

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.

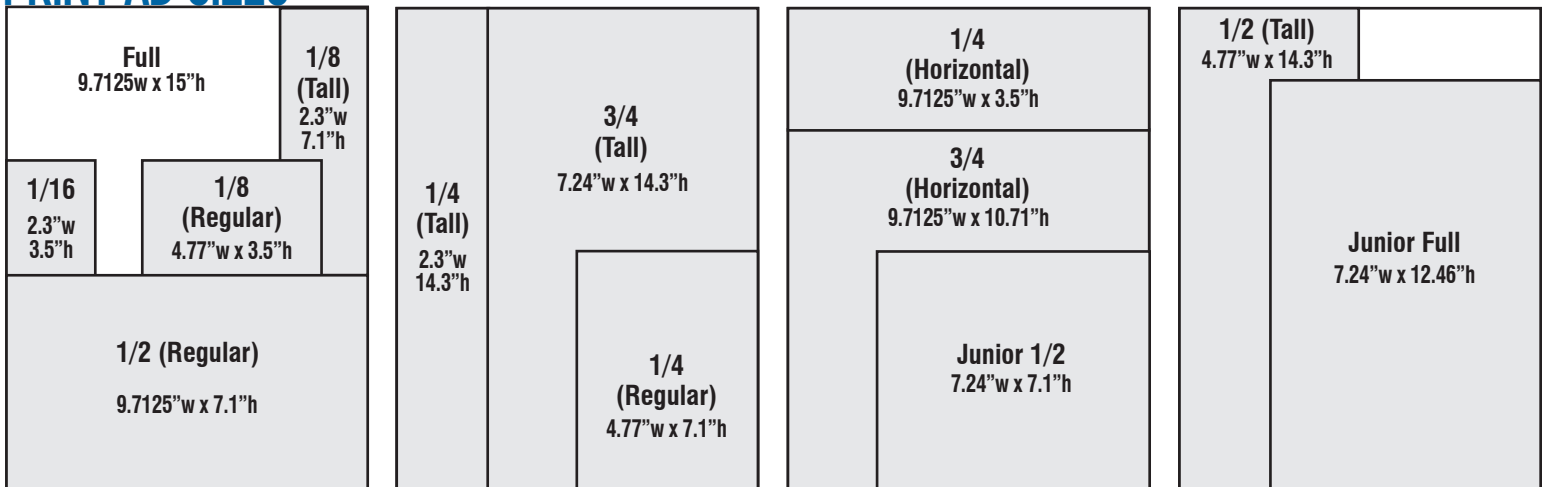
PRINT ADVERTISING RATES

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.

"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**

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.

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%



"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

"Cascade Business News has been a steadfast supporter of EDCO and the broader Central Oregon economic ecosystem for many years. Their commitment to sharing local business success stories and highlighting regional economic growth has made them an invaluable partner. Our collaboration has helped us reach a wider audience and elevate awareness of the work being done across the region. We deeply appreciate their continued partnership and dedication to strengthening the business community throughout Central Oregon."

Ellen Wayte, Director of Marketing & Communications | EDCO

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