



ROSEBUD
MULTIMEDIA

Mail Tribune ASHLAND DAILY
TIDINGS

2018

MEDIA KIT & ADVERTISING RATES



Rosebud Multimedia delivers more than just the news to our community — it provides high-quality journalism and ongoing support for the organizations that make a difference in Jackson County.

Nobody delivers like Rosebud.

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www.mailtribune.com | www.dailytidings.com

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Advertising Rate Guide effective June 1, 2018

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Welcome to Rosebud Multimedia

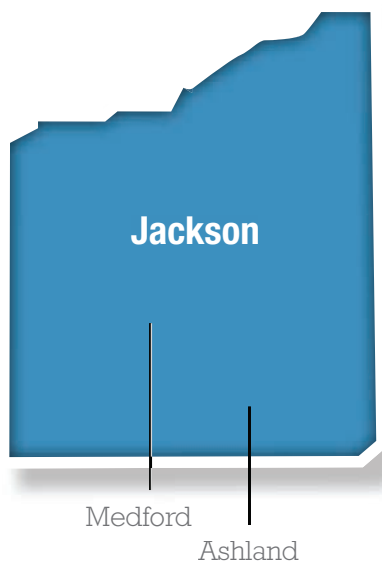
Rosebud Multimedia is a consultative media company that provides you with the means to deliver your message to the right audience in the most effective way. From online to print, Rosebud Multimedia products provide an array of advertising and marketing vehicles including the Mail Tribune, MailTribune.com, Ashland Tidings, DailyTidings.com, Oregon Healthy Living, and much, much, more. Let Rosebud Multimedia help you access your desired market with these exciting, highly successful marketing products from one, central strategic marketing resource where trustworthy brands, credible research and local knowledge work together to provide you with results.

Jackson County's increasingly diverse economic base and growing population have been key to establishing the Southern Oregon market as a vibrant one. The market's unique location in the Rogue River Valley places it far enough away from urban centers like Portland and San Francisco to be independent of them, but close enough to invite travel back and forth. Its strong base of local consumers and service-oriented industry is complemented by annual tourism revenue.

Along with affordable living and varied employment opportunities, creative small business programs have contributed to helping make the Southern Oregon market an ideal locale to live, visit, work and play. Rosebud Multimedia is this market's premier news and information source, and offers a full schedule of print and Internet advertising options for your business that are uniquely local and highly effective.

We offer a comprehensive selection of quality digital and print products to help grow your business.

Market Profile Jackson County, OR



Total Population
215,497

Total Households
89,480

Average Household Income
\$64,213

Total Adults 170,784

Gender

Men	82,249	48%	<div></div>
Women	88,535	52%	<div></div>

Age

18-34	43,290	25%	<div></div>
35-44	24,513	14%	<div></div>
45-54	25,459	15%	<div></div>
55+	77,522	45%	<div></div>

Education (adults age 25+)

College Graduate	50,860	33%	<div></div>
Some College, no degree	42,959	28%	<div></div>
High School Graduate	41,856	27%	<div></div>
Other	17,381	11%	<div></div>

Total Households 89,480

Home Ownership

Own	56,089	63%	<div></div>
Rent	33,391	37%	<div></div>

Household Income

Under \$35,000	32,077	36%	<div></div>
\$35,000-\$49,999	14,445	16%	<div></div>
\$50,000-\$74,999	16,833	16%	<div></div>
\$75,000+	26,125	29%	<div></div>

Children at Home

25,786	29%	<div></div>
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2017 Nielsen - Jackson County, OR



Total Annual Consumer Spending
\$3.2 Billion

Key Consumer categories	Expenditure (in millions)
Apparel and Services	\$144
Contributions	\$136
Education	\$60
Food at Home	\$370
Food Away from Home and Alcohol	\$214
Health Care	\$425
Household Furnishings & Appliances	\$109
Housing Related Expenses	\$523
Personal Care Products and Services	\$70
Pet Expenses	\$50
Sports & Entertainment	\$144
Transportation & Auto Expenses	\$677

2017 Nielsen - Jackson County, OR

**We will help you
increase your sales.**



Reach

Print & digital newspaper delivers
6^{out of}10 shoppers.

Digital Traffic

mailtribune.com

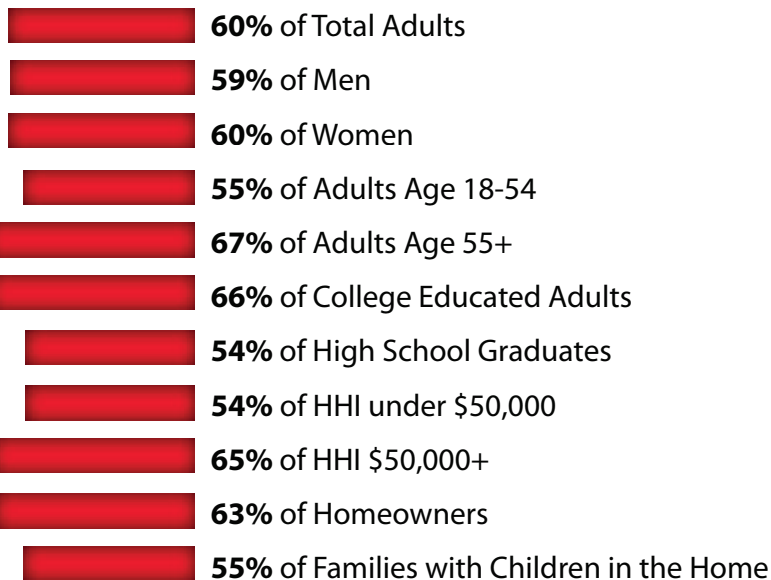
Average Monthly Traffic

Page Views **1.4 million**

Unique Visitors **239,700**

Google Analytics Oct. 2016

Print & Digital Reach



Scarborough USA+ 2016 R1, National average; INA+ Audience (weekly print, monthly digital)

We reach
your most
profitable
customers.



We are the **one source**
for your customized solution.



