

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.

## 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%

## 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.

"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**



"Cascade Business News helped Fratzke Commercial Real Estate build its brand from the very beginning of our firm. We made it through an incredibly tough time between 2008 and 2011 and utilized CBN as our primary source to market and advertise to the open market. We have been very happy with Cascade Business News and their circulation and readership."

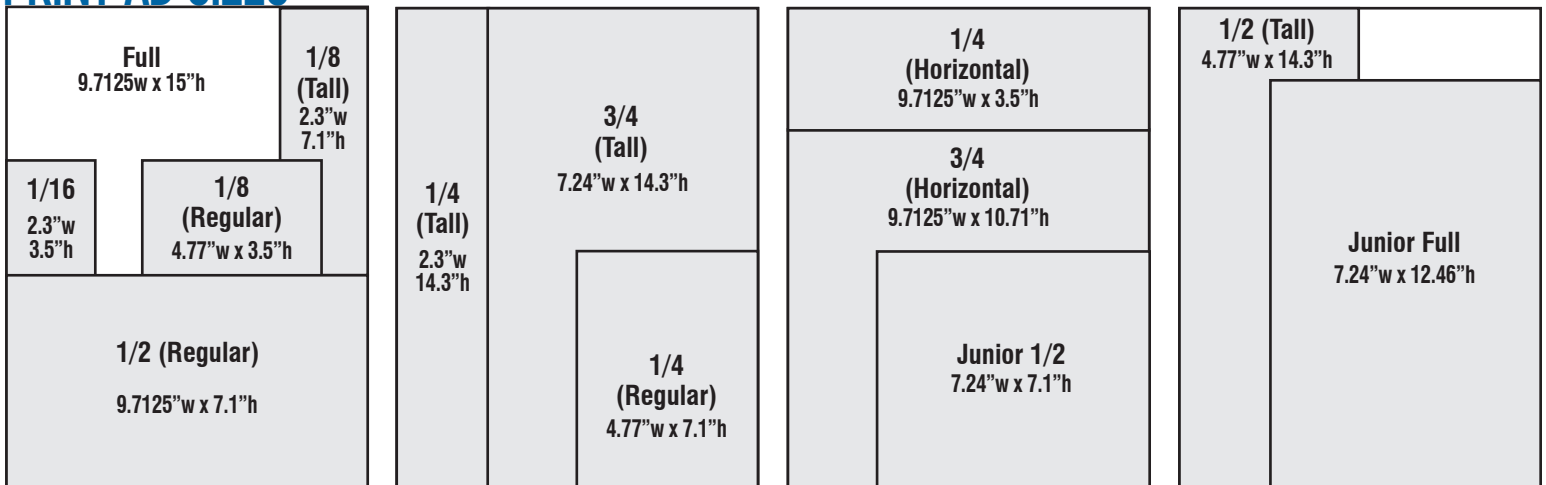
**Brian Fratzke, Fratzke Commercial Real Estate**

"I began advertising and writing articles in Cascade Business News in 2015. The contacts made from CBN have increased sales over 25%. No other form of advertising I have done since my business started four years ago has been as powerful as CBN. Even better is that these contacts will generate additional business for years to come!"

**John Copyak, Clean USA Power**



## PRINT AD SIZES



### Digital Specifications for Print:

The file format most preferred is pdf. Embed all fonts. All colors CMYK Process. Photo resolution 300 dpi.

## Cascade Publications Inc.

404 NE Norton • Bend, OR 97701 • 541.388.5665 • Fax: 541.388.6927

www.cascadebusnews.com • cbn@cascadebusnews.com



# CASCADE cbn BUSINESS NEWS

## 2018 EDITORIAL CALENDAR

ISSUE DATE	SPECIAL SECTIONS	INDUSTRY LISTS
January 17 Deadline Jan 10		Architects, Landscape Architects
February 7 Deadline Jan 31	Central Oregon Economic Outlook	Coaches, Business Consultants, Chambers, Business Organizations
February 21 Deadline Feb 14	Family Business Special	Art Galleries, Arts Organizations, Framers
March 7 Deadline Feb 28	Meeting Guide	B&B's, Facilities with Conference Space, Event Rentals, Caterers, Event Planners, Golf Courses, Hotels/Motels, Tour Companies
March 21 Deadline Mar 14	Marketing Industry	Ad Agencies, Media, Printers, Media Productions, Ad Specialties, Publishers, Public Relations & Marketing Professionals, Photographers, Sign Cos, Graphic Designers, Social Media, Web Designers
April 4 Deadline Mar 28	Environmental Special	Landscaping Businesses, Environmental Companies, Recycled Products & Services
April 18 Deadline Apr 11	Real Estate Report	Realtors, Title Companies, Mortgage Companies, Property Managers
May 2 Deadline Apr 25		Banks, Credit Unions
May 16 Deadline May 9	Custom Home Builders	Custom Homes, Log Homes, Building Designers, Interior Designers, Fine Furniture
June 6 Deadline May 30	Business of Pets	Grooming, Boarding, Pet Services, Vets
June 20 Deadline Jun 13	PRINEVILLE Profile	Employment Resources, Largest Employers, Office Supplies
July 4 Deadline Jun 27	SUNRIVER Profile/Summer Recreation Special	Travel Agencies, Athletic Clubs, Spas, Tour Companies, Mailing Services, Golf Courses
July 18 Deadline Jul 11		Engineers, Insurance Companies, Health Plan Companies
August 1 Deadline Jul 25		Internet Services, Computer Services, Education Services, Web Design & Digital Marketing
August 15 Deadline Aug 8	Women in Business	Largest Women-Owned Businesses, Moving/Storage, Auto Dealers, Trucking & Transportation, Auto Body Repair
September 5 Deadline Aug 29	Annual Healthcare	Asst'd. Living, Chiropractors, Dentists, Eye, Home Care, Hospitals, Physical Therapy, Physician Groups, Reconstructive Surgery, Audiologists, Emergency Transport, Acupuncture
September 19 Deadline Sept 12	Sisters Profile	Financial Planners, Stock Brokers
October 3 Deadline Sept 26	Accomplished Under 40/Nonprofit Profiles	Nonprofit Organizations, Accountants, Bookkeepers
October 17 Deadline Oct 10		Manufacturers in Deschutes, Crook & Jefferson Counties, Garbage/Recycling
November 7 Deadline Oct 31	REDMOND Profile	Bio-Tech, High Tech Firms, Telecommunications, Utility Companies, Heating/Cooling Companies
November 21 Deadline Nov 14	Made in Central Oregon/Fastest 20	Products Made in Central Oregon
December 5 Deadline Nov 28	Aviation	Law Firms, Security Companies
December 19 Deadline Dec 12	Top Commercial Projects/Construction Review	Commercial Contractors
January 2019 Deadline Dec 5	Book of Lists	