



# the NICKEL



Monday - Friday  
8:30am-5:00pm



"People Buy Some Papers To Read, They Read The Nickel To Buy!"

**WANT AD NEWSPAPER**

1112 1/2 Adams Ave, La Grande, OR 97850 www.lagrandenickel.com  
(541) 963-6237 Toll Free Number for Classifieds Only 1-800-654-5829 FAX 963-8853

SERVING UNION, BAKER, WALLOWA AND GRANT COUNTIES

## 2010 Nickel Want Ad Newspaper Informational Guide

# Look Inside To Find...

- Advertising Rates & Deadlines
- Insertion Rates & Zones
- Competitive Coverage
- Covered Zip Codes
- Population by County
- Audit Information

Largest Circulation  
in Northeast Oregon



Over 14,000 papers  
distributed to Union,  
Baker, Wallowa and  
Grant Counties.

The Most Cost  
Effective Advertising  
Available



Audited Circulation  
And Detailed  
Readership Study  
Conducted by



OUR DATA SPEAKS VOLUMES

e-mail [ads@lagrandenickel.com](mailto:ads@lagrandenickel.com)



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**FREE**

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## RATES EFFECTIVE OCTOBER 2010

### Classified Rates

Price Per Insertion

Private Party and Commercial Rate

\$7.00 first 15 words 10¢ each additional word

Border - \$1.00 per week per ad

Bold Heading - 50¢ per word (up to first 8 words)

### Insert Rates

Full Coverage = 14,000 \$35.00 per thousand

Partial or Zoned Coverage \$45.00 per thousand

### Display Rates

Open Rate \$7.00 per column inch

Minimum ad size is 2 column inches = \$14.00

Political and Agency Rate is the same.

Graphic Design \$30.00 per hour

(no design fee for ads run in our paper)

Rates subject to change without notice. All discounts  
forfeited on accounts not paid within 30 days of billing date.

### Mechanical Requirements

Column Width...8.25 picas or approx. 1 3/8"

Column Depth = 14"

Full Page 7 columns = 65.25 picas or 10 3/8"

### Deadlines

Classifieds ...Tuesday by 5:00 pm

Display Ads...Tuesday by 12:00 pm

Inserts must be at press Tuesday by 5:00 pm

Call The Nickel office for insert shipping instructions.

800--654-5829 541-963-6237

### Ad Size Quick Reference

Full Page 7x14 or 98" ..... \$686.00 per insertion

1/2 Page 7x7 or 49" ..... \$343.00 per insertion

1/4 Page 4x7 or 28" ..... \$196.00 per insertion

Front Page Full Color 7x9 or 63" .....\$775.00

Back Page Full Color 7x14 or 98" .....\$775.00

Double Truck Full Color 14x14 or 196" \$1,350.00

Full Color on any ad up to 49" ..... \$65.00

Full Color on any ad 50" adn above ..... \$100.00

### Agreement Discounts

11 to 24 inches per month.....-15¢ per inch

25 to 48 inches per month.....-30¢ per inch

49 to 73 inches per month.....-45¢ per inch

74 to 97 inches per month.....-60¢ per inch

98 + inches per month.....-75¢ per inch

The advertiser assumes all liability for his advertising copy submitted to the publisher. The publisher reserves the right to reject any advertising copy. In the event of a critical error in an advertisement The Nickel will publish a "Make Good" ad in the size of the portion of the error as compensation for the error. The Nickel will assume no responsibility for monetary loss from an error in any advertisement. A \$1.00 billing fee will be applied to any classified ad not paid during the run time. Now accepting all major credit and debit cards.

**e-mail ads@lagrandenickel.com**



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## Insertion Rates and Distribution

### Circulation/Distribution Breakdown by County

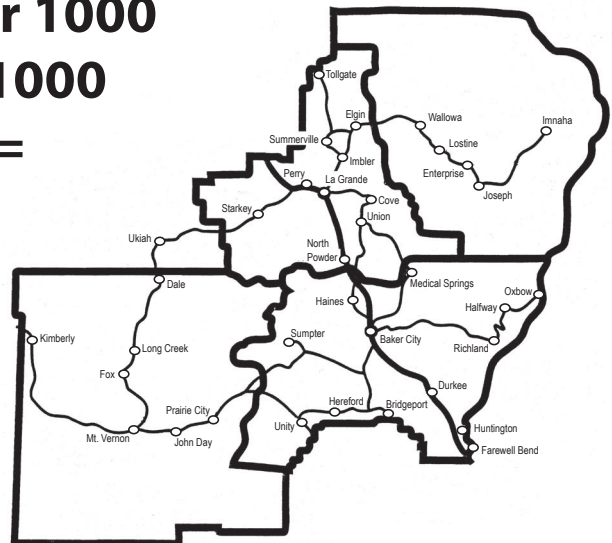
County	Papers	Cost
Union County	7,000	\$245.00
Baker County	4,550	\$175.00
Wallowa County	1,850	\$70.00
Grant County	600	\$35.00

**Partial Insertion \$35. per 1000**

**Full Inserstion \$25. per 1000**

**Full Insertion of 14,000 =  
\$350.00**

Pre-printed inserts must arrive at press no later than Tuesday of the week of insertion. For insert reservations and shipping instructions, or information about custom insert production, please contact our office at 800-654-5829, 541-963-6237 e-mail ads@lagrandenickel.com