PRINT PRODUCTS

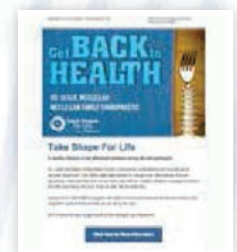
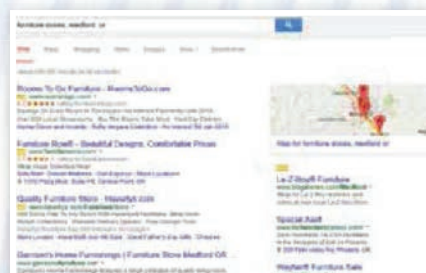
We offer a large variety of print products and other creative solutions to grow your business:

- Premium Placement
- Special Sections
- Magazines
- Total Market Coverage

We deliver
shoppers to your business.

DIGITAL SOLUTIONS

MailTribune.com
Rosebud Multimedia



2018

Publications Schedule

Rosebud Multimedia presents its 2018 Niche Publications Schedule. With a focus on reaching the diverse community of the Rogue Valley, Southern Oregon Media Group has a comprehensive group of publications to reach the ever-growing population of Southern Oregon.

From Wedding Guides to Medical Directories we use themes that are attractive, fun and informative to Rogue Valley residents. Helping our local businesses thrive is a continuing mission for us here at Rosebud Multimedia. Our publications are strategically designed to draw readers and increase revenue for you, the advertiser.

Talk to your local Rosebud Multimedia Marketing Consultant today to find out what is the best fit for you and your business. We also offer great discounts for purchasing space in multiple niche publications.

ROSEBUD

MULTIMEDIA

mailtribune.com
dailytidings.com
rosebudmultimedia.com

MONTHLY

SOUTHERN OREGON HEALTHY LIVING

Increase brand awareness with Oregon Healthy Living. Publishes the beginning of every month with information on physical, emotional, mental and financial well-being. Over 18,000 copies distributed in Jackson and Josephine counties through home delivery and racks.



BI-MONTHLY

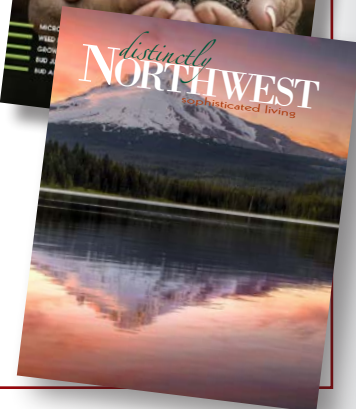
NEW SOUTHERN OREGON GOOD HERB

Southern Oregon Good Herb is our newest publication focusing on the cannabis industry. Bi-monthly and over 20,000 copies inserted into the Ashland Tidings and Mail Tribune or available at racks throughout the valley.



DEBUTS IN JULY DISTINCTLY NORTHWEST

Distinctly Northwest celebrates life in our area: people, places and events that make it a unique and vibrant place to live, work and play.



QUARTERLY

NEW SIP & SAVOR

Sip and Savor runs quarterly and highlights amazing food, wine and brews. It is inserted into the Mail Tribune and the Ashland Tidings, reaching over 60,000 readers.



MOVING AHEAD WITH ODOT

Moving Ahead is produced in partnership with the Oregon Department of Transportation containing information on driver safety and regional improvement projects. Over 40,000 copies distributed in all home delivered newspapers in Jackson and Josephine counties plus free copies in racks throughout Southern Oregon.

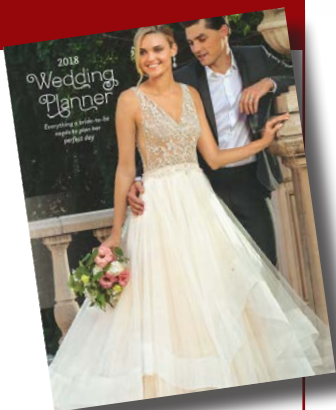


JANUARY

WEDDING PLANNER

This full color spiral bound planner and keepsake will be given to every bride at the *Southern Oregon Wedding Show* as well as being available at local bridal related shops.

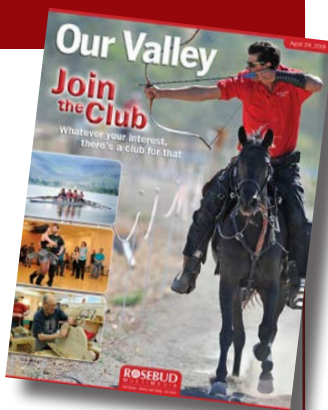
Publishes: 1/27 & 1/28
Deadline: 12/15



APRIL

Don't miss being part of the biggest, most-read publication of the year! Published in the Mail Tribune & Daily Tidings with readership of over 66,000!

Publishes: 4/28 & 4/29
Deadline: 4/4



MAY

SUMMER RECREATION GUIDE

Invite over 60,000 people to your business. In the Mail Tribune and Ashland Tidings.

Publishes: 5/25
Deadline: 5/10



MARCH

OH BABY! BABY PLANNER

3,500 copies of this full color spiral bound keepsake will be distributed to hospitals, birthing centers and OBGYN offices.

Publishes: Late March
Deadline: 2/9



SOUTHERN OREGON MEDICAL DIRECTORY

Reach over 60,000 potential patients in the Mail Tribune and Ashland Daily Tidings. On sale for \$2 in the Mail Tribune Lobby.

Publishes: 3/10 & 3/11
Deadline: 2/14



JUNE

SHAKESPEARE

Reach over 50,000 locals and visitors to the area. Published in the Mail Tribune, Ashland Tidings and on sale for \$4 in the Mail Tribune Lobby.

Publishes: 6/23 & 6/24
Deadline: 5/24



AUGUST

HIGH SCHOOL FOOTBALL

Root for your favorite school! Reach over 60,000 readers in the Mail Tribune and Ashland Tidings.

Publishes: 8/31
Deadline: 8/10



OCTOBER

PAINT IT ALL PINK

Section dedicated to Breast Cancer Awareness. Reach over 60,000 consumers in Jackson County. Published in the Mail Tribune and Ashland Tidings.

Publishes: 10/3

Deadline: 9/21



SOUTHERN OREGON'S BEST OF THE BEST

Don't miss your opportunity to thank customers! Put your message in front of over 60,000 readers of the Mail Tribune and Savvy Living.

