

**LEADERBOARD - 728x90**  
*Great visibility - Top spot*



• A new reward for driving less

• Pay freezes may limit damage

• There's hope when small businesses take a chance

• Student government



- Beaverton Valley Times
- Booni! boomers & beyond
- Clackamas Review
- Estacada News
- News Times
- The Outlook Online
- Lake Oswego Review
- Oregon City News
- Regal Courier
- Sandy Post
- The Bee
- Sherwood Gazette
- South County Spotlight
- The SW Connection
- The Times Tigard/Tualatin
- West Linn Tidings



**GROUP BUY**  
**ALL 17 NEWSPAPER WEBSITES**

- Leaderboard**  
\$1500 a month for 150,000 impressions = \$10.00 CPM
- In Story Ad**  
\$700 a month for 50,000 impressions = \$14.00 CPM
- Vertical Banner**  
\$650 a month for 100,000 impressions = \$6.50 CPM
- Skyscraper**  
\$800 a month for 100,000 impressions = \$8.00 CPM

**PORTLAND TRIBUNE**

- Leaderboard**  
\$950 a month for 75,000 impressions = \$12.66 CPM
- In Story Ad**  
\$480 a month for 30,000 impressions = \$16.00 CPM
- Vertical Banner**  
\$400 a month for 50,000 impressions = \$8.00 CPM
- Skyscraper**  
\$630 a month for 60,000 impressions = \$9.00 CPM

**IN STORY AD**  
(300x250)  
*High visibility*  
*Video capability*

**COMMUNITY NEWSPAPER**  
**WEEKLY & MONTHLY WEBSITES**

- Leaderboard** - \$300 a month
- In Story Ad** - \$200 a month
- Vertical Banner** - \$125 a month
- Skyscraper** - \$225 a month

**Weekly Newspapers**

Beaverton Valley Times, Clackamas Review, Estacada News, News-Times serving Forest Grove and Cornelius, Gresham Outlook, Lake Oswego Review, Oregon City News, Sandy Post, South County Spotlight serving Scappoose, The Times serving Tigard and Tualatin, West Linn Tidings

**Monthly Newspapers**

Boom for boomers and beyond, King City Regal Courier, The Bee serving SE Portland, The Sherwood Gazette, The SW Community Connection serving SW Portland

Impression counts for weekly and monthly sites vary per newspaper website. Ask your advertising representative for guaranteed impressions.



**VERTICAL BANNER**  
(120x240)  
*Good position*  
*Low cost*

**LARGE SKYSCRAPER**  
(120x600)  
*Longest in view*

*Effective alongside the story*

*Also video capability*

**VERTICAL BANNER**  
(120x240)  
*Good exposure*