

**Pamplin**  
MediaGroup

**Insiders** ADVICE FROM LOCAL EXPERTS

**POWER  
PACK!**

**2018**

**BeavertonValleyTimes**



**Hyper-Local | Maximum Results | Cost Effective!**

# Why advertise in Print Locally?

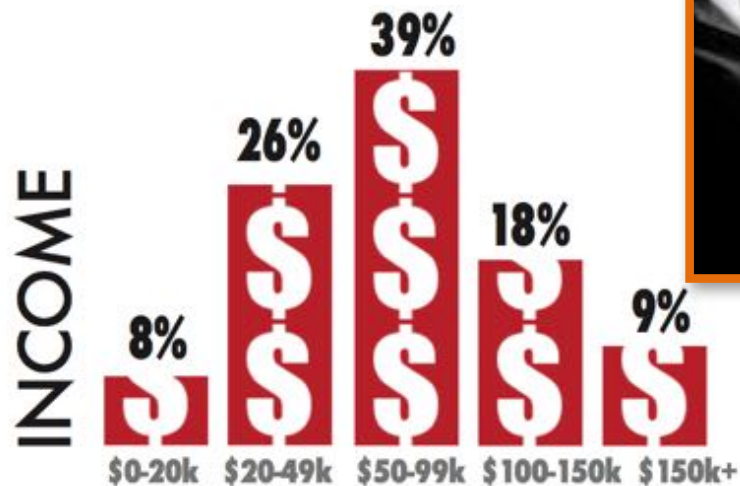
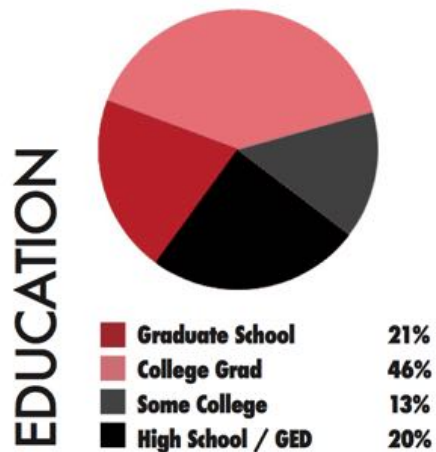
Our Combined **Websites** offer **REACH** and **FREQUENCY**

**558,000** monthly unique visitors viewing over **7.5 million** pages!

**49%** 18-44 in age

**66%** have household incomes over \$50,000/ year

**80%** attended college



# Why advertise in Print Locally?

## The Pamplin Media Group **REACHES** the Right Audience!

**557,000** weekly readers

**47%** 25-54 in age

**75%** earn over \$50k/ yr. (hh income)

**84%** attended college

**83%** own their home

**78%** have kids

Pamplin  
MediaGroup



### EDUCATION

High School	16%
Some College	12%
College Graduate	50%
Graduate School	22%



### INCOME





# We'll help craft your monthly advice column!

## Enjoy those treats with healthy teeth

Contact our Expert

[Email](#) | [Web](#)

555-555-5555

Created on Tuesday, 13 October 2013 07:42 | Written by Scott Lister | Sponsored Content

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[G+](#)

[in](#)

[Share](#)

[a Comments](#)

[Share](#)

A recent Chinese study that followed more than 485,000 participants over an average of seven years found that a spicier diet was associated with a reduced risk of death.

After controlling for variables such as age, education, smoking and family medical history, researchers found that people who consumed spicy food (mainly chili peppers) less than once a week had a higher overall risk of death than those who ate spicy food multiple times per week. For example, people who ate spicy food once or twice a week had a 10 percent reduction in death risk; people who consumed spicy food six or seven times weekly reduced their risk by 14 percent.



Dr. Victoria Lennon - OHSU Dentistry

Death rates for ischemic heart disease, respiratory diseases and cancers were all lower in eaters of spicy foods. The scientists did not reach a conclusion about the reason but did note that other studies have suggested that the active agent in chili peppers — a compound called capsaicin — may have antioxidant and anti-inflammatory properties.

### Number cruncher

A serving of two microwaves contains 260 calories, 117 the recommended total fat

It also contains 25 milligrams sodium (15 percent), 25 gr dietary fiber, 3 grams of n

### Doc talk

Focused H and P: the resu patient is physically exami medical complaint before. fact that the exam and dis words, if the patient is cou does not examine the pati

### Phobia of the week

Scopophobia: fear of bein

### Observation

## DENTAL

## Enjoy those treats with healthy teeth.

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Dr. Victoria Lennon - OHSU Dentistry



181 Sam Jackson Park Rd.

503-494-5274

ohsu.edu

Your *Insiders Editor* will make suggestions and work with you to craft your monthly message to our local readers!