Publishes: 10/28

Deadline: 10/1



NOVEMBER

GREAT GIFT CARD GUIDE

Don't miss your opportunity to be the answer for Holiday Gifting! Reach over 60,000 readers of the Mail Tribune and Ashland Tidings.

Publishes: 11/9

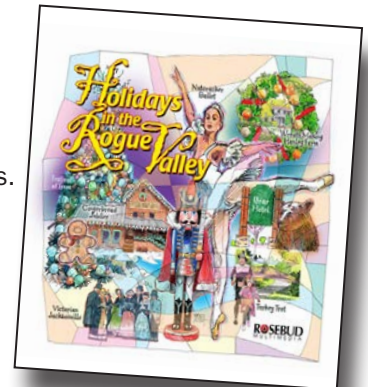
Deadline: 10/29

HOLIDAYS IN THE ROGUE VALLEY

Your message front and center! Reach over 60,000 local consumers. Published in the Mail Tribune and Ashland Tidings.

Publishes: 11/16

Deadline: 11/2





NEW DESIGN = BETTER USER EXPERIENCE & INCREASED AD IMPACT

► What is it?

It's the latest move in our digital evolution to meet the needs of readers and advertisers. Still the main source of digital news in the area and a key part of our community - we've totally rebuilt the site with a fresh new design!

But more than just a redesign, the website has been totally rebuilt to improve navigation, increase consumption of content by users and deliver great value to advertisers.

► What's new?

Integrated advertising opportunities throughout the site

- A less cluttered environment for a better user experience
- Increased visibility for your messages
- Easier navigation to encourage more time on site

Your message is seen by users on any device so you'll reach them wherever they are.

► Why do you need it?

Our site delivers high-value, trusted content that engages our growing community of loyal readers. Your message appears in the ideal environment and is seen by consumers in your backyard.

Get started today!
Contact your
representative for
current rates and
additional details.

ADS LOAD AS USERS SCROLL THROUGH THE PAGE
#IMPRESSIONS = #VIEWS!

HIGHER IMPACT AD UNITS

- + FRESH, CLEAN ENVIRONMENT
 - + CROSS PLATFORM PRESENCE
- = POWER FOR YOUR BUSINESS!



Expandable Ads

Medium Rectangle and Leaderboard



What is it?

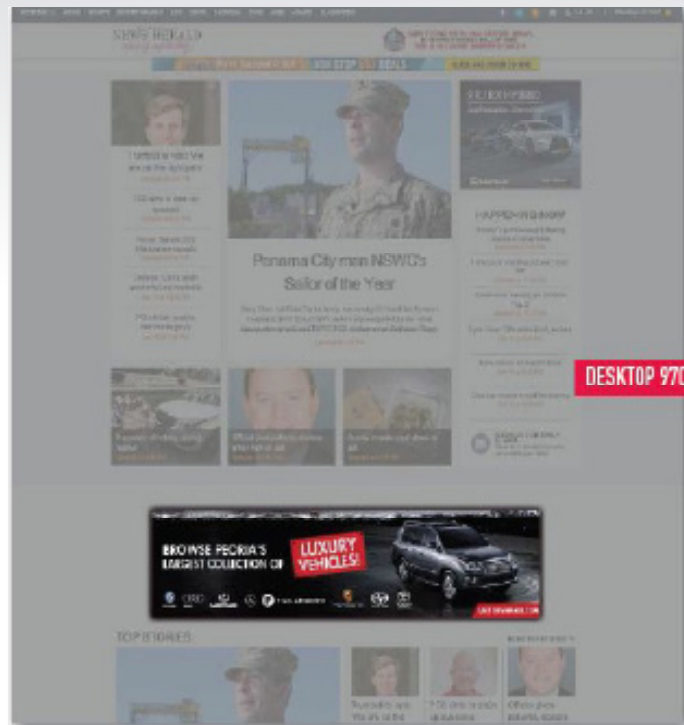
The two most common ad units on steroids!

Why do you need it?

It's a high impact and affordable ad option to leap off the page and showcase your message to readers in a way that doesn't interfere with their content consumption.

This is our most affordable high-impact digital display option. Add only \$3/CPM to your base display rate.

Static Billboard



▶ **APPEARS ON:**
Home Page and Inside Section Fronts
Desktop: 970 x 250 or 300 x 250
Mobile: 300 x 250
See specs page for details

What is it?

Always on the page when it loads, the static billboard package includes a large, high impact unit in a premium position (desktop) and on mobile devices, within the content.

Why do you need it?

The billboard is highly visible and provides a large canvas to show off your products and services.

Great to use for...

- Limited-time offers
- Promote a new product or service
- Announce brand awareness

This is an affordable high-impact digital display option.
Add only \$4/CPM to your base display rate.

Page Takeover

What is it?

A page takeover is impossible to miss! Your message takes up all of the available advertising inventory - even the background.

Why do you need it?

Your campaign will pop off the page with this high impact ad that offers repeat exposure to your company's message. High frequency of your ads on the page allows you to maximize branding benefits that come with being associated with our trusted content.

This option is available on the homepage or any section front on our site. You can run a take over for one day or save big by running 3 days in one week!



Welcome To Mobile AdMessaging

AD SPECS
140 characters / optional logo
Custom colors
Scrolling "Ticker"

INVENTORY
Works in both mobile web & app environments. Target by content, geo, geo-fence & audience.

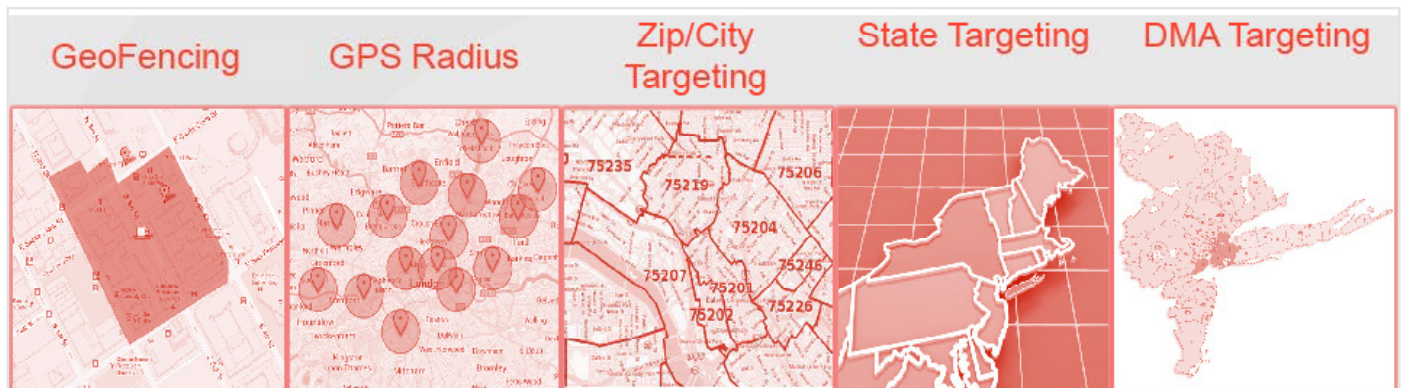
MULTIPLE TAP ACTIONS
Map / Coupon/ Site / Download / Social / Video

