



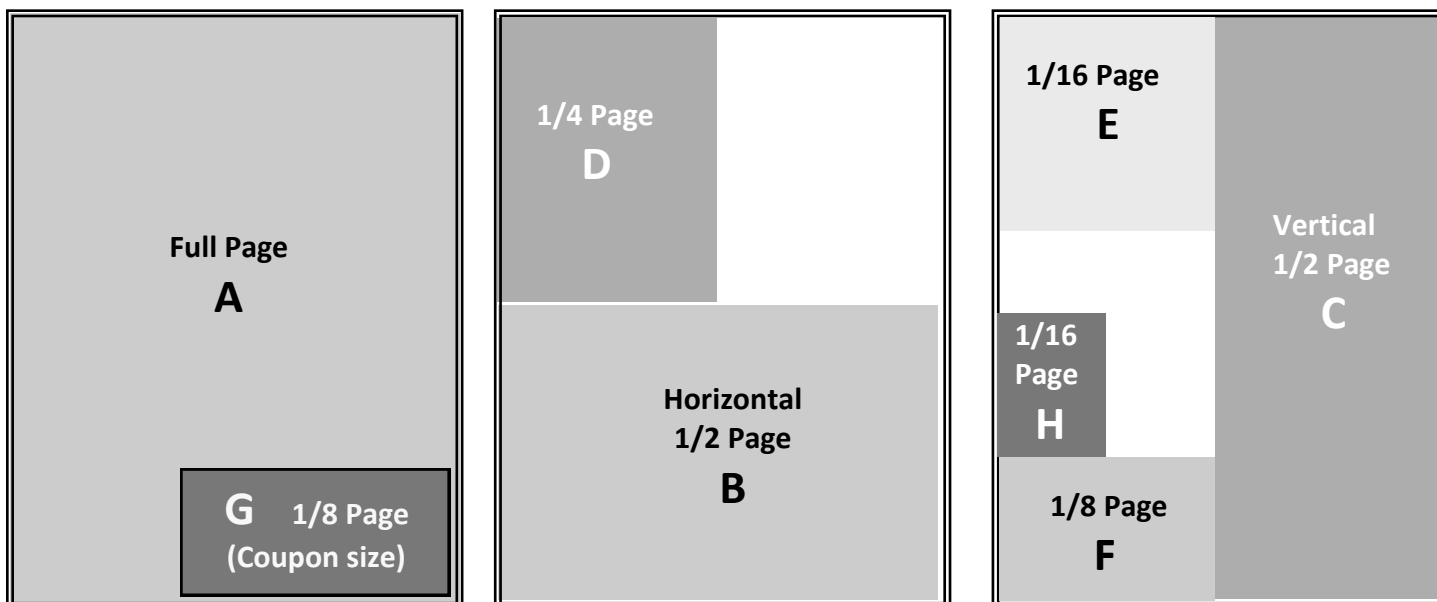
*A Great Place
to Hang Your Hat*

The Crooked River Ranch "Telegraph"

Office: 541-548-8939 Fax: 541-548-0278
newsletter@crookedriverranch.com

Subject line: Newsletter Ad

Advertising Rate, Policy, & Information Card



Advertising Rates

Display	1 Issue	3 Issues	6 Issues	12 Issues
A—Full Page: 4 Col. X 12.5" (10"w X 12.5"h)	\$400	\$375	\$350	\$300
B—1/2 Horizontal Page: 4 Col. X 12.5" (10"w X 6.125"h)	\$220	\$206	\$193	\$165
C—1/2 Vertical Page: 2 Col., x 12.5" (4.875"w X 12.5"h)	"	"	"	"
D—1/4 Page: 2 Col X 6.125" (4.875"w X 6.125"h)	\$121	\$114	\$106	\$91
E—1/6 Page: 2 Col X 4.531" (4.875"w X 4.531"h)	\$94	\$88	\$82	\$76
F—1/8 Page: 2 Col X 2.9375" (4.875"w X 2.9375"h)	\$67	\$62	\$57	\$50
G—1/8 Page: Coupon size (6.1"w X 2.34"h)	\$67	\$62	\$57	\$50
H—1/16 Page: 1 Col X 2.937 5" (2.3125"w X 2.9375"h)	\$37	\$35	\$32	\$28
I—Flyers:	\$224	\$210	\$196	\$170

Classifieds

Single Edition: \$2.00 per line (Prepaid)

Multiple Editions: \$1.75 per line/per edition/6 month minimum/identical ad

♦ 3 line minimum

♦ Letters, spaces, punctuation and numbers are equal to 1 character each

♦ 1st line = 30-32 characters (numbers of characters is approx. and may vary)

♦ Each additional line = 35-38 characters

—National Rates (Commissionable): Add 17.5% (Applies to Display and Multiple Editions Classifieds)—

Mechanicals

1 Column 2.3125 inches

2 Columns 4.875 inches

4 Columns 10 inches

Distribution

The Crooked River Ranch Telegraph serves the community of Crooked River Ranch, which straddles the border of Jefferson and Deschutes Counties. Situated on a peninsula of land near the confluence of the Crooked River and Deschutes Rivers, its entrance is approximately 7 miles East of Terrebonne. The Telegraph offers a market of mixed demographics from young families to retirees.