## Your Customers Read The Nickel... Lets Make Nickel Readers Your Customers.

e-mail [ads@lagrandenickel.com](mailto:ads@lagrandenickel.com)



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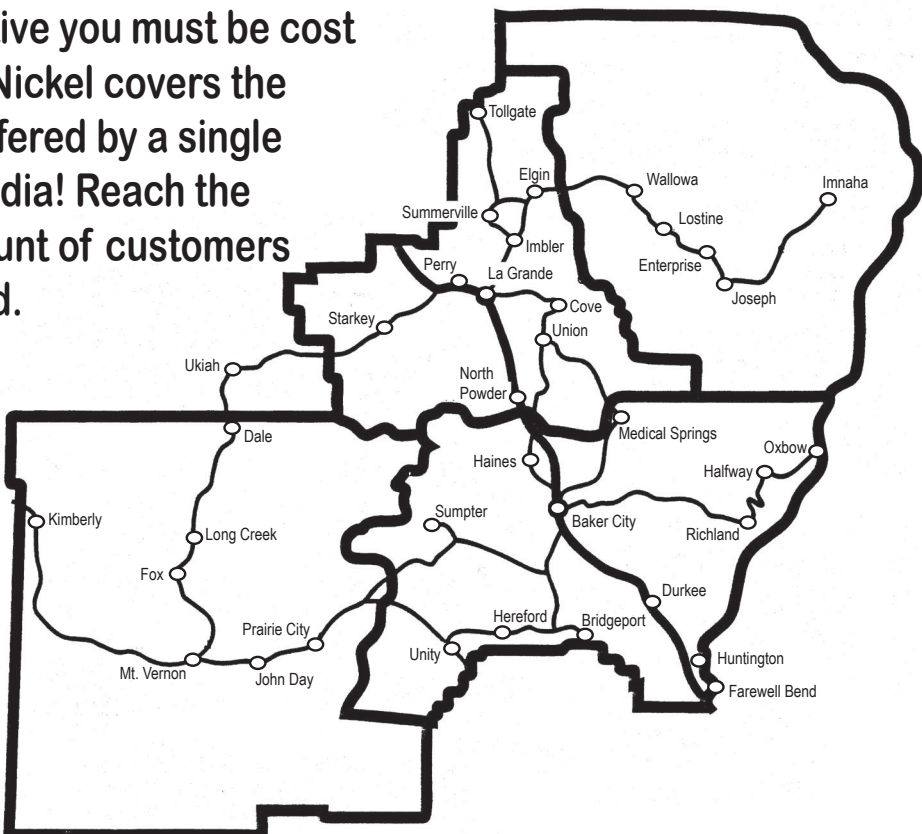
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## Competitive Coverage:

To be competitive you must be cost effective. The Nickel covers the largest area offered by a single advertising media! Reach the maximum amount of customers with a single ad.



By County: Union County.....7,000 papers a week  
 Baker County.....4,550 papers a week  
 Wallowa County...1,850 papers a week  
 Grant County.....600 papers a week

**FOUR COUNTY COVERAGE**

That means 14,000 copies of your ad in circulation across 4 counties in the greater Eastern Oregon area. Simply said, with The Nickel you get the coverage you want at the price you deserve.

### Your Customers Read The Nickel... Lets Make Nickel Readers Your Customers.

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## About The Nickel of LaGrande, Oregon

Started in July of 1984 The Nickel Want Ad Newspaper serves the northeastern part of Oregon, Union, Baker, Wallowa and Grant Counties. With distribution to 36 towns every Thursday, The Nickel has the largest coverage of any other publication in the region.

We have built a unique and strong relationship within our communities. A recent Circulation Audit has determined that The Nickel has a rare 100% readership within our coverage area. Loyal customers and loyal readers make a great publication!

The Nickel Want Ad Newspaper of LaGrande is a locally owned and operated business that strives to cater to our customers and personal service is a given.

"People buy some papers to read. They read The Nickel to buy."

Publisher: Susy McBride email [susy@lagrandenickel.com](mailto:susy@lagrandenickel.com)

Office Manager/Customer Service Diana Burry email [diana@lagrandenickel.com](mailto:diana@lagrandenickel.com) Ph. 541-963-6237

Advertising Sales Manager: Paige Holiday email [paige@lagrandenickel.com](mailto:paige@lagrandenickel.com) Ph. 541-963-6237

## Covered Zip Codes

Cities We Serve:

La Grande	97850	Cove	97824	Elgin	97827
Imbler	97841	Summerville	97876	Union	97883
Starkey	97850	Enterprise	97828	Imnaha	97842
Joseph	97846	Lostine	97857	Wallowa	97885
Baker City	97814	Halfway	97834	Haines	97833
Bridgeport	97819	Medical Springs	97814	North Powder	97867
Oxbow	97840	Richland	97870	Hereford	97837
Durkee	97905	Huntington	97907	Sumpter	97877
Mt. Vernon	97865	Prairie City	97869	John Day	97845
Farewell Bend	97905	Kimberly	97848	Spray	97874
Perry	97850	Ukiah	97880	Fox	97880
Dale	97880	Long Creek	97856	Unity	97884
Tollgate	97886				

Publish Every Thursday Classified Deadline Tuesday 5:00 p.m. Display Deadline Tuesday 12:00 pm.  
Circulation = 14,000 weekly.

### POPULATION BY COUNTY

Union County, OR - Population 24,345 Baker County, OR - Population 16,741  
Grant County, OR - Population 7,935 Wallowa County, OR - Population 7,250.

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