



THE ROGUE VALLEY MESSENGER

Media Kit [2020]

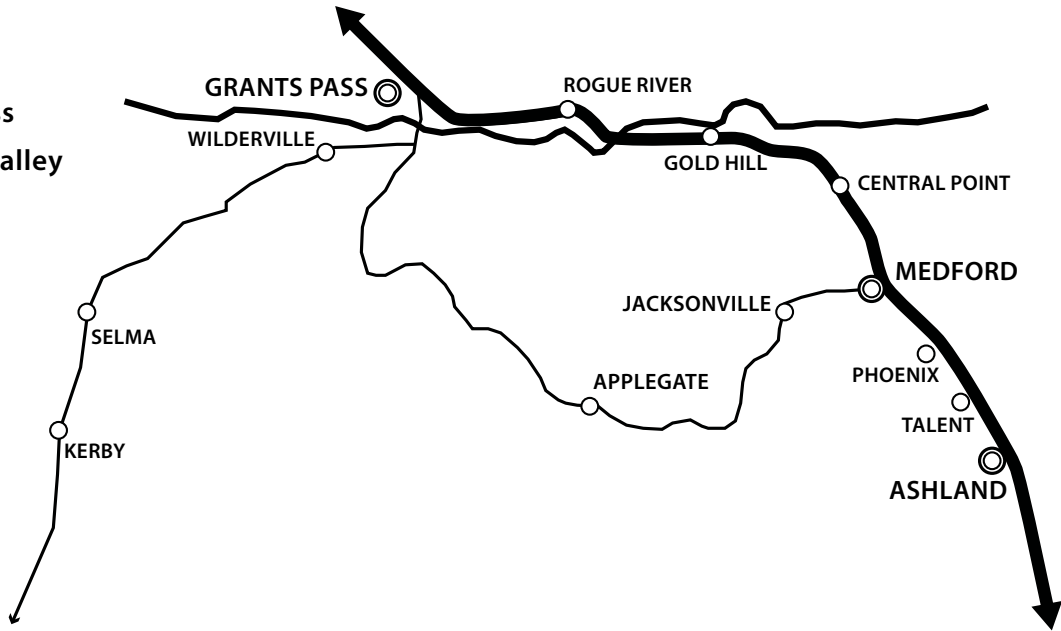


Entering our seventh year of publication, the *Rogue Valley Messenger* is a favored media outlet in Southern Oregon. With smart and thoughtful news writing and fun and wide-reaching entertainment coverage, we have established an engaged and loyal readership. The region's only free, relevant and dynamic publication, with engaging features, alternative news, entertainment highlights and comprehensive event listings, *The Rogue Valley Messenger* has something for every engaged person in Southern Oregon. With distribution throughout the Rogue Valley and the area's most compelling website, *The Messenger* reaches a strong mix of intelligent and thoughtful locals and visitors you can't target anywhere else.

DISTRIBUTION BREAKDOWN

- ☆ 2,800 Ashland
- ☆ 1,500 Medford
- ☆ 1,000 Grants Pass
- ☆ 300 Applegate Valley
- ☆ 400 Jacksonville

DISTRIBUTION AREA



6,500 distributed every other Thursday ☆ Projected **20,000** readers every issue
250+ distribution points and growing ☆ Averaging a **96%** pick-up rate region wide

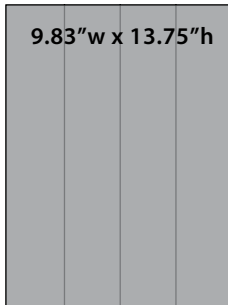
The Rogue Valley Messenger is available at select locations. Right where your customers eat, sleep, play and relax. Popular businesses like:



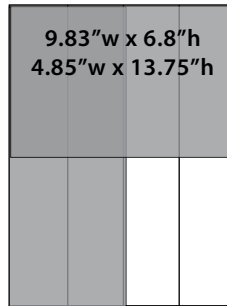
RogueValleyMessenger.com: extra content, robust social media campaigns and e-newsletters

- ☆ 9,000 total unique visitors monthly
- ☆ 17,000 monthly average page views
- ☆ Strong mix of locals and visitors

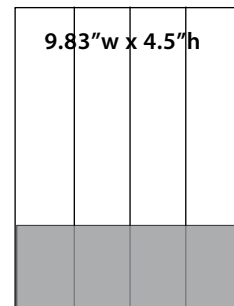
Full



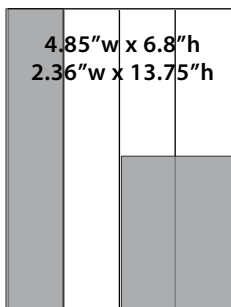
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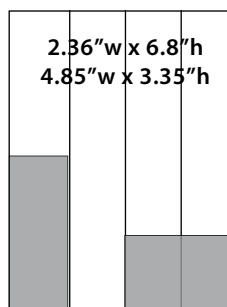
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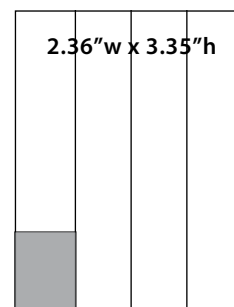
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1/8