REAL TIME & DYNAMIC
Change messaging up to twice (2x) a month during a campaign for new product offers, sales events, etc.

SIMPLE
No need to build unique creative to get started.

PERFORMANCE
Performs on average 2X better than standard mobile banners (average 1% CTR)

Targeting: Geo & Audience



Reach relevant audiences:

- Demographic: Male/Female/Age/HHI
- Contextual
- Audience segments
- Ex. Moms, Sports Enthusiasts, Health & Fitness, Business Travelers, etc.

ONLINE ADVERTISING THAT WORKS!

MailTribune.com & DailyTidings.com Rates

Base Rates (Total Campaign)	CPM	Base Rate Sizes Include 300x250 Medium Rectangle 970x90 w/ 320x50 Super Leaderboard/Mobile Leaderboard Expanding Sizes Include 300x250 > 600x250 Expanding Medium Rectangle 728x90 > 728x250 Expandable Leaderboard
Up to 249,000 Impressions	\$12.00	
250,000 to 499,999 Impressions	\$10.00	
500K to 1,000,000	\$8.00	
Add on Base Rates	CPM	TARGETING OPTIONS <div> Sections Zip Codes Arts Eco-Conscience Gaming Politics Automotive Education Health & Fitness Small Business Baby Boomers </div> <div> Entertainment Home & Garden Sports Business Family & Parenting Investing & Finance Technology Careers Food & Drink Luxury & Travel </div>
Add Targeting (See Target List Below)	\$2.00	
Expanding Sizes (728x90 or 300x250)	\$3.00	
Video		PRODUCTION FEE: \$75 /hr Digital Display Ad Creation Minimum Charge \$75 VIDEO PRODUCTION FEE: 15 Second Spot - \$150 30 Second Spot - \$300 other applicable fees may apply
Pre-Roll	CPM: \$50.00 plus production fees	
Video Takeover (Formerly EDGE Unit)	Day: \$600.00	
High Impact	Day (Buy 2 Days, Get One Free)	
Homepage Takeover - MT.com	\$450.00	
Homepage Takeover - DT.com	\$200.00	
Section Front Pencil Drop Down	CPM: \$15.00	
Add on to High Impact Rate		
Section Front Takeover (See Targeting Options List) - MT.com	\$200.00	
Section Front Take Over (See Targeting Options List) - DT.com	\$50.00	

15% Compression Fee for Impressions set to serve less than 1 months time (Sizes priced by day are not subject to the compression fee)

Mail Tribune, Daily Tidings Retail and Classified Rates with Dollar Volume Levels and Discounts

Rates Effective 6/4/2018

Dollar Volume agreements						
			Mail Tribune Retail Display			
DV Level Number	DV Discount	DV Level	Mon-Thurs & Sat	Fri&Sun	Savvy Living/ Savor	Tempo/TV
		Open	\$ 37.00	\$ 38.85	\$ 5.00	\$ 38.85
1	34.0%	\$ 2,000	\$ 24.42	\$ 25.64		\$ 25.64
2	35.5%	\$ 3,500	\$ 23.86	\$ 25.05		\$ 25.05
3	36.0%	\$ 4,500	\$ 23.68	\$ 24.86		\$ 24.86
4	37.5%	\$ 6,500	\$ 23.12	\$ 24.28		\$ 24.28
5	38.5%	\$ 8,500	\$ 22.75	\$ 23.89		\$ 23.89
6	40.0%	\$ 11,500	\$ 22.20	\$ 23.31		\$ 23.31
7	42.0%	\$ 15,000	\$ 21.46	\$ 22.53		\$ 22.53
8	43.0%	\$ 18,500	\$ 21.09	\$ 22.14		\$ 22.14
9	44.0%	\$ 22,500	\$ 20.72	\$ 21.76		\$ 21.76
10	46.0%	\$ 37,000	\$ 19.98	\$ 20.98		\$ 20.98
11	49.0%	\$ 62,000	\$ 18.87	\$ 19.81		\$ 19.81
12	50.5%	\$ 87,000	\$ 18.31	\$ 19.23		\$ 19.23

Dollar Volume agreements							
			Mail Tribune Classified				
DV Level Number	DV Discount	DV Level	Mon-Thurs & Sat Display	Mon-Thurs& Sat Line*	Savor Display	Fri&Sun-Display	Fri & Sun-Line*
		Open	\$ 22.1600	\$ 2.2160	\$ 3.33	\$ 23.2680	\$ 2.3268
1	34.0%	\$ 2,000	\$ 14.6256	\$ 1.4626		\$ 15.3569	\$ 1.5357
2	35.5%	\$ 3,500	\$ 14.2932	\$ 1.4293		\$ 15.0079	\$ 1.5008
3	36.0%	\$ 4,500	\$ 14.1824	\$ 1.4182		\$ 14.8915	\$ 1.4892
4	37.5%	\$ 6,500	\$ 13.8500	\$ 1.3850		\$ 14.5425	\$ 1.4543
5	38.5%	\$ 8,500	\$ 13.6284	\$ 1.3628		\$ 14.3098	\$ 1.4310
6	40.0%	\$ 11,500	\$ 13.2960	\$ 1.3296		\$ 13.9608	\$ 1.3961
7	42.0%	\$ 15,000	\$ 12.8528	\$ 1.2853		\$ 13.4954	\$ 1.3495
8	43.0%	\$ 18,500	\$ 12.6312	\$ 1.2631		\$ 13.2628	\$ 1.3263
9	44.0%	\$ 22,500	\$ 12.4096	\$ 1.2410		\$ 13.0301	\$ 1.3030
10	46.0%	\$ 37,000	\$ 11.9664	\$ 1.1966		\$ 12.5647	\$ 1.2565
11	49.0%	\$ 62,000	\$ 11.3016	\$ 1.1302		\$ 11.8667	\$ 1.1867
12	50.5%	\$ 87,000	\$ 10.9692	\$ 1.0969		\$ 11.5177	\$ 1.1518