Each *Insiders Column* we create positions you as the **Leading Local Expert** in your field!

Once you approve the message, we get it ready for local Print & Online delivery!

Content must meet local newspaper editorial standards

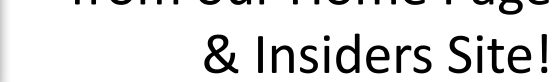
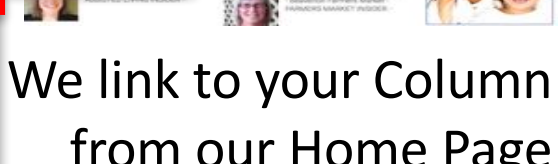
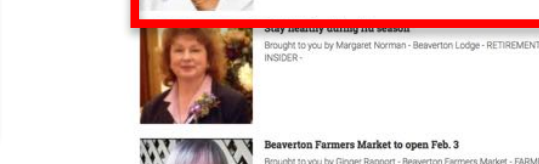
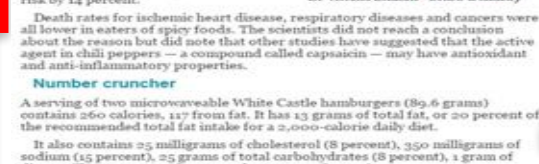
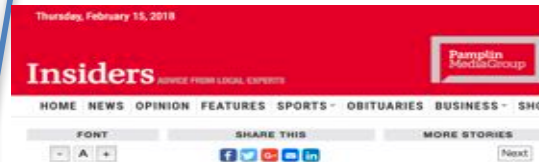
**Limited to 20, local  
CATEGORY EXCLUSIVE  
advertisers ONLY**



# Your column is placed in print & online!

Your *Insiders Column* is featured in the local newspaper each month

And, is placed within our local Website for a full year!

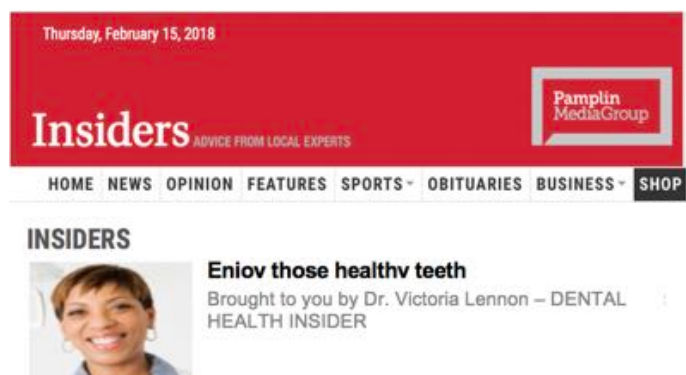


We link to your Column from our Home Page & Insiders Site!



We Help You Get Found Online!

# Your online column is SEO Friendly!



## Enioy those healthv teeth

Brought to you by Dr. Victoria Lennon – DENTAL HEALTH INSIDER



Your *Insiders Advice Web Page* is listed on top Search Engines so it gets found by potential customers seeking advice online!

A link to your site from our popular site is proven to improve your Search Engine Optimization!