1/16



	1x	2x 4%	4x 10%	8x 15%	12x 20%
Full	\$575	\$552	\$518	\$460	\$432
1/2	\$364	\$350	\$328	\$310	\$291
1/3	\$255	\$244	\$229	\$217	\$204
1/4	\$201	\$193	\$181	\$170	\$161
1/8	\$109	\$105	\$98	\$92	\$88
1/16	\$58	\$53	\$52	\$50	\$46

" I just received an order for two books and where did he see my book/website?
Yep, The Rogue Valley Messenger. Yeah!"

-Marie Neder



1/3 PAGE BANNER
(9.86" w x 4.9" h)

1x = \$460

12x = \$403

1/6 PAGE BANNER
(top or bottom)
(9.86" w x 2" h)

1x = \$289

12x = \$259

1/6 PAGE SQUARE
(4.85" w x 4.85" h)

1x = \$173

12x = \$144

1/6 PAGE BANNER - top

(9.86" w x 2" h)

1/3 PAGE BANNER

(9.86" w x 4.9" h)

1/6 PAGE SQUARE

(4.85" w x 4.85" h)

1/6 PAGE SQUARE

(4.85" w x 4.85" h)

1/6 PAGE BANNER - bottom

(9.86" w x 2" h)

SIZE 1 - Top Banner

600px w
x
90px h

SIZE 2

200px w
x
340px h

SIZE 3

200px w
x
200px h



	1M	2M	4M	8M	12M
		5%	10%	20%	30%
Size 1	115	104	98	92	87
Size 2	87	79	74	69	65
Size 3	58	52	50	46	44
All 3*	173	156	148	138	130

Please submit jpg or png files at 72 dpi & RGB color.

- ☆ Benefit from 15,000 impressions/month
- ☆ Link to your website or Facebook
- ☆ Run multiple rotating ads at once

- ☆ Reach a broader audience of locals & visitors
- ☆ Improve effective frequency & brand awareness
- ☆ Engage the regions active demographics

JANUARY 2020

vol 07 issue 01 // January 23 - Food

AD DUE DATE: January 16

FEBRUARY 2020

vol 07 issue 02 // February 20 - Theatre

AD DUE DATE: February 13

MARCH 2020

vol 07 issue 03 // March 19 - BESTIES

AD DUE DATE: March 12

APRIL 2020

vol 07 issue 04 // April 16 - AIFF & Comic Con

AD DUE DATE: April 9

MAY 2020

vol 07 issue 05 // May 14 - Summer Music Guide

AD DUE DATE: May 7

JUNE 2020

vol 07 issue 06 // June 4 - Beer

AD DUE DATE: May 28

JULY 2020

vol 07 issue 07 // July 16 - Weed

AD DUE DATE: July 9

AUGUST 2020

vol 07 issue 08 // August 13 - Summer Outdoor

AD DUE DATE: August 6

SEPTEMBER 2020

vol 07 issue 09 // September 24 - Art

AD DUE DATE: September 17

OCTOBER 2020

vol 07 issue 10 // October 22 - Wine

AD DUE DATE: October 15

NOVEMBER 2020

vol 07 issue 11 // November 19 - Give Guide

AD DUE DATE: November 12

DECEMBER 2020

vol 07 issue 12 // December 10 - Holidays

AD DUE DATE: December 3

All ads arriving camera-ready should be delivered no later 5 pm, Thursday before the next issue date. (see "Issue Calendar | Ad Due Dates")

Material for ad builds (text, event listings, images and logos) **should be delivered no later than 5 pm, Wednesday before the next issue date.**

Anything submitted after this deadline is subject to space availability and may not receive a proof.

(unless a previous arrangement has been made with your sales representative)

Delivery

- The *Rogue Valley Messenger* accepts the electronic files by email.
- Email ads to: advertise@roguevalleymessenger.com
- PLEASE ensure that the name of the advertiser & the issue date are included in the subject line of your email.
- Ads produced outside the *Rogue Valley Messenger* should be sent to us as complete digital files. Please build the ad to the exact sizes, (see Ad Dimensions) with no crop marks, color key, or excess white surrounding the image area. Ads are force-fit to their bounding box on the page, therefore, any ads that do not conform to our sizes will suffer some distortion.

