

The Advocate: Bold and Immediate; Journalism People Talk About

Increase Your Reach

Get the widest demographic range of high income earners in Corvallis.

Huge Proven Circulation

It's audited - from upscale eateries to banks, over 350 outlets, all right in Corvallis, where your customer lives.

Growing Reputation

Community service is central to the public trust we've built – our participation is decidedly broad.

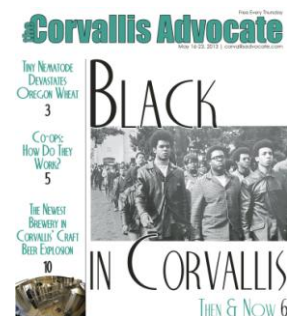
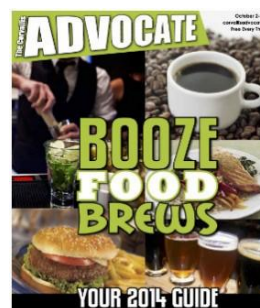
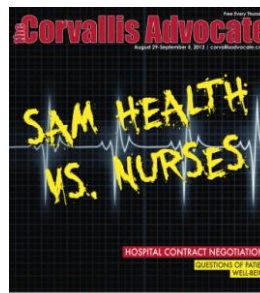
An Easy Call

Occupying a unique niche between newspapers and magazines, we offer the advantages of both in just one medium.

Your ad lives in a medium of definitively researched stories with months of shelf life and others that have an immediate appeal.

Your Ad Gets Results Now

Audited Circulation 20,600 Readers Weekly



A Word From Our Current Advertisers....

“The Advocate brings people in; they tell us they’ve seen the ad.”

Lupe Gutierrez
Delicias Valley Cafe

“I have filled classes using the Advocate, when the ad appears on Thursdays... the phone rings.”

Meika Vingelen
Avery House Nature Center

“It’s the widest audience range I can buy anywhere and, the rates are reasonable.”

Scott Givens
Browser’s Books

“Everybody reads The Advocate and they talk about it.”

Karen Misfeldt
Attorney

Say Hi to Our Reader....

They’re Generational

18-24	15.7%
24-34	23.7%
35-44	24.2%
44-60	20.1%
61+	16.3%

They’re Educated

Advanced degree	26.8%
College graduate	16.1%
Some College	32.4%

They’re Family Friendly

Children in household	42.6%
Married or in relationship or engaged	45.7%
Two income Family	32.1%
Male	48.3%
Female	51.7%

They Work Hard

\$100k +	7.3%
\$75k +	22.1%
\$50k +	46.0%
\$35k +	24.6%
Professional	57.8%
Manager/Proprietor	29.2%
Average home value	312k

They’re Consumers

Meal out twice weekly	57.3%
Meal out once weekly	39.0%
Home renovation plans	22.8%
Plans to buy furnishings	26.7%
Went to a performance in the last week	54.4%
List buying local as ‘very important’ or ‘important’	79.8%
Planning a wedding	15.6%

The Advocate



2017 Rate Card Terms & Conditions

The Corvallis Advocate
 Box 2700 Corvallis OR 97339
 541.766.3675
 Ads@CorvallisAdvocate.com

Sizes & Rates

PAGE SIZE	AD SPACE DIMENSIONS	WEEKS RUN PER YEAR				
		X52	X26	X13	X6	X1
16th	2.39w x 2.7h 5.0w x 1.3h	40	45	50	55	
8th	2.39w x 5.6h 5.0w x 2.7h	70	77	85	95	105
4th	5.0w x 5.6h 10.25w x 2.7h	124	136	149	164	181
Half	5.0w x 11.5h 10.25w x 5.6h	230	251	274	299	329
Full	10.25w x 11.5h	399	430	466	526	596

Add-Ons

Back Cover or Page 2..... 20%
 Other subject to availability..... 15%

Full Color Add-On:

1/16 \$10 1/8 \$15 1/4 \$20 1/2 \$30 Full \$40

Ad design is free with up to two proofs for typographic corrections.

Public Service Discounts are sliding scale based on public good and availability; please inquire with your ad consultant.

We reserve the right to refuse an ad at will.

Deadline is Friday at 5 pm
 Published Every Thursday

Corrections deadlines are 7 pm Monday or Tuesday. We will try to send a proof on corrected ads if we are able.

Deadlines are a day earlier on holiday weeks and publication dates may be affected. Ads cancelled after deadline may be charged at full rate. We will try to send proofs on late submitted ads if possible.

All advertisers are subject to the Advertiser Terms of Service in this packet.

The Corvallis Advocate: Terms & Conditions



By placing an order or requesting an advertisement with The Corvallis Advocate each advertiser and advertiser's agency agrees that:

1. **Reservation deadline** is Friday at 5 pm for regular Thursday publication of the paper.
2. **Free ad design** will be proofed timely.
3. **Print ready deadline** is Monday at 3 pm.
4. Deadlines the week of a holiday or week prior to a holiday are a day earlier than usual. Publication the week of a holiday may be either a day earlier or day later than usual. Cancellations should be in writing and if made after deadline may be charged full rate.
5. The advertiser is responsible for checking their proof for typographical and other errors, if the advertiser does not respond timely to the presentation of an ad proof The Advocate will run the ad and will expect to be paid in full for it. Deadline for response to a proof is 7 pm Monday if it is sent by 2 pm that day and 5 pm Tuesday otherwise; these deadlines may change due to holidays as outlined above.
6. Late orders and/or placements will accepted at the discretion of The Advocate. We will make every attempt to provide a proof in these instances, but may not be able to do so.
7. The Corvallis Advocate 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.
8. Electronic or verbal communication will act as a contractual communication for purposes of ordering advertising, approving ads if approval is necessary and/or making modifications. All accounts are revolving and your ad placements will continue at the contracted rate past the minimum number of placements contracted if not canceled. Your payment due can be increased if you increase your order.
9. The advertiser and/or 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. The advertiser and the advertiser's agency, jointly and severally, shall defend (using counsel acceptable to The Advocate) and indemnify The Advocate and its directors, officers, employees, and agents from and against any and all loss, cost, damage, expense (including reasonable attorney's 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.
10. We are 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 on our discretion.
11. We reserve the right to refuse any ad or ad order solely at our own will.
12. We offer free ad design and will correct typographic errors for free up to twice per ad if it has complied with the regular submission and proof response deadlines. Changes beyond this or to the layout or general design of the ad may be billed at \$50 hourly.
14. Once the term of a special advertising offer has expired, the client's account may revert to our regular rates or another special rate without notice beyond this agreement. We reserve the right to change regular rates, credit policies and payment policies and other terms with 25 days written notice.
15. We reserve the right to require prepayment if the advertiser has not established credit with us, but may at our sole discretion extend credit. If we extend credit, the client agrees to provide us their bank and/or checking account number and routing number and authorizes us to transfer funds from their bank and/or checking account (ACH transfer) for whatever payments come due on a revolving basis until cancellation of their account with us. Client under the same terms can request that we charge their credit or debit card instead, additionally agreeing that we may require up to an additional 3% surcharge. Open rates may apply to any client not paying via ACH or card as captioned above.
16. Credit terms require payment in full 25 days from the invoice date. A finance charge of 1.5% per month will accrue beginning 30 days after the invoice date. We may collect attorneys' fees and collection costs incurred in efforts to collect payment.. Payment of all our charges is the joint and several responsibility of the advertiser and the advertiser's agency. We will charge 35% on unpaid balances that require the use of a collection service. We may charge a late fee of up to 10% if not paid by due date. Returned check fees are \$25.00.