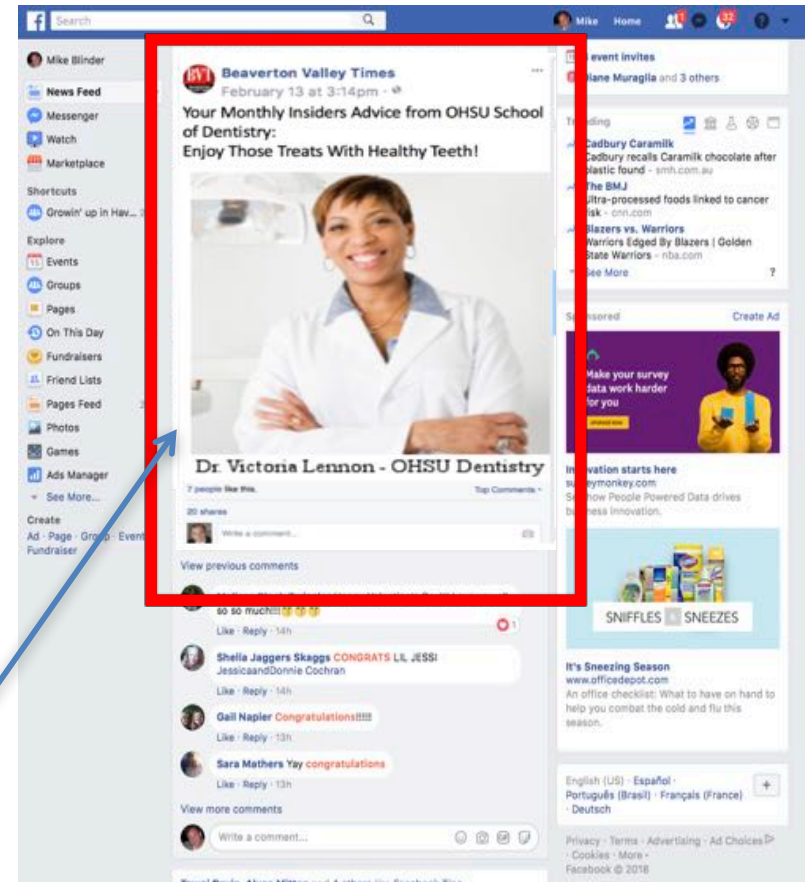


You're an Expert to OUR Friends!

We post on **facebook** your monthly column!



Once each month our "Likes" see your expert advice!



Our "Likes" see your content under our newspaper masthead!

**Limited to 20, local  
CATEGORY EXCLUSIVE  
advertisers ONLY**

*All submissions must meet editorial approval.*





# Targeted Monthly Ad Campaign on: **facebook**®

Your latest listings “auto-build” into a dynamic carousel ad!

We tailor your OPTIMAL LOCAL targeting to LOCAL consumers!

Campaign is guaranteed to be seen no less than **20,000 times/month!**

Results are reviewed monthly and optimized for best performance!