APPLICATION SPECIFIC REQUIREMENTS *(We accept the following file types in order of preference) :*

Acrobat Files (PDF):

- These files must be in their final version, since we can not make any changes to them.
- Your Adobe PDF preset should be PDF/X-1a
- Embed all fonts or convert the text to outlines. If the PDF arrives with missing font(s), we will rasterize the ad, (convert to a photo) which may impact the print quality of the typography/logos.
- Color ads must be built as a 4-color (CMYK) format. Please ensure that all blacks are at 100% black and not a CMYK mixture of black.
- Black and white ads must be built as greyscale. (not process/CMYK)

Adobe Illustrator CS (all versions): OUTLINE all fonts and include all linked IMAGES.

Adobe Indesign CS (all versions): PACKAGE file with all FONTS and IMAGES or export the file to EPS with all fonts OUTLINES.

Photoshop CS (all versions): Please send flattened artwork in TIFF format at 300 dpi.

We cannot accept Publisher, Quark, PageMaker, or MS Word files.

Image quality, resolution, and color specifications

- All artwork, logos and photos should be at least 300 dpi.
- Please make sure colors are designated CMYK. (no RGB or PMS spot color designation)
- Fine lines and small type may be in color, but should use as few inks as possible. For complex color type, we recommend using heavier type that can more easily survive small vibrations in registration.
- Do not reverse text below 10 points on dark color backgrounds. They may become washed out or filled in when printing. The same applies for reversed type, (white type on a black or color background) blacks should be created as 100% K.
- Never create a black using all four colors (No 'Rich Black'). This also applies to type, lines, boxes, or objects.

By placing an order or requesting an advertisement in *The Rogue Valley Messenger*, each advertiser and advertiser's agency agrees with the following:

- Reservation and Art Work Deadline:** Thursday, 5pm, one week before the next issue date. Payment is due at reservation.
- Cancellation Deadline:** Thursday 5pm, one week before the next issue date. *The Rogue Valley Messenger* reserves the right to charge for ads cancelled after deadline.
- Changes to ad:** If any ads, ad content or designs are changed after the Monday before the issue is released, at 5pm, a \$50 late fee will be charged.
- Payment Deadline:** Payment of charges must be made at time of reservation. Once credit is established, billing will be monthly. **5% late fee will be charged on overdue invoices.**
- Credit Terms:** Credit is established by successful payment of first month at time of reservation, or by full payment of contract. Once established, monthly billing is available. Payments are due in full 15 days from the invoice date. A finance charge of 1.5% will accrue beginning 30 days after the invoice date. 90 days after invoice date, unpaid invoices will be sent to collections. We may collect reasonable attorney's fees and collection charges that are incurred. Payment of all charges is the joint and several responsibility of the advertiser and their advertiser's agency. We will charge 35% on unpaid balances that require the use of a collection service. Advertiser is responsible for any and all fees incurred by Collections.
- Ad-Building:** Only two revisions unless of an *RVM* mistake, per ad. If more are required, a one-time 15% design fee will be added to the client's invoice.
- Contracts must be fulfilled within one year from the date of the first insertion.** Frequency rates are nontransferable and cannot be used retroactively. If the contract is not completed, a reasonable "short rate" will be determined by and billed by *The Rogue Valley Messenger*, reflecting the frequency of ads run. If contract is terminated before their designated ad count is reached, the *Messenger* reserves the right to charge a cancellation fee of 20% of the remaining contract.
- The advertiser and the advertiser's agency, jointly and severally represent and warrant to us that they and we have the legal right to publish the advertisement and each component thereof, and that any necessary written content has been obtained from any party whose image, likeness, artwork, copyrighted material, trademark, service mark, or personal or private information appears in our is referred to in the advertisement.
- The advertiser and the advertiser's agency, jointly and severally, shall defend (using counsel acceptable to the *Messenger*) and indemnify *The Rogue Valley Messenger* and its directors, offices, employees, and agents from and against any and all loss, cost, damage, liability, and expense (including reasonable attorneys' fees) that may arise from any actual or alleged libel, violation of privacy rights, plagiarism, copyright or trademark infringement or any other claim or action relating to the advertisement.
- The Rogue Valley Messenger* is not responsible for ensuring that any advertisement does not violate the rights of any other party. Nevertheless, we reserve the right at any time to reject or revise any advertisement or advertising agreement in our absolute discretion.
- The Rogue Valley Messenger* is not responsible for typographical errors. In the event of printing errors, our liability is limited to a refund of a portion of advertising charges, (if already paid) reasonably corresponding to the portion of the advertisement materially affected by the error. Net rates only.
- The Rogue Valley Messenger* cannot guarantee exact color matching or perfect registration.