Dollar Volume agreements (continued)						
			Daily Tidings			
DV Level Number	DV Discount	DV Level	Retail Display	Classified Display	Classified Line*	Revels
		Open	\$ 8.74	\$ 5.4900	\$ 0.5230	\$ 8.74
1	34.0%	\$ 2,000	\$ 5.77	\$ 3.6234	\$ 0.3452	\$ 5.77
2	35.5%	\$ 3,500	\$ 5.64	\$ 3.5411	\$ 0.3373	\$ 5.64
3	36.0%	\$ 4,500	\$ 5.59	\$ 3.5136	\$ 0.3347	\$ 5.59
4	37.5%	\$ 6,500	\$ 5.46	\$ 3.4313	\$ 0.3269	\$ 5.46
5	38.5%	\$ 8,500	\$ 5.37	\$ 3.3764	\$ 0.3216	\$ 5.37
6	40.0%	\$ 11,500	\$ 5.24	\$ 3.2940	\$ 0.3138	\$ 5.24
7	42.0%	\$ 15,000	\$ 5.07	\$ 3.1842	\$ 0.3033	\$ 5.07
8	43.0%	\$ 18,500	\$ 4.98	\$ 3.1293	\$ 0.2981	\$ 4.98
9	44.0%	\$ 22,500	\$ 4.89	\$ 3.0744	\$ 0.2929	\$ 4.89
10	46.0%	\$ 37,000	\$ 4.72	\$ 2.9646	\$ 0.2824	\$ 4.72
11	49.0%	\$ 62,000	\$ 4.46	\$ 2.7999	\$ 0.2667	\$ 4.46
12	50.5%	\$ 87,000	\$ 4.32	\$ 2.7176	\$ 0.2589	\$ 4.32

*Classified 10 Lines per inch

Mail Tribune, Daily Tidings Color Rates with Dollar Volume Levels and Discounts

Rates Effective 6/4/2018

Dollar Volume agreements							
DV Level Number	DV Discount	DV Level		Mail Tribune & Tempo Color			
				1"-64 1/2"		65"+	
				1 color	full color	1 color	full color
		Open		\$273.00	\$402.00	\$426.00	\$587.00
1	34.0%	\$ 2,000		\$180.18	\$265.32	\$281.16	\$387.42
2	35.5%	\$ 3,500		\$176.09	\$259.29	\$274.77	\$378.62
3	36.0%	\$ 4,500		\$174.72	\$257.28	\$272.64	\$375.68
4	37.5%	\$ 6,500		\$170.63	\$251.25	\$266.25	\$366.88
5	38.5%	\$ 8,500		\$167.90	\$247.23	\$261.99	\$361.01
6	40.0%	\$ 11,500		\$163.80	\$241.20	\$255.60	\$352.20
7	42.0%	\$ 15,000		\$158.34	\$233.16	\$247.08	\$340.46
8	43.0%	\$ 18,500		\$155.61	\$229.14	\$242.82	\$334.59
9	44.0%	\$ 22,500		\$152.88	\$225.12	\$238.56	\$328.72
10	46.0%	\$ 37,000		\$147.42	\$217.08	\$230.04	\$316.98
11	49.0%	\$ 62,000		\$139.23	\$205.02	\$217.26	\$299.37
12	50.5%	\$ 87,000		\$135.14	\$198.99	\$210.87	\$290.57

Dollar Volume agreements							
DV Level Number	DV Discount	DV Level		Mail Tribune Classified Color			
				1"-95 1/2"		96"+	
		Open		1 color	full color	1 color	full color
				\$273.00	\$402.00	\$426.00	\$587.00
1	34.0%	\$ 2,000		\$180.18	\$265.32	\$281.16	\$387.42
2	35.5%	\$ 3,500		\$176.09	\$259.29	\$274.77	\$378.62
3	36.0%	\$ 4,500		\$174.72	\$257.28	\$272.64	\$375.68
4	37.5%	\$ 6,500		\$170.63	\$251.25	\$266.25	\$366.88
5	38.5%	\$ 8,500		\$167.90	\$247.23	\$261.99	\$361.01
6	40.0%	\$ 11,500		\$163.80	\$241.20	\$255.60	\$352.20
7	42.0%	\$ 15,000		\$158.34	\$233.16	\$247.08	\$340.46
8	43.0%	\$ 18,500		\$155.61	\$229.14	\$242.82	\$334.59
9	44.0%	\$ 22,500		\$152.88	\$225.12	\$238.56	\$328.72
10	46.0%	\$ 37,000		\$147.42	\$217.08	\$230.04	\$316.98
11	49.0%	\$ 62,000		\$139.23	\$205.02	\$217.26	\$299.37
12	50.5%	\$ 87,000		\$135.14	\$198.99	\$210.87	\$290.57

