

Central Oregon's business newspaper is a highly effective marketing tool for businesses and the affluent. Approximately 10,000 copies are printed and mailed to subscribers or placed in CBN boxes strategically located throughout Central Oregon twice a month. The long shelf life and target market of business owners, administrators, senior executives, consultants and professionals make CBN the ideal place for advertisers to reach a high-income, professional audience.

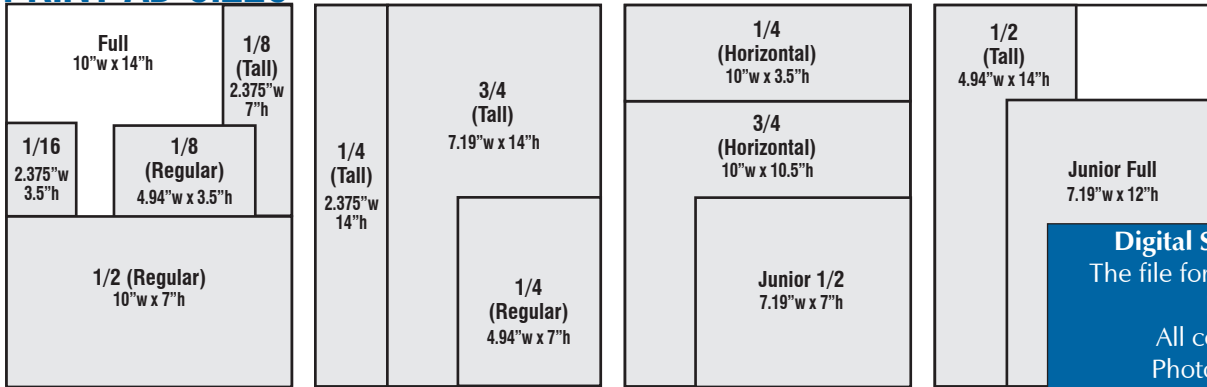
PRINT ADVERTISING RATES

Ad Size	Number of Insertions						Non-Profit Rate
	1-3	4-7	8-11	12-15	16-19	20-24	
Full Page	\$1,749	\$1,539	\$1,330	\$1,224	\$1,049	\$962	
3/4 Page	1,313	1,155	998	919	788	722	
Junior Full	1,124	989	854	786	674	615	
1/2 Page	875	770	665	612	525	481	
Junior Half	655	577	498	458	393	360	
1/4 Page	437	384	332	306	263	240	
1/8 Page	220	193	166	153	131	121	
1/16 Page	108	96	82	76	65	60	

You Save.. 12% 24% 30% 40% 45%

Add 30% for color. Invoices are payable upon receipt. Advertising agencies please add commission to insertion rate. Agencies are required to adhere to original insertion orders. If ads are cancelled prior to finish date of order, a premium will be added. In-house graphic design services are available for a one-time \$50 fee.

PRINT AD SIZES



DEMOGRAPHICS

READERSHIP

Top Management.... 60%
 Owner/Partner 30%
 Other Professional .. 11%

Readers per copy 3.5
 Total Readers 35,000
 Renewal rate 82%
 Rating CBN Accuracy 95%
 Quality of writing..... 82%
 Completeness of local news..... 90%
 Fair/objective reporting..... 85%
 Focus section topics..... 80%



Batha, Developer, Baldwin Park, Prineville

"I successfully sold the lots in Baldwin Park by advertising in CBN. People have driven up here looking at property with copies of the paper in their laps."

"We're very appreciative of CBN's reporting and the positive impact on the Central Oregon design and construction industry."

Turner, BBT Architects Inc.



WEB ADVERTISING RATES

Ad Size	Number of Insertions				
	1 mo	3 mo	6 mo	9 mo	12 mo
Banner	\$300	\$270	\$255	\$225	\$195
Side Bar	250	225	213	188	163
Logo URLs	200	180	170	150	130

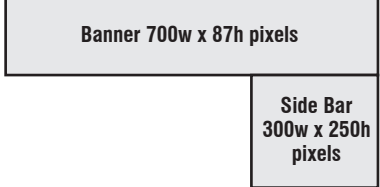
You Save.. 10% 15% 25% 34%

"Please do not remove us from your email list. Bendtel feels strongly that your Publication is a great tool for us. Thanks for all you do."