The Telegraph is distributed as the official monthly newsletter of the Crooked River Ranch Club & Maintenance Association to all members through the US Postal Service or via email based on the preference of the member. It is also on the Ranch website and distributed to the local RV Parks, Golf Course, Trading Post, Chamber of Commerce and Motels with additional sites in Madras, Terrebonne and Redmond. This diverse demographic and readership mix, with a distribution of 2400+, affords an excellent opportunity for advertisers to explore when considering new markets to increase their business exposure in local communities.

Approximately 65% of our members are local residents while a large number vacation here or are planning on building here in the future. The Telegraph contains valuable Ranch news, coming events as well as keeping folks up to date on the rich and abundant community life at The Ranch. A monthly clip out calendar, recreation opportunities and local business providers round out this rich publication with a long shelf life and staying power in the homes of its recipients and visitors.

Call us today at 541-548-8939 or email us at newsletter@crookedriverranch.com - subject line: Newsletter

Office: 541-548-8939 • Fax: 541-548-0278 • email: newsletter@crookedriverranch.com
Crooked River Ranch Club & Maintenance Association • 5195 SW Clubhouse Road • Crooked River Ranch, OR 97760
www.crookedriverranch.com (click on "newsletters" for rates-policies-submission worksheets)

Deadlines

All deadlines are for publication in the following month

Display Advertising

- **In-House Design Services**

Rough Draft Due—5 PM, 1st Thursday of the month

All work to be charged at \$35/hour /\$15 minimum

Final Proof—5 PM, 2nd Wednesday of the month

- **Publication Ready Advertising (Digital or Hard Copy)**

5 PM the 2nd Thursday of month

- **Cancelled Advertising** - 5 PM, 2nd Thursday of the month
The Telegraph reserves the right to charge for ads cancelled after deadline with layout and copy changes at \$35 per hour/\$15 minimum.

Classified Ads/Obituaries/Announcements

- **All** - 5 PM the 3rd Monday of month

Submission

Camera Ready Display Advertising

- Best method is digitally via email, CD, DVD, etc; but submissions by hard copy will be accepted with written acknowledgement that quality will be reduced.

Rough Draft Display Advertising

- Fax, digitally (email, CD, DVD), hard copy to office, or via discussion with designer

Photos and Artwork for in-house design work

- Photography services are not available in-house. Photos or artwork should be submitted digitally for best quality.

Classified Advertising/Obituaries/Announcements

- Phone, digitally (email, CD, DVD), fax, hard copy to office

Billing, Payment & Rates

- Payment due upon placement for all single issue ads under \$25 and first time advertisers (national advertisers exempt).
- Billing available for repeat advertisers (over \$25 and approval of credit application for new advertisers).
- All billing accounts are net due and payable by the 20th of the month following billing to receive multi-issue discount.
- Discount rates for multi-issue consecutively run ads:
 - Applies to identical ad; no copy, size or design changes.
 - \$5.00 charge for advertiser supplied display ad change
- In-House changes charged at \$35/hr-\$15 minimum

Services

- **In-House Design Services:** Available at \$35/hour-\$15 minimum. Digital proofs no charge. First "hard copy" proof no charge - additional proofs \$.50 each.
- **Typesetting of Classifieds is included in rate.** *The Telegraph* reserves the right to charge \$35/hour-\$5 minimum for changes.

Policies

1. Position preference is always noted but not guaranteed.
2. Political ads must carry the name and address of the party responsible for the ad. Paid political ads will be noted as such.
3. No ads will be run upside down or sideways.
4. The publisher assumes no responsibility for return or safety of artwork, photos or documents.
5. The publisher reserves the right to edit, reject or discontinue any advertising copy, or advertisement in whole providing this right will not be unreasonably exercised.
6. The publisher may alter any advertisement or insert the word "Advertisement" above or below any advertisement which in our opinion resembles editorial matter.
7. The publisher may seek legal counsel on any advertisement with questionable content or nature.
8. All advertising copy and illustrations prepared by *The Telegraph* become the property of *The Telegraph* and may not be reproduced for any other use without written prior approval.
9. When advertising copy is submitted it must be correct. *The Telegraph* will not be held responsible for typing errors, omissions or for print quality. For design work performed in-house, or changes made per advertiser request, advertiser is responsible to review and approve all proofs and changes by the deadline stated by the publisher. Accuracy of all materials and the final advertiser approved "proof" submitted for publication is the sole responsibility of the advertiser.
10. The publisher shall not be held liable for slight changes or errors that do not lessen the value of an advertisement. The liability for publisher generated errors or omissions that affect the value of the advertisement such as incorrect dates, phone number or address, is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.
11. All submissions to *The Telegraph* will be treated as unconditionally assigned for publication and copyrighting purposes and subject to the publisher's unrestricted right to comment editorially, that all rights are currently available, and that the material in no way infringes upon the rights of any person. In consideration of the publication of advertising, the advertiser and/or agency will fully hold harmless and fully indemnify the publisher from and against any and all claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by the publisher, arising directly or indirectly from the publication of any advertisement (including, but not limited to, claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or thing contained in any advertisement.
12. Articles, information and advertising which appear in *The Crooked River Ranch Telegraph* do not necessarily reflect the position or opinion of Crooked River Ranch Club & Maintenance Association or staff: nor does the publication of said articles, information or advertising constitute an endorsement of views that they may express. The Association assumes no liability or responsibility for articles, information or advertising contained in *The Telegraph* as its publication is only as a community service and is not to be relied on for legal notification or legal purposes.