content of the ad and for obtaining permission to use photographs, fonts, art work or any copyrighted material.