Dollar Volume agreements (continued)									
DV Level Number	DV Discount	DV Level		Savvy Living & Savor Color				Daily Tidings & Revels Color	
				1"-64 1/2"		65"+		1"-90"	
		Open		1 color	full color	1 color	full color	1 color	full color
				\$273.00	\$402.00	\$426.00	\$587.00	\$105.00	\$179.00
1	34.0%	\$ 2,000		\$180.18	\$265.32	\$281.16	\$387.42	\$ 69.30	\$118.14
2	35.5%	\$ 3,500		\$176.09	\$259.29	\$274.77	\$378.62	\$ 67.73	\$115.46
3	36.0%	\$ 4,500		\$174.72	\$257.28	\$272.64	\$375.68	\$ 67.20	\$114.56
4	37.5%	\$ 6,500		\$170.63	\$251.25	\$266.25	\$366.88	\$ 65.63	\$111.88
5	38.5%	\$ 8,500		\$167.90	\$247.23	\$261.99	\$361.01	\$ 64.58	\$110.09
6	40.0%	\$ 11,500		\$163.80	\$241.20	\$255.60	\$352.20	\$ 63.00	\$107.40
7	42.0%	\$ 15,000		\$158.34	\$233.16	\$247.08	\$340.46	\$ 60.90	\$103.82
8	43.0%	\$ 18,500		\$155.61	\$229.14	\$242.82	\$334.59	\$ 59.85	\$102.03
9	44.0%	\$ 22,500		\$152.88	\$225.12	\$238.56	\$328.72	\$ 58.80	\$100.24
10	46.0%	\$ 37,000		\$147.42	\$217.08	\$230.04	\$316.98	\$ 56.70	\$ 96.66
11	49.0%	\$ 62,000		\$139.23	\$205.02	\$217.26	\$299.37	\$ 53.55	\$ 91.29
12	50.5%	\$ 87,000		\$135.14	\$198.99	\$210.87	\$290.57	\$ 51.98	\$ 88.61

Mail Tribune, Daily Tidings Retail and Classified Civic Rates

Rates Effective 6/4/2018

To qualify for Civic Rate: Civic rates apply to all churches and civic organizations promoting charitable or educational programs.

NON CONTRACT RATES

CIVIC					
		Mail Tribune Retail Display			
		Mon-Thurs & Sat	Fri & Sun	Savvy Living/ Savor	Tempo/TV
CIVIC RATE		\$ 19.92	\$ 20.92	\$ 5.00	\$ 20.92

CIVIC							
		Mail Tribune Classified					
		Mon-Thurs & Sat Display	Mon-Thurs & Sat Line*	Savor Display		Fri & Sun- Display	Fri & Sun- Line*
CIVIC RATE		\$ 11.93	\$ 1.193	\$ 3.33		\$ 12.540	\$ 1.254

CIVIC (Continued)					
		Daily Tidings			
		Retail Display	Classified Display	Classified Line*	Revels
CIVIC RATE		\$ 5.63	\$ 3.37	\$ 0.523	\$ 5.63

Mail Tribune, Daily Tidings Civic Color Rates

Rates Effective 6/4/2018

To qualify for Civic Rate: Civic rates apply to all churches and civic organizations promoting charitable or educational programs.

NON CONTRACT RATES

CIVIC COLOR

CIVIC

Mail Tribune & Tempo Color				Mail Tribune Classified Color			
1"-64 1/2"		65"+		1"-95 1/2"		96"+	
1 color	full color	1 color	full color	1 color	full color	1 color	full color
\$ 273.00	\$ 402.00	\$ 426.00	\$ 587.00	\$ 273.00	\$ 402.00	\$ 426.00	\$ 587.00

CIVIC COLOR (Continued)

CIVIC

Savvy Living & Savor Color				Daily Tidings & Revels Color	
1"-64 1/2"		65"+			
1 color	full color	1 color	full color	1 color	full color
\$ 273.00	\$ 402.00	\$ 426.00	\$ 587.00	\$ 105.00	\$ 179.00

Will get 30% discount off open

Preprint Grid – Pricing 2018

INSERTION RATES - FULL ZONE

Size	1x	13x	26x	52x
Single Sheet-8 Tab	45	43	42	40
10-16 Tab	52	50	48	46
18-24 Tab	57	55	53	51
26-32 Tab	60	57	54	52
34-40 Tab	65	60	57	54
42 and larger Tab	69	67	64	61

PARTIAL INSERTION RATES - LESS THAN FULL RUN

Size	1x	13x	26x	52x
Single Sheet-8 Tab	51.75	49.45	48.30	46.00
10-16 Tab	59.80	57.50	55.20	52.90
18-24 Tab	65.55	63.25	60.95	58.65
26-32 Tab	69.00	65.55	62.10	59.80
34-40 Tab	74.75	69.00	65.55	62.10
42 and larger Tab	79.35	77.05	73.60	70.15

FULL RUN SAVOR & SAVVY

Size	1x	13x	26x	52x
Single Sheet-8 Tab	38.25	36.55	35.70	34.00
10-16 Tab	44.20	42.50	40.80	39.10
18-24 Tab	48.45	46.75	45.05	43.35
26-32 Tab	51.00	48.45	45.90	44.20
34-40 Tab	55.25	51.00	48.45	45.90
42 and larger Tab	58.65	56.95	54.40	51.85

PARTIAL SAVOR & SAVVY - LESS THAN FULL RUN

Size	1x	13x	26x	52x
Single Sheet-8 Tab	43.99	42.03	41.06	39.10
10-16 Tab	50.83	48.88	46.92	44.97
18-24 Tab	55.72	53.76	51.81	49.85
26-32 Tab	58.65	55.72	52.79	50.83
34-40 Tab	63.54	58.65	55.72	52.79
42 and larger Tab	67.45	65.49	62.56	59.63

COMBINATION INSERTION DISCOUNT

The combination rates will apply to each ad repeated without copy change within six days of the original publication date. First combination is equivalent to a 25% discount. Second combination is equivalent to a 35% discount. Both discounts are based on original ad placement cost. Additional combination may be placed within six days of the original publication date at the prevailing second combination rate.

Discount is not applicable to open, national or civic rate advertisers.

POSITION CHARGE

For an additional 25% charge, we will guarantee the page on which an ad will appear, but not the position on the page itself. Guaranteed position will be acceptable only within Rosebud Multimedia's news guidelines and format policies. Combination insertion discount does not apply to position charge.