 **AGE**  **GENDER**  **LOCATION**

 **BUSINESS & INDUSTRY**

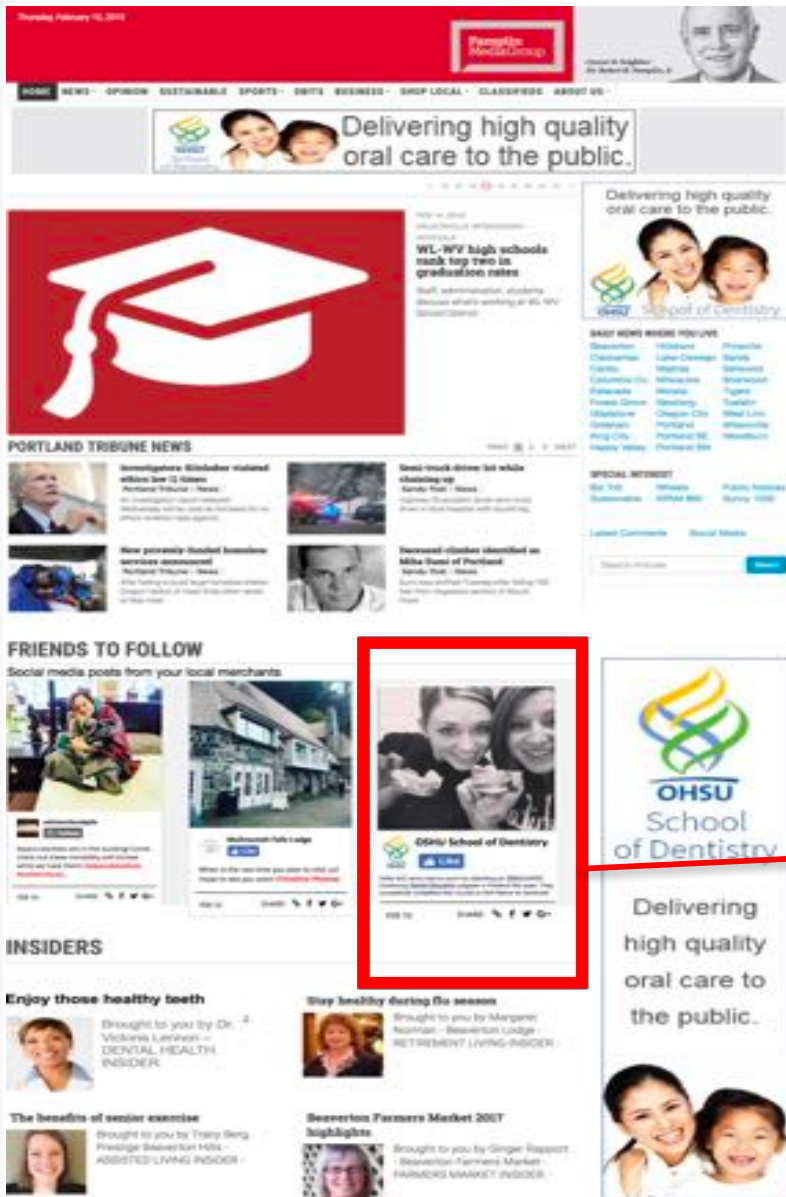
 **PURCHASE BEHAVIOR**

**and much, much MORE!**





Your social posts to **facebook** **twitter** **You**Tube &  Appear 24x7 on both Websites too!



Your Social Media *flows* LIVE in:

**Friends2Follow!**

Our readers will see what you're up to on:

**Facebook,  
Twitter,  
YouTube and  
Instagram,**

as, your updates  
display live next  
to our local  
editorial content!



Hollie and Jenny had so much fun attending an OSHU/OAGD Continuing Dental Education program in Portland this week. They successfully completed their course on Soft Reline for Dentures!

Plus,  
our readers can  
**INSTANTLY**  
“Like” your page!

FEB 10

SHARE:   

# An additional ad runs in the local paper!

2x4 print ads appear 3x/month over the next 12-MONTHS!

## BEAVERTON VALLEY TIMES

[www.beavertonvalleytimes.com](http://www.beavertonvalleytimes.com)

Zip codes: 97005, 97006, 97007, 97008, 97225, 97229

- Average family income in excess of \$85,000
- Targeted business distribution to every Beaverton Chamber of Commerce member
- Recognized as one of Oregon's best overall weekly newspapers in 2006, 2007 and 2008 by the Oregon Newspaper Publishers Association
- Reach affluent families who place a high value on community

## READERSHIP

# 16,800

Weekly Readers  
EVERY THURSDAY

## AD & COPY DEADLINE

THURSDAY, NOON  
Call 503-684-0360

Become an entry level  
**Dental Assistant**  
*in just 11 weeks*

- Dental Terminology & Charting • X-Ray Certification Eligibility
- Clinical Skills • Sterilization of Equipment & OSHA Guidelines
- Adult CPR • Job Interviewing Techniques



