

Salem REPORTER

Local News That Matters



SalemReporter.com

Salem Reporter is where more people are turning for trusted, compelling local news. They come to the digital news service for enterprise and investigative reporting on government and public officials. They come to Salem Reporter for uplifting accounts of people, businesses and nonprofits making life better for those who live in Oregon's capital city. And they turn to Salem Reporter when there is breaking news, whether it's a wildfire or another murderous shooting. They count on Salem Reporter to get it right, to be fair and to be accurate.

Salem Reporter was founded in 2018 by veteran journalist Les Zaitz, a nationally-honored journalist with more than 50 years of experience in Oregon. He works with a seasoned team of skilled, carefully-trained reporters who strive to deliver local news that matters. The news organization, locally owned, is nonpartisan and sticks with news stories – no opinion pieces, no editorials, no commentary. We keep the focus where it belongs – on the people of Salem.

Digital Advertising Manager
Tiffany Sullivan

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Blue Sprocket Brokerage, LLC
Representing SalemReporter.com

Digital Display Ad Rates

Salem
REPORTER
 Local News That Matters



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Digital Ad Rates

AD SIZE (pixels)	2 WKS	1 MO	2 MO	3 MO	6 MO
1400x230 HP Middle Banner	\$90	\$165	\$235	\$315	\$525
300x250 HP City News Banner	\$120	\$195	\$275	\$375	\$655
300x250 Sidebar Rectangle	\$115	\$185	\$255	\$335	\$545
300x600 Sidebar Half Page	\$155	\$255	\$375	\$485	\$875
1400x230 Top Banner / HP Mid Banner	\$215	\$335	\$515	\$795	\$1,235

Roadblock (Fixed Position Upgrades)

Right Sidebar, In-Story or Top of City News:

1st = 55% • 2nd = 50% • 3rd = 45% • 4th plus = 40%

NEWSLETTER

Mornings & Evenings (M – F)

300x250 Rectangle = \$65

560x350 Half Page = \$85

Subscribers (opt-in) = 18,489

Single Run includes 1 morning & 1 evening (same day)



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File Types Accepted:
 JPG/JPEG, PNG, or GIF formats

File Quality:
 High Resolution, Max Quality, 300ppi

DEADLINES (prior to start date): Reservation/Ad Production 3-4 days prior • Camera-Ready Art 1-2 days prior

Note: Call or email for a rate quote on run dates over 6 months. Ads are subject to rotation in-column homepage & on the right rail, unless they are upgraded to a roadblock (fixed position). Visual ad examples on this sheet are not to scale in order to fit on the page. Rates subject to change. Invoices are due upon receipt. Late fees are charged starting at 60 days past due.

Capitol Subaru presents the 11th Annual **WALK N WAG** At Minto Brown Island Park
 Family Fun, Games & Activities! Register at wvh.org/pets
 503.588.3600 pets@wvh.org Willamette Vital Health
 Saturday, September 23 • 1:00-4:00 pm

Digital Display Spec Ads

Visual ad examples on this sheet are not to scale in order to fit on the page.

1400 X 230 (pixels) Top Banner

1400 X 230 (pixels) Homepage Middle Banner

300 X 250 (pixels) Rectangle Sidebar

300 X 600 (pixels) Half Page Sidebar

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City News Schools Politics Economy Community Obituaries Payroll Tax

Recent News

- Salem Art Fair will move to September after overwhelming support from artists, vendors
- Woman killed, teen injured in collision with dump truck Thursday morning
- PHOTOS: Salem unveils new \$39 million public works building
- EVENTS: Farmers markets, Indigenous celebrations on tap for Salem this weekend
- With fanfare, Salem's first commercial flight in over a decade takes off for Vegas
- Deaf Oregonians can get in-person help at new Salem office

City News

PHOTOS: Salem unveils new \$39 million public works building

With fanfare, Salem's first commercial flight in over a decade takes off for Vegas

UPDATE: Cherriots board approves 2% raise for general manager

Salem Art Fair will move to September after overwhelming support from artists, vendors

COMMUNITY

The 75th Salem Art Fair & Festival will be held Sept. 13-15, 2024, Salem Art Association leaders announced. The change from a July event comes in a bid to avoid the worst heat of summer after the event was moved into an unshaded pasture to protect nearby oak trees.

Read More

Sound Counsel. Smart Business. Saalfeld Griggs PC

Latest News

Woman killed, teen injured in collision with dump truck Thursday morning

Police say Jody L. Mieht, 50, was killed in a collision Thursday morning at the intersection of South River Road and South Viewcrest Drive. A 13-year-old passenger suffered non-life-threatening injuries.

October 6, 2023 — by Andeshir Tabrizian

EVENTS: Farmers markets, Indigenous celebrations on tap for Salem this weekend

A book sale at the Salem Public Library, early Halloween activities and an

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Literary Arts
PORTLAND BOOK FESTIVAL
October 4, 2023

100+ authors • 11 stages • 70+ book fair & food truck vendors • One incredible day

#PDXBookFest pdxbookfest.org