PREPRINTED INSERTS

Preprint Billing

- Minimum charge of \$350 per month will apply for all zoned preprint distribution.
- Insert rates apply to inserts from single advertisers. Any section appearing for a group of merchants will be charged as ROP space and billed individually according to our rate card. Preprint charges will be based on our quarterly distribution report.
- R.O.P. CREDIT FOR PREPRINT USAGE: Insert advertising dollars spent will earn an equivalent ROP inch credit based on daily ROP contract in force.
- Inserts with flap attached will be billed an additional 50 cents per thousand, per flap.
- Zoned insertion: Eight zones available for partial distribution. Partial-zoned inserts are accepted if the entire zone is distributed. Individual zones cannot be divided.
- Maximum standard size 12½" x 21½", folded to 12½ x 10¾"
- Minimum size 5" x 7". Insert other than standard size and tabsize newsprint should be submitted for acceptance.
- An additional charge of \$25 per thousand for quarterfolding will apply if, upon receipt, inserts are oversized or paper quality standards will not pass through the inserting equipment. All four-page dinky tabs require half folding prior to delivery.
- Single-page insert minimum weight 60 lb. stock.
- Up to 8½" x 10¾" considered flexie size. Two flexie pages equal one tabloid page.
- Up to 5" x 7" considered coupon book size. Four pages equal one tabloid page.
- From 8½" x 11" to 12" x 11½" considered tabloid size.
- Up to 8½" x 11" single sheet billed as card.
- It is permissible to include the names of other

newspapers along with the Mail Tribune on the front page.

- If the insert contains simulated news, the words "Paid Advertising" must appear at the top of any such page in not less than 12 point boldface caps.
- Inserts that do not meet the specifications outlined will require approval for acceptability and appropriate size. \$50 per month for storage and handling for preprints warehoused at our site.
- Partial or zoned preprints are not available for insertion in a Friday or Sunday edition.

Preprint Shipping and Delivery

- Deliver to 33 N. Fir St., Medford, Oregon 97501.

• Receiving hours:

Monday through Friday

8:00 a.m. to 5:00 p.m.

- Each pallet should be plainly labeled as to the number of inserts stacked thereon. Pallets not to exceed 48" height.
- Do not strap bundles.
- 10 days prior notice for placing reservations, delivery 7 days prior to date of insertion.
- Please contact our office for most current preprint quantities.

Call for preprint distribution information.

CLASSIFIED MEASUREMENTS for the Mail Tribune and Ashland Tidings

Mail Tribune pages are 9 columns - 11.639" wide x 21.5" deep. Depth exceeding 19" will be charged a full 21.5" column. Ashland Tidings pages are 8 columns - 10.33" wide x 11.25" deep. Depth exceeding 9.5" will be charged a full 11.25" column. Ads must be at least half as many inches deep as columns wide except front page banners; minimum 1 column by 1 inch. Minimum type size: 7 pt.

Contact your marketing consultant or dial 541-776-4466 to inquire about double trucks and ads wider than full page width.

COLUMN	INCHES
1 column	1.194
2 columns	2.5
3 columns	3.792
4 columns	5.111
5 columns	6.417
6 columns	7.722
7 columns	9.028
8 columns	10.333
9 columns	11.639

RETAIL MEASUREMENTS for the Mail Tribune & Ashland Tidings

Mail Tribune pages are 6 columns - 11.694" wide x 21.5" deep. Depth exceeding 19" will be charged a full 21.5" column. Ashland Tidings pages are 5 columns - 10.33" wide x 11.25" deep. Depth exceeding 9.5" will be charged a full 11.25" column. Ads must be at least half as many inches deep as columns wide except front page banners; minimum 1 column by 1 inch. Minimum type size: 7 pt.

Contact your marketing consultant or dial 541-776-4422 to inquire about double trucks and ads wider than full page width.

COLUMN	INCHES
1 column	1.833
2 columns	3.806
3 columns	5.778
4 columns	7.75
5 columns	9.722
6 columns	11.694

COMMISSIONS, PAYMENTS & CREDIT

- All rates are non-commissionable and payable in advance of publication unless a credit account has been established. Credit approved account payments are due by the 10th day of calendar month following publication.
- A late fee will apply if an account has not been paid within 30 days of billing date, at a rate of 1.5% per month on the principal balance: 18% annual percentage rate.
- Finance charges up to the legal limit may be assessed on past due accounts. In the event payment is not made within the approved credit limits, we reserve the right to reject advertising copy and/or immediately cancel any contract. The advertiser agrees to indemnify the newspaper for all expenses incurred in connection with the collection of amounts payable, including court costs and attorney and/or collection fees.
- An advertiser who does not maintain his credit status with the newspaper shall be deemed in breach of contract, and the newspaper may re-bill the advertiser for an outstanding balance due at the earned rate or non-contract rate on the newspaper's current rate schedule.
- Payment terms, finance charges and discounts may be revised at any time upon 30 days notice to advertisers.
- Insertion orders containing disclaimers or conditions for publication are not accepted.
- For your convenience, we accept Visa, MasterCard, and Discover. We also extend terms, subject to credit approval, to retail and classified customers.
- If the advertiser utilizes the services of an agent or other third party, the advertiser and the party shall be jointly and severally liable for payment and for compliance with any agreement with the newspaper.
- Political advertisements must be paid by check or credit card in advance of publication and comply with newspaper's political advertising guidelines.
- Display ads are charged as they appear on printed page to the nearest half-inch of depth.

GENERAL RATE POLICY

- Retail rate applies to local retail stores and service businesses. Rates will be

determined by contract level committed to by the advertiser.

- The Publisher reserves the right to adjust rates during the term of any agreement upon 30 days written notice. Upon receipt of the newspaper's revision of rates and/or credit terms, the advertiser may cancel a contract agreement without penalty by giving 30 days prior written notice to the newspaper.
- Brokered space is not accepted. Rates apply only to advertising placed expressly on behalf of the original advertiser. Under no circumstances shall the original advertiser resell space to a third party. Contract rates are for the customer's own commercial advertising and may not be extended or transferred by the advertiser to any other party.
- Rosebud Multimedia is not liable for failure to print, publish or circulate an advertisement for any reason whatsoever.
- The advertiser assumes sole responsibility for statements contained in the advertisements and indemnifies the company against all loss, liability or expense arising from claims of libel, unfair trade practices, unfair competition, infringement of trademarks, names or patents, copyrights and proprietary rights and violations of the right to privacy resulting from publication of the advertiser's copy or materials. The advertiser agrees to hold harmless and to indemnify the newspaper from all damages, costs and expenses of any nature whatsoever, for which the newspaper may become liable by reason of its publication or omission of the advertiser's advertising. Re-use for advertising purposes of the newspaper's news copy, artwork, photographs and advertising copy written or produced by the newspaper is expressly forbidden without prior consent of the newspaper.
- Rosebud Multimedia reserves the right to edit, reject, revise, correctly classify or cancel any advertisement at any time. Subject matter, photography and typography of all advertising are subject to the approval of the publisher. Receipt of copy and/or payment does not determine acceptance for publication.
- Rosebud Multimedia reserves the right to include the word "advertisement" in an advertisement that, in the judgment of the publisher, may be mistaken for editorial material.
- Proofs are shown on ads per request via email or fax. Once a proof is delivered, Rosebud Multimedia is no longer responsible for errors in copy (except mistakes in proof corrections.) Excessive changes on proofs will be charged at \$75 per hour, minimum \$75 charge.

