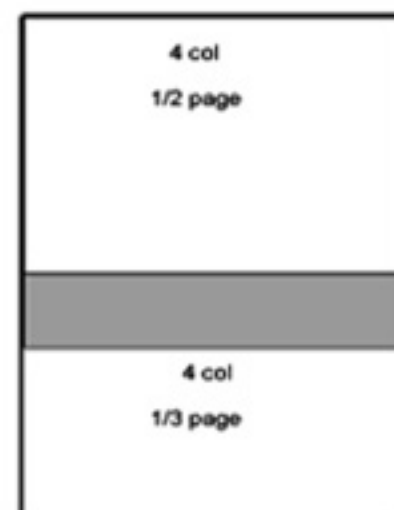
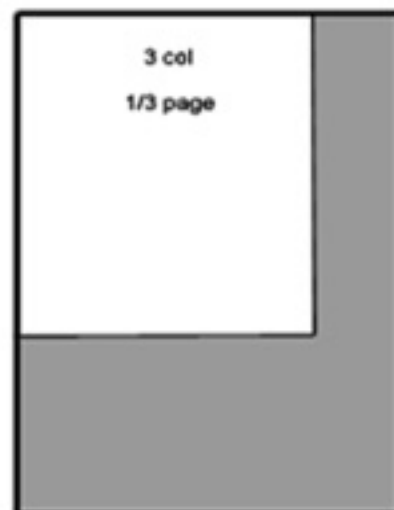
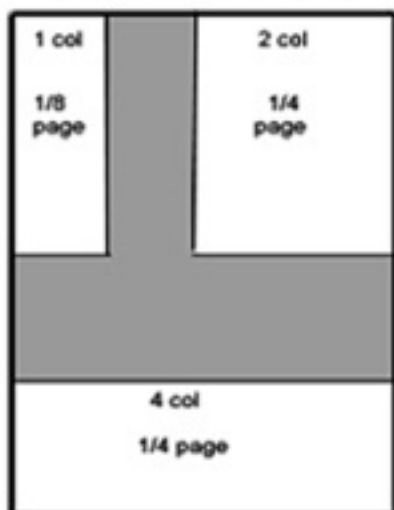


2024 Advertising Rate & information

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.

Total monthly circulation is over 3500 printed copies and around 500 digital downloads.

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 has a total monthly circulation is around 4000 with 3500 distributed through over 40, and growing, outlets across north Douglas and south Lane counties and the rest in digital downloads. Our pickup locations span from Reedsport/ Winchester Bay to Oakland/Sutherlin, including Elkton, Drain, Yoncalla, Scottsburg and also, from Roseburg to Eugene, including Cottage Grove and Springfield. The Herald is known for relevant local and State news with emphasis on community, City, rural, schools, veterans and business news.

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.



Dedicated to Serving Our Readers & the Residents of North Douglas & South Lane Counties

Pick Up Points

Drain

Rays Food Place, 308 N 1st St
Country Cabin Coffee & Laundry, 438 W. "B" Ave HWY 38
Brothers Cafe, 439 W B Ave
The Rose Bar, 413 Umpqua Hwy 38
US Bank, 229 N 1st St
Totem Bar, 237 West B Ave
Mildred Whipple Library, 205 W. "A" Ave
Beaver Creek Unique, 416 W "B" Ave
Zolezzi Insurance Agency, 208 W C Ave
CG Market, 333 W B Ave

Yoncalla

Eagle Valley Supply, 2570 Eagle Valley Rd
Food Center & Deli, 2580 Eagle Valley Rd
Why Not Bar and Grill, 164 Main St
Yoncalla Public Library, 194 Birch St

Elkton

Arlene's Cafe and General Store 14858 State Highway 38
Elkton Station 14940 State Highway 38
Tomaselli's Pastry Mill & Cafe, 14836 State Hwy 38
Elkton Community Education Center, 15850 HWY 38 W

Oakland

Bart's Oakland Market, 204 SE 1st St
Oakland Tavern, 104 Locust St
Tyee Landing, 11424 Oregon HWY 138

Reedsport

TRMF Smokes, 1898 Winchester Ave. US-101
Don's Main Street Family Restaurant, 2115 US-101
Recreation Station, 1575 Winchester Ave US-101 S
Creative Mercantile, 392 Fir Ave
Highwater Cafe, 427 Fir Ave
Lower Umpqua Library, 395 Winchester Ave
Jacks Barber & Shine Shoppe, 1199 Highway Ave
7-11 Store, 2011 Winchester Ave US-101
Oregon Coast Restaurant, 2165 Winchester Ave

Winchester Bay

Beck's Winchester Bay Market, 245 8th St
Pelican Market, 75298 Pacific Coast HWY US-101

Rice Hill

Buy 2 Arco, 614 John Long Rd

Roseburg

Roseburg Tobacco & Food Mart, 2050 NE Stephens St
1 Am Market, 1931 NE Stephens St
Lil' Pantry, 2611 NW Edenbower Blvd
Buy 2 Arco, 2530 NE Stephens St
Mini Pet Mart, 194 Birch St

Scottsburg

Riverbanks Speedy Mart 32841 State Highway 38

Sutherlin

Kwik Pik Market & Deli, 551 W Central Ave
Smitty's Food Mart & Deli, 1367W Central Ave
Center Market, 1230 W Central Ave
Center Market #32, 206 E Central Ave
S-Mart, 333 E Central Ave
Central Food Mart, 1021 E Central Ave
Chevron/S-Mart, 1484 W Central Ave
DC Precision Lube & Tune, 489 E Central Ave

Cottage Grove

Old Mill Farm Store, 327 South River Rd
Kwik Pik Market #2, 925 E Gibbs Ave
Daves Corner Market, 633 N 9th St
Dari Mart, 1200 E Main St
Cottage Market, 603 OR HWY-99
Medication Station, 1041 N Pacific HWY-99
Crafty Mercantile, 517 E Main St
The Book Mine, 702 E Main St
American Market, 911 E Main St

Eugene

Willamette Valley Motoplex, 86441 College View Rd

Springfield

Dari-Mart, 1950 Mohawk Blvd #38
Everyones Market, 1128 5th St
7-11, 1396 Main St
Heartless & Hopeless Tattoo, 329 Main St

You can find your free copies of the North Douglas Herald at the above fine establishments.