**Enroll Now @** [ohsu.edu](http://ohsu.edu)  
Classes Start January 5<sup>th</sup>

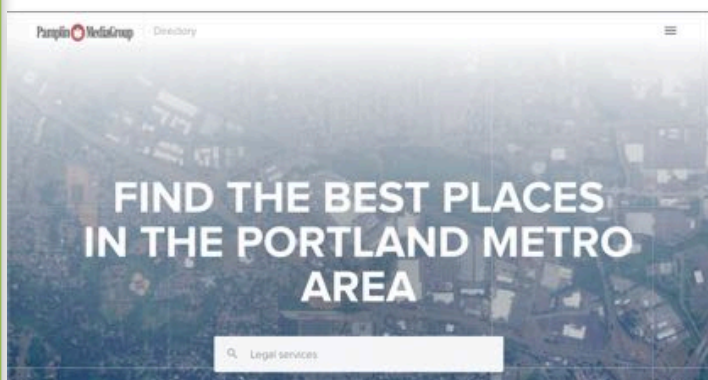
**503-494-5274**

**BRAND YOUR  
BUSINESS**

A 2 column by 4-inch ad

**We Put Your Print Ad on Steroids!**

# Your Business & Ads Appear in our *Online Local Guide*



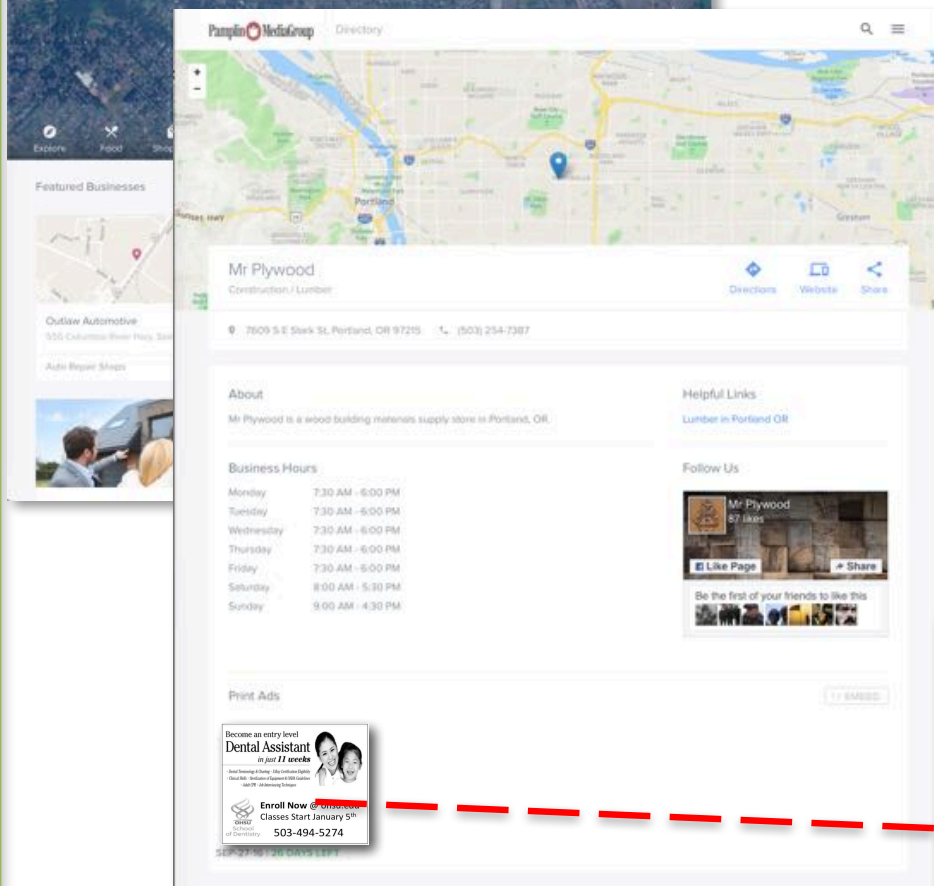
Your Business  
is **Listed & Searchable**  
within the Online Guide

A link to your  
site from our  
popular site  
is proven to  
improve your  
**Search Engine  
Optimization!**



Readers then find your  
**Landing Page**, with:

- Contact info
- Links for email & Social Sharing
- Map/ directions
- Facebook Content
- A link to your site from ours for SEO
- And, All your ads from the past 30-days



All your print ads  
are easily found in  
digital format



Cost-effective marketing = Massive ROI

**Insiders** ADVICE FROM LOCAL EXPERTS

**12 Monthly Columns**



**Print & Online**  
and on our Facebook page

**facebook**

**20,000 Ads a month!**



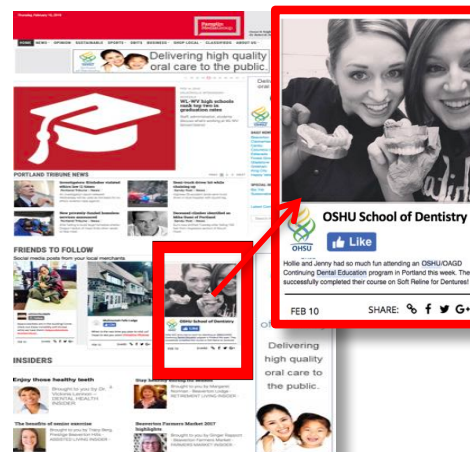
**Locally Targeted**

**Print ad 3x/month**



**2 column x 4-inch ad**  
in the local newspaper  
Placed on your  
Online Landing Page

**Live Social Streaming**



**Friends2Follow!**  
Appears on the local site!

**Local Insiders**

**\$210/week**

Value of: **\$369/week**

**Limited to 20, local  
CATEGORY EXCLUSIVE  
advertisers ONLY**



**facebook®**  
**20,000 Ads a month!**



**Locally Targeted**

**52 TOTAL  
WEEKLY PRINT ADS**

Become an entry level  
**Dental Assistant**  
*in just 11 weeks*

- Dental Terminology & Charting • X-Ray Certification Eligibility
- Clinical Skills • Sterilization of Equipment & OSHA Guidelines
- Adult CPR • Job Interviewing Techniques

 **Enroll Now @ ohsu.edu**  
Classes Start January 5<sup>th</sup>  
**503-494-5274**

**2 column x 4-inch ad  
in the local newspaper**



Placed on your  
Online Landing Page

**Live Social Streaming**



**Friends2Follow!**  
Appears on the local site!

**Diamond Power Pack**

**\$171/week**

Value of: **\$322/week**

**Limited to 20, local  
advertisers ONLY**



Cost-effective marketing = Massive ROI

facebook®

20,000 Ads a month!