- The Publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for errors or omissions in connection with an advertisement is strictly limited to the monies paid for the advertisement. Advertiser is responsible to notify Rosebud Multimedia of an error in time for correction before the second run. Credit or make-good will be given on the first insertion only. All requests for credits and adjustments are welcome for 90 days after any initial billing month.
- Request for position will be honored whenever possible, but is not guaranteed unless position charge is selected. Advertiser's request for position is not a condition of acceptance nor basis for a make-good.
- Advertising is most productive when it is easily understood by everyone. Please spell out all words, with the exception of the few standard abbreviations listed in most dictionaries.
- Rosebud Multimedia reserves the right to revise, reject or properly classify any copy. Regulations require that recruitment advertising must clearly state the nature of the work. Sales recruitment ads must state the nature of the item or service to be sold and the basis of compensation. No estimate of earnings may be made in any recruitment ad unless copy states "guaranteed." All employment ads are sorted alphabetically according to first word used.
- Request for position on classified display advertising will be honored whenever possible, but not guaranteed. Effort is made to position classified display ads at the bottom of the page as near the proper classification as possible. In-column advertising, in most classifications, is arranged by size.

COPY CLOSING

- Advertising copy is not considered on time unless all components are received by deadline (text, art, photos).
- Artwork, designs and layouts originated by the newspaper are owned by Rosebud Multimedia.
- Cancellation of advertising cannot be accepted after deadline or closing date. The newspaper is not responsible for the correctness of copy or materials published that were received after its scheduled deadline.

CREATIVE SERVICES

Accepted file formats for advertising

Graphic files: .ai, .bmp, .eps, .gif, .jpg, .pdf, .png, .psd and .tif (*Where applicable, all fonts should be outlined before submission.*)

Ad Copy: Microsoft Word .doc or .docx, .rtf, .txt or spreadsheets in .xls, .xlsx or .csv

Video for digital ads: .flv, .mov, .mp4 or .wmv

Note: Microsoft publisher (.pub) files are no longer accepted for any advertising.

Advertising Design/Spec layouts

Your Marketing Consultant can explain how you can increase results by outlining a planned advertising program complete with advertising ideas and layouts. Give yourself plenty of time — advance notice required.

Needs Analysis

Please contact your Marketing Consultant for current program. Our professional staff can assist you in your advertising planning for best results. Budgeting monthly or yearly with sound merchandising and presentation; gaining great impact by tying in with special events and yearly promotions. Our marketing consultants can assist your account or merchants association with campaigns and illustrations.

- Total or Target Market Coverage
- Print, insert & delivery program
- Co-op advertising program
- Custom design market surveys
- Digital display ads
- Preprint distribution, zones or total market
- SEM & SEO
- Website development

CAMERA-READY ADS

Rosebud Multimedia gladly accepts electronic media for camera-ready advertising.

- Camera-ready ads must be in PDF format with fonts converted to outlines or embedded.
- All graphics must be at least 200 dpi at 100%.

- Type on a screened background of a density higher than 20% is not advised.
- Light face serif or script type is not advisable on screened backgrounds or reverses.
- Images must be CMYK or Grayscale. No RGB files accepted.
- Please include a hard copy of the ad. This will verify we have the proper ad and that no elements are missing.
- Any changes in PDF files are the

responsibility of the originator of that file. Additional work to a file, beyond loading the material onto Rosebud Multimedia's system, will be charged at \$75 per hour, with a \$75 minimum.

- Rosebud Multimedia will not be responsible for unusable material, delays or missed schedules due to errors, improperly prepared files or unclear instructions.
- Please consult your Marketing Consultant for additional information on electronic transmission or output.

ADVANCE DEADLINES

- Double trucks and color advertisements are due 24 hours in advance of normal deadlines.
- Advertisements requiring special services, artwork, and ads with intricate layout or color specifications or extensive copy are due 24 hours in advance of normal deadlines.
- National holiday deadlines will be announced.

CIRCULATION

Contact our office for current circulation and distribution figures. 541-776-4455



DISPLAY AD COPY CLOSING

For publication on:

Sunday
Monday
Tuesday
Wednesday
Thursday
Revels
Friday
Tempo/TV
Saturday

All materials due:

Wednesday, 11 a.m.
Wednesday, 11 a.m.
Thursday, 11 a.m.
Friday, 11 a.m.
Monday, 11 a.m.
Friday, Noon
Tuesday, 11 a.m.
Monday, 11 a.m.
Tuesday, 11 a.m.

Targeted Market Delivery:

Savor Wednesday, 11 a.m.

SPECIAL DAYS/PAGES/ FEATURES/SECTIONS

Sections:

FRIDAY

Tempo/TV Entertainment and TV listings

WEDNESDAY

A la Carte food and entertainment

THURSDAY

Revels

Feature pages:

Oregon Outdoors.....Friday

Business section; Local features;

Comics; Parade; Travel; Life/At Home;

Your MoneySunday

IN-COLUMN LINE AD COPY DEADLINE

For publication on: All Materials Due:

Sunday	Friday, 4:45 p.m.
Monday	Friday, 4:45 p.m.
Tuesday	Monday, 4:45 p.m.
Wednesday	Tuesday, 4:45 p.m.
Thursday	Wednesday, 4:45 p.m.
Friday	Thursday, 4:45 p.m.
Saturday	Friday, 4:45 p.m.

Contact your marketing consultant for legal holiday schedule.

On a publication day following legal holiday, and for special sections and groupings, please add 24 hours to above schedule. Ad cancellations limited to above closing schedule. All deadlines effective 6/1/2018.