James Neff, CTO BendTel

Digital Specifications for Web:
 The file format must be jpg.
 All colors RGB.
 Resolution 72 dpi.

WEB AD SIZES




Digital Specifications for Print:
 The file format most preferred is pdf.
 Embed all fonts.
 All colors CMYK Process.
 Photo resolution 300 dpi.

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CASCADE CBN BUSINESS NEWS

2015 EDITORIAL CALENDAR

ISSUE DATE	SPECIAL SECTIONS	INDUSTRY LISTS
January 21 <small>Deadline Jan 14</small>		Architects, Landscape Architects
February 4 <small>Deadline Jan 28</small>	Central Oregon Outlook	Coaches, Business Consultants, Chambers, Business Organizations
February 18 <small>Deadline Feb 11</small>	Family Business Special/MADRAS Profile	Art Galleries, Arts Organizations, Framers
March 4 <small>Deadline Feb 25</small>	Meeting Guide	B&B's, Facilities with Conference Space, Event Rentals, Caterers, Event Planners, Golf Courses, Hotels/Motels, Tour Companies
March 18 <small>Deadline Mar 11</small>	LA PINE Profile/Marketing Industry Insert	Ad Agencies, Media, Printers, Media Productions, Ad Specialties, Publishers, Photographers, Sign Cos, Graphic Designers, Social Media, Web Designers
April 1 <small>Deadline Mar 25</small>	Environmental Special	Landscaping Businesses, Environmental Companies, Recycled Products & Services
April 15 <small>Deadline Apr 8</small>	Real Estate Report	Realtors, Title Companies, Mortgage Companies, Property Managers
May 6 <small>Deadline Apr 29</small>	PRINEVILLE Profile	Banks, Credit Unions
May 20 <small>Deadline May 13</small>	Custom Home Builders	Custom Homes, Log Homes, Building Designers, Interior Designers, Fine Furniture
June 3 <small>Deadline May 27</small>	Business of Pets	Grooming, Boarding, Pet Services, Vets
June 17 <small>Deadline Jun 10</small>	SUNRIVER Profile	Employment Resources, Largest Employers, Office Supplies
July 1 <small>Deadline Jun 24</small>	Summer Recreation Special	Travel Agencies, Athletic Clubs, Spas, Fishing & Outdoor Stores, Mailing Services, Golf Courses
July 15 <small>Deadline Jul 8</small>		Engineers, Insurance Companies, Health Plan Companies
August 5 <small>Deadline Jul 29</small>	SISTERS Profile	Internet Services, Computer Services, Education Services, Web Design & Social Media
August 19 <small>Deadline Aug 12</small>	Women in Business	Largest Women-Owned Businesses, Moving/Storage, Auto Dealersers, Trucking & Transportation, Auto Body Repair
September 2 <small>Deadline Aug 26</small>	Annual Healthcare	Asst'd Living, Chiropractors, Dentists, Eye, Home Care, Hospitals, Physical Therapy, Physician Groups, Reconstructive Surgery, Audiologists, Emergency Transport, Acupuncture
September 16 <small>Deadline Sept 9</small>	REDMOND Profile	Financial Planners, Stock Brokers
October 7 <small>Deadline Sept 30</small>	Accomplished Under 40/Non-Profit Profiles	Non-Profit Organizations, Accountants, Bookkeepers
October 21 <small>Deadline Oct 14</small>		Manufacturers in Deschutes, Crook & Jefferson Counties, Garbage/Recycling
November 4 <small>Deadline Oct 28</small>		Bio-Tech, High Tech Firms, Telecommunications, Utility Companies, Heating/Cooling Companies
November 18 <small>Deadline Nov 11</small>	Made in Central Oregon/Holiday Special	Jewelry Services
December 2 <small>Deadline Nov 20</small>	Aviation	Law Firms, Security Companies
December 16 <small>Deadline Dec 9</small>	Top Commercial Projects/Construction Review	Commercial Contractors
January 2016 <small>Deadline Dec 9</small>	Book of Lists	