



"Serving the communities of Polk County since 1875"

Website: www.polchio.com
147 SE Court St. • P.O. Box 108 • Dallas, OR 97338 • 503-623-2373

(Effective September 1, 2020)

Advertising Rate Information

1. Personnel

- Publisher: Scott Olson, ext. 117
Account Executive: Cmeron Rowland, ext. 113
Account Executive: Heidi Leppin, ext. 118
Account Executive: Cody Gray, ext. 121
Bookkeeping: Mary Ocampo, ext. 101

2. Representatives

Oregon Newspaper Advertising Company
7150 SW Hampton, Suite 111
Portland, OR 97223
(503) 624-6397

3. Commission and Terms of Payment

National advertising rates are commissionable at 15% with an additional 2% discount for cash or payment by the 10th of the month following.

Retail rates are non-commissionable. All retail advertising bills are due and payable by the 10th of the month following.

4. Policy

- a. Advertising prepared to resemble news matter must carry the words "Paid Advertisement."
b. Publisher reserves the right to edit or reject advertising copy.
c. Publisher will exercise due diligence to prevent mistakes.

- Publisher will be responsible for typographical or other errors only to the extent of a credit or corrected insertion of the portion of the advertisement that is incorrect due to publisher's error in first insertion.
d. Publisher reserves right to revise advertising rates.
e. Advertiser assumes full liability for his advertising and agrees to indemnify and hold harmless the publisher from all claims, suits and related costs arising by reason of any advertisement.
f. Position requests will be honored to the best of publisher's ability.
g. Alcoholic beverage and tobacco advertising accepted.
h. All advertising copy and art work produced by the Itemizer-ObsERVER is the property of the paper, not the advertiser, and may not be reproduced by any other publication without approval of the Itemizer-ObsERVER.
i. Political ads, going out-of-business ads, and ads placed from temporary addresses will be prepaid prior to publication.
j. All rates apply to individuals or single advertisers. Advertising space will not be sold to anyone for the purpose of re-sale.

5. Retail (ROP) Rates (6 column x 21 1/2-inch page)

- a. Commissionable National Advertising Rate
Itemizer-ObsERVER-only \$15.00 per column inch
Classified display commissionable rate
Based on 8 col. page \$12.00 per column inch
b. Local Display Open Rate
Itemizer-ObsERVER \$11.00 per column inch
Itemizer Observer & Polk Plus (Total Market Coverage) combined \$12.50 per column inch
c. Announcement Rates
Birthdays, Weddings, Anniversaries, Engagements, Obituaries \$8.00 per column inch
d. Legal Notices \$9.50 per column inch

(Additional Rate Information on back side)

**d. Preprint/Inserts Rates**

Size of Section		No. of Preprints per year		
Signature	Tabloid	Standard	1 to 6	7 to 12
single sheet up to 9x12			\$44	\$40
up to 8	up to 4	2	\$52	\$48
16	8	4	\$64	\$60
24-32	12-16	6-8	\$68	\$64

All rates are per thousand inserts based on 11,350 quantity or such quantity as ensures TMC distribution. Rates may vary for specific zoned coverage when requested.

- Preprinted inserts are subject to publisher's approval.
- Above rates apply to single-advertiser inserts only
- Copies of inserts are required
- Maximum folded insert size is 11½ by 11½ inches
- Scheduling of inserts must be done 7 days prior to publication
- Inserts shall be delivered (prepaid) no later than 3 working days prior to publication to Eagle Web Press, 4901 Indian School Rd. NE, Salem, OR 97305.

**6. Color Rates** (non-commissionable, per publication)

- 1 color and black .....\$105
- 2 colors and black.....\$205
- 4-color process .....\$325

**7. Special Services**

- a. **Proofs of ads** will be delivered on request. Copy must be provided by deadline.
- b. **Tear sheets** will be provided to advertisers when available and requested. The number to be determined by the nature and need of the business.
- c. **Advertising layout** service available to advertisers. The I-O professional staff assists advertisers with layouts and production art.
- d. **Position requests** honored on a 'space available' basis.

**8. ROP Depth Requirement**

Minimum display advertisement acceptable is 1 column wide by 1 inch deep. The number of inches deep must be at least equal to the number of columns wide. Advertisements over 19 inches deep are billed at the full column depth.

**9. Deadlines** (All days listed are those days preceding publication)

- Display advertising .....2 p.m. Friday
  - Classified Display advertising.....11 a.m. Monday
  - Business Service Directory .....5 p.m. Thursday
  - Private party classified advertising .....Noon Monday
  - Preprinted inserts .....4 p.m. Friday
  - Legal (Public Notice) advertising .....Noon Friday
- Deadlines may vary due to holiday publication schedules*

**10. Mechanical Specifications**

- Standard page
  - Width: 6 columns (col.=1.667" or 10 picas with 9-pt gutter)
  - Depth: 21 inches (126 picas)
- Tabloid page
  - Width: 4 columns (full width 10" or 60 picas)
  - Depth: 10.292 inches (61p9 picas)
  - Ads sold in modular sizes of 1/8 page increments
- Classified and Classified Display pages
  - Width: 8 columns (col.=1.208" or 7 picas, 3 pts with 9-pt gutter)
  - Depth: 21 inches (126 picas)

**11. Classified Display Rates** (8-column page)

Open rate: \$8.75 per column inch  
 All classified advertising is automatically included in the Polk Plus and the Itemizer-Observer for a total circulation of more than 11.350 homes in the Dallas, Monmouth, Independence and Falls City communities.

**12. Special Sections**

These are inserted into the newspaper and cover a variety of topics. If interested in receiving a calendar of these sections, please ask.

**13. Circulation**

- a. **Day of publication:** Wednesday (subject to holidays)
- b. **Annual subscription rate:** \$40 per year in Polk County \$45 per year in Oregon; \$50 per year within U.S.  
**Online rate:** \$45 per year
- c. **Total circulation:** 11,350
- d. **Primary circulation:** 97338, 97344, 97351, 97361, 97371

### Online Advertising Rates

<p><b>970x90 (Large leaderboard)</b></p> <ul style="list-style-type: none"> <li>• One unit available on homepage</li> <li>• Displays above main story carousel</li> </ul> <p>\$200 per month \$150 per month/3 mos. contract</p>	<ul style="list-style-type: none"> <li>• Two units per page</li> <li>• Available on all pages</li> <li>• Units stacked</li> </ul> <p>\$100 per month \$90 per month/3 mos. contract</p>
<p><b>120x600 (Skyscraper)</b></p> <ul style="list-style-type: none"> <li>• Two units per page</li> <li>• Available on all pages</li> <li>• Both units side-by-side</li> </ul> <p>\$150 per month \$140 per month/3 mos. contract</p>	<p><b>120x300 (Half skyscraper)</b></p> <ul style="list-style-type: none"> <li>• Two units per page</li> <li>• Available on all pages</li> <li>• Both units side-by-side</li> </ul> <p>\$100 per month \$90 per month/3 mos. contract</p>
<p><b>300x100 (Mini banner)</b></p> <ul style="list-style-type: none"> <li>• Up to five units available on homepage</li> <li>• Displays in between section stories lists</li> </ul> <p>\$120 per month \$110 per month/3 mos. contract</p>	<p><b>300x250 (Medium box)</b></p> <ul style="list-style-type: none"> <li>• Three units per page</li> <li>• Available on all pages</li> </ul> <p>\$130 per month \$120 per month/3 mos. contract</p>
<p><b>300x100 (Small rectangle)</b></p>	