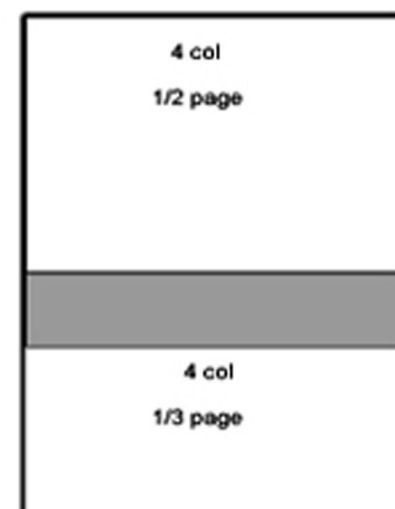
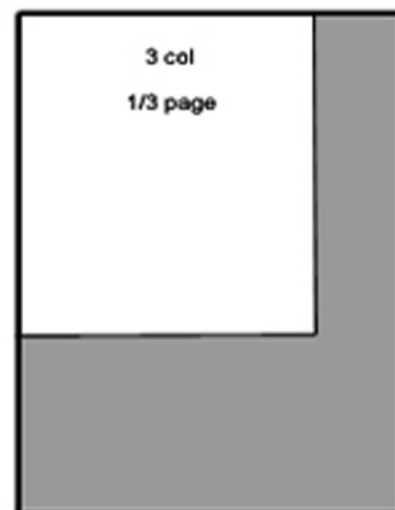
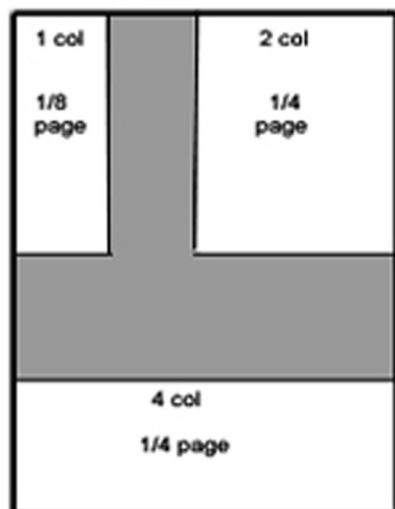


2024 Advertising Rate & information

Most common
Display Ad size Chart



Frequency Discounts

6x	-5%
12x	-10%
Prepaid	-5%

Display Advertising Rates

Size	Dimensions	Rate
Business Card Ad	b/w	\$50
1/8 page	1 col x 7"	b/w \$85 color \$115
1/4 page	2 col x 7"	b/w \$165 color \$225
1/3 page	3 col x 6"	b/w \$220 color \$300
1/2 page	4 col x 7"	b/w \$330 color \$450
Full page	4 col x 14"	b/w \$640 color \$900

Back page is only available in full color

1/2 page	4 column x 6 1/2"	\$750
Full page	4 column x 13"	\$1000

**We build display ads in-house in a full service art department
Camera ready copy is OK - 300dpi, CMYK in .tif or .pdf format
We can work with photos, artwork, text or your rough sketches**

Display ads are minimum of 1 column (2.3") x 6". North Douglas Herald is a 4 column tabloid newspaper. Ads may be any combination of 1, 2, 3 or 4 column widths. Page size is 11" x 17" before trimming, printable page area is 9 3/4" x 14". Ads are available in black ink or in full process color. Spot color is the same cost as full color, color is not available on every page. Base rates are \$12 per column inch for black and \$16.50 per column inch for color.

Deadlines. - Sales orders should be received by the 19th of the month prior to publishing with 1/2 down for deposit to insure space is available. Final approval must be by the 24th and full payment must be received prior to publication. Published on the 1st monthly

The North Douglas Herald is a full sized Tabloid Newspaper in Full Process Color & High Definition on quality paper and is trimmed and stapled for durability and aesthetic value. January 1st 2024 circulation is 2664 copies mailed in home and about 850 copies through distributors across North Douglas and South Lane Counties. Total circulation of 3500 copies.

Published monthly in Drain Oregon, printed and distributed by Oregonians
advertising@ndherald.com www.ndHerald.com



Advertising in your Local Newspaper that saturates the region, suits the needs of Local Businesses best

The Herald is published monthly. The norm in Newspaper publishing has changed drastically over the years. It was common to publish daily and advertising was much cheaper. Over time, especially with small town Papers, the norm became weekly. Rates increased to compensate for longer exposure, working time for the Ad. The problem is in the cost of printing, production and mailing has increased to the point that Newspapers are failing everywhere. A monthly publication that has relevant content that serves the entire month, giving the same exposure time as 4 weekly publications. So instead of weekly ads with 4 ad payments, you get the same exposure for around half the price. With 1/4 the printing and mailing cost of a weekly, the North Douglas Herald is able to actually put more time and effort into bringing our readership a quality Newspaper that informs and provides important community connections and schedules.

The Herald is a local endeavor, with motivated participants who are familiar and comfortable within the surrounding communities and rural areas. The news and information reports are gathered by neighboring individuals who care about the issues that impact us, whether its business, government, social or economic ramifications. The Herald is currently serving North Douglas and South Lane counties and its what is happening here that is most important to us. The Herald is published in Drain and printed and 100% made in Oregon, by Oregonians.

The North Douglas Herald total circulation for the January 1st 2024 edition is 3500, with 2681 mailed to residences and nearly 900 distributed through 30 outlets across North Douglas and South Lane Counties. Our saturation mailings include all of Drain, Yoncalla and Elkton and our fast growing expansions include, Oakland, Sutherlin, Roseburg, Reedsport, Winchester Bay, Cottage Grove, Eugene & Springfield. The Herald is known for relevant local and State news with emphasis on community, City, rural, schools, veterans and business news in a venue that folks keep and refer to all month long.

In this day of digital marketing, facebook ads and the Internet, local Newspaper advertising is still the best "Bang for the Buck". Internet advertising campaigns are either costly or, face it, unreliable, untraceable and not very satisfying when the pixels have dissolved. Basically, your message is further watered down in the Ocean of the expansive and passionless Internet.

What's left as an alternative for bringing your business message to the people? Television and Radio are expensive and with the advent of streaming media broadcasting, the airwaves have become another chaotic maelstrom of noise and distraction from your message.

Pick up a Newspaper, hold it in your hand, see it, feel it, think about it. It's tangible, it has substance and when you put it down and pick it up back up, its like brand new with it's messages.