

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

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	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**

## READERSHIP

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



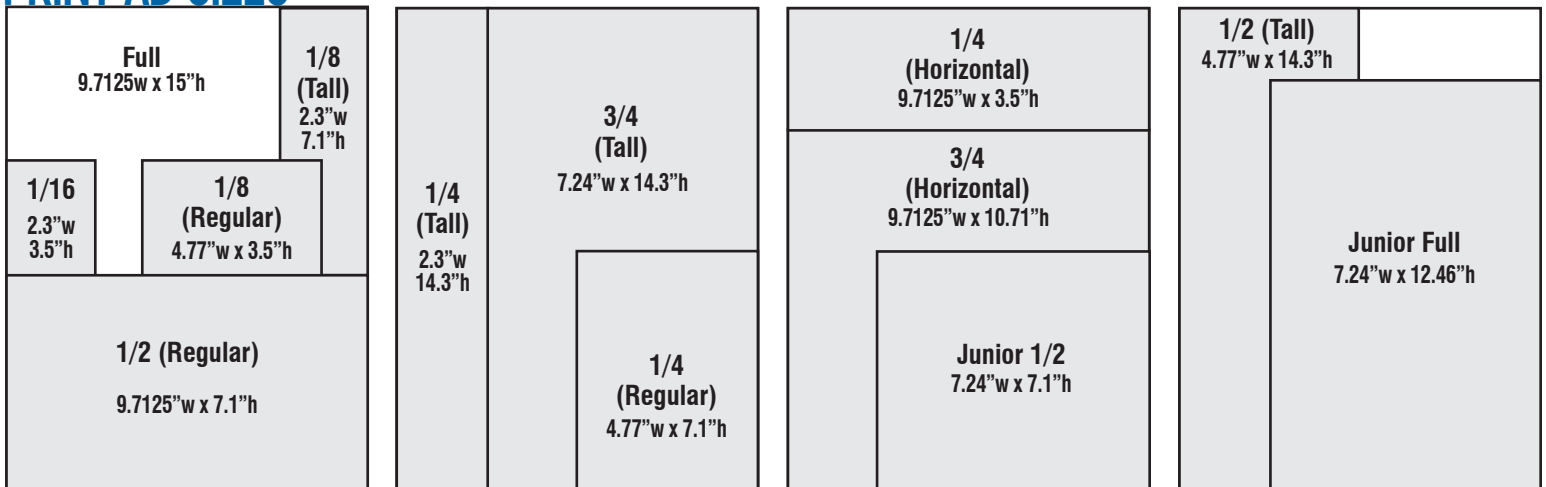
"It's always nice to see a tangible return on a marketing investment, so when we organically learned that a prominent Central Oregon corporation looks to CBN for regional news and called us to compliment our advertising, we know our dollars are spent in the right place."  
**Walt Ramage, Broker, NAI Cascade Commercial Real Estate**

"Advertising in *Cascade Business News* made it very easy to market our Christmas Caroling and Romantic Carriage rides, as well as bring attention to the additional services we offered through Cowboy Carriage. Advertising the first year with CBN generated more than a 37% increase in sales, proving the exposure we received to be invaluable!"

**Ryan Moeggenberg, Cowboy Carriage**



## 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.

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