Locally Targeted

24 TOTAL  
TWICE MONTHLY PRINT ADS

Become an entry level  
**Dental Assistant**  
*in just 11 weeks*

- Dental Terminology & Charting • X-Ray Certification Eligibility
- Clinical Skills • Sterilization of Equipment & OSHA Guidelines
- Adult CPR • Job Interviewing Techniques

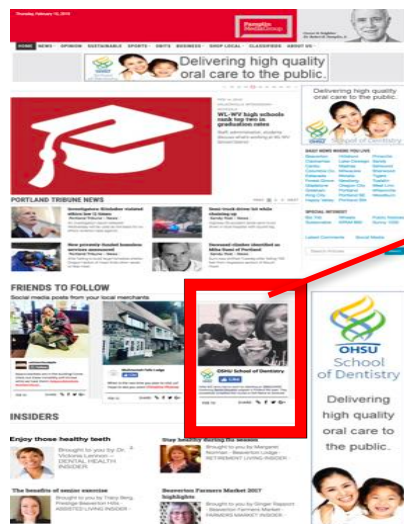
 **Enroll Now @ ohsu.edu**  
Classes Start January 5<sup>th</sup>  
**503-494-5274**

2 column x 4-inch ad  
in the local newspaper



Placed on your  
Online Landing Page

Live Social Streaming



Friends2Follow!

Appears on the local site!

Platinum Power Pack

**\$132/**week

Value of: **\$276/week**

Limited to 20, local  
advertisers ONLY





Pamplin Media Local Newspaper(s): \_\_\_\_\_ Will deliver:

\_\_\_\_\_ (Check if) **Monthly crafted Insiders Advice Column** is featured in the local newspaper and linked from the local newspaper Website. Online Column will remain on the Web for term of agreement providing SEO assistance

**Monthly Managed Facebook Advertising Campaign.** Campaign will achieve no less than **20,000 online impressions/** month. Ads designed in static or "carousel" format. After consultation, ads will be placed to ONE specific Zip Code and behavioral targeted. If extra targeting is requested extra fees may be quoted.

**2 Column by 4 inch Print Ad** runs \_\_\_\_\_ Per: YEAR | MONTH (circle one) in the local newspaper. **Print Ad is included in Pamplin Digital Boost Local Online Directory** offering digital display of print ad and Search Engine Optimization.

**Social Media Posts** will appear on our **Friends to Follow Newsfeed** on local newspaper Website (listed above)

**Special Notes:**

Advertiser agrees to pay a weekly fee of \$ \_\_\_\_\_ to be billed in 12 monthly installments.

**The agreement is for 12 consecutive months commencing on** \_\_\_\_\_

The agreement has been executed by the parties hereto through their authorized representatives on the date set forth below.

**Media Company:**

**Advertiser**

\_\_\_\_\_  
(Sales Representative)

\_\_\_\_\_  
(Date)

\_\_\_\_\_  
(Firm Name)

\_\_\_\_\_  
(Management)

\_\_\_\_\_  
(Date)

\_\_\_\_\_  
(Authorized Signature)

\_\_\_\_\_  
(Date)

\_\_\_\_\_  
(Print Name and Title of Signer)

\_\_\_\_\_  
(Email Address)

\_\_\_\_\_  
(Street Address/P.O. Box)

\_\_\_\_\_  
(City, State and Zip)

\_\_\_\_\_  
(Telephone Number)

By signing this Agreement the advertiser accepts the following conditions: This Agreement is governed by the terms and conditions of the publication's current rate card and general advertising policies. This Agreement may be terminated by either party with 30 days written notice. Early termination will result in advertiser paying prevailing rate ("Regular Price" for all inventory/ services used. Agreement will be automatically renewed on a month to month basis after term until instructed to discontinue.

# Our **Pledge** to You:

We will provide all the solutions we have locally crafted as promised. And provide any updates and modifications that are necessary to meet the changing technologies of the ever-changing digital landscape.

We will check in with you no less than once each month to review the performance of these solutions. And if necessary, modify those offerings on an ongoing basis to optimize your results!

Newspaper Representative: \_\_\_\_\_

Date: \_\_\_\_\_