



Media Kit

Re: 2019 Media Buy

Thank you for your interest in the Southern Oregon Business Journal.

The information provided in this presentation is intended to respond to your client needs while also identifying service we will provide beyond your request.

Digital media allows for broader reach and immediate measurement of multiple demographics. Our use of Key Performance Indicators (KPI) provides details on the reach of the publications and necessary adjustments to accomplish readership goals that enhance advertiser effectiveness.

The inclusion of print media will provide additional reach for our advertising clients. A print version of the business journal is available to subscribers. Providing both print and digital versions of the Southern Oregon Business Journal increases opportunities for advertisers who will target clients with limited access to digital medium.

The 2019 Editorial Calendar, also included, is an example an intentional decision to increase the frequency of articles about individual industries. Each monthly edition will feature a special interest item associated with important elements of an industry.

Please feel free to contact me if there are questions or comments you would like to share related to this proposal.

Respectfully,

A handwritten signature in black ink that reads "Greg Henderson". The script is fluid and cursive.

Greg Henderson, Publisher
Southern Oregon Business Journal
greg@southernoregonbusiness.com

SOUTHERN OREGON BUSINESS JOURNAL

A journal for the economically curious, professionally inspired and acutely motivated

Print &
e-journal
for
business,
about
business

A few words from the publisher

The *Southern Oregon Business Journal* is recognized as a resource for the business professional and aspiring entrepreneur that can affect the growth of industry, jobs and the Southern Oregon economy. This has been our goal from the outset.

We remain in close contact with communities and professional organizations in all of Southern Oregon. Through these connections we enhance the quality and quantity of useful information for the subscribers of the journal.

The inclusion of high-level articles from professional writers in Oregon and across the nation is a way to ensure we are not missing important information for every industry. The world-wide networking of business resources and marketing activity shrinks the size of our business world. Tying the larger world to our local activities will help bring a stronger, more inclusive effort from educators, politicians and business professionals that will be a great assist in Southern Oregon.

The journal is available on any device. Fonts, layouts and design become very important in creating a readable document that is also easily navigated. You know that, and we intend to provide the system you will appreciate.

Please feel free to share the *Southern Oregon Business Journal* with your friends and colleagues by providing them with the subscriber connection on the website at www.southernoregonbusiness.com.

Let me know if there are additional items you would like to see in the journal that will make it a more valuable read for you.

Take care

Greg Henderson

Greg Henderson, Publisher
greg@southernoregonbusiness.com



SOUTHERN OREGON
BUSINESS JOURNAL

www.southernoregonbusiness.com



2019 Editorial Calendar

Specific to the needs of **our clients** the Southern Oregon Business Journal has scheduled a series of articles addressing 16 business sectors in Southern Oregon.

Articles, published monthly, introduce businesses from 16 business sectors in southern Oregon. These monthly feature articles in 2019 will appear in our journal the following months:

- | | | | |
|-------------|----------------|--------------|----------------|
| • January: | Infrastructure | • July: | Tourism |
| • February: | Healthcare | • August: | Energy |
| • March: | Electronic Mfg | • September: | Trade |
| • April: | Government | • October: | Education |
| • May: | Agriculture | • November: | Retail |
| • June: | Wood Products | • December: | Economic Devel |

The monthly editions of the Southern Oregon Business Journal contain an average of fourteen articles ranging in length of 500 to 2000 words. With graphics and photographs some of the longer articles may reach a length of six pages, though most articles fall within a two-page frame.

Subject matter of articles covers sixteen key business and industry sectors. There are certainly overlapping months with some business sectors being represented on more than one occasion. Subcategories in those subject areas may extend the list.

The Southern Oregon Business Journal is delivered to subscribers and readers via digital release each month and mailed in print version immediately following the digital release.

Total readership has continued to grow and is now at over 17,000.

The readership extends over the entire state of Oregon but is concentrated in the 12 counties of Southern Oregon.



Rate Card & Specs

The *Southern Oregon Business Journal* is a monthly print and digital publication for the economically curious, professionally inspired and acutely motivated. Please feel free to share the *Southern Oregon Business Journal* with your friends and colleagues by providing them with the subscriber connection on the website at www.southernoregonbusiness.com.

Advertising Rates - Standard

AD SIZE	1 Month	6 Months	12 Months
Inside Cover	\$1,500	\$1,300	\$1,200
Full Page	\$1,200	\$1,100	\$1,000
2/3 Page	\$900	\$800	\$800
1/2 Page	\$700	\$600	\$600
1/3 Page	\$450	\$400	\$400
1/6 Page	\$250	\$200	\$200

Art Specifications

Acceptable File Formats:
PDF, Hi-Res (print quality)
with all fonts and
graphics embedded

Adobe Photoshop TIFF,
EPS and JPEG at 300 dpi

Other file formats will require
correction and a minimum
conversion charge of \$50.

Design services available
at \$50 per hour.

All color images and photos
should be 300 dpi; Line art
should be 600 dpi (both at
100%).

**Ad space reservation
deadline:** 30 days prior
to date of publication

Artwork/copy deadline:
15 days prior to date
of publication

Website Ads:
30 Days prior to display
on business journal
website

Full Page / Inside Cover

Full bleed:
8.5" w x 11" h
Must include
0.125" bleed

No bleed:
8.0" w x 10.5" h

1/3 Box

4.875" w x 4.875" h

1/2 Horizontal

7.5" w x 4.875" h

2/3 Vertical
4.875" w x 10" h

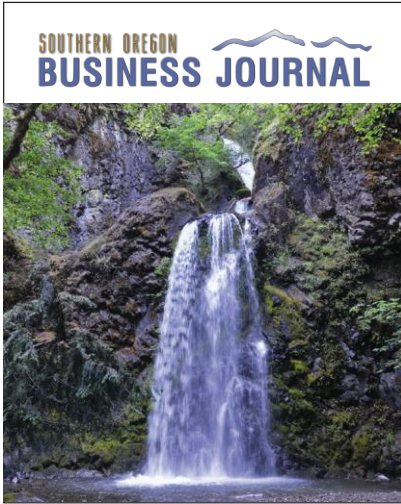
1/3 Vertical
2.375" w x 10" h

Website Ads:
W: 160 x H: 600

1/6 Vertical
2.375" w x 4.875" h

1/6 Horizontal
4.875" w x 2.375" h

1/2 Vertical
4.875" w x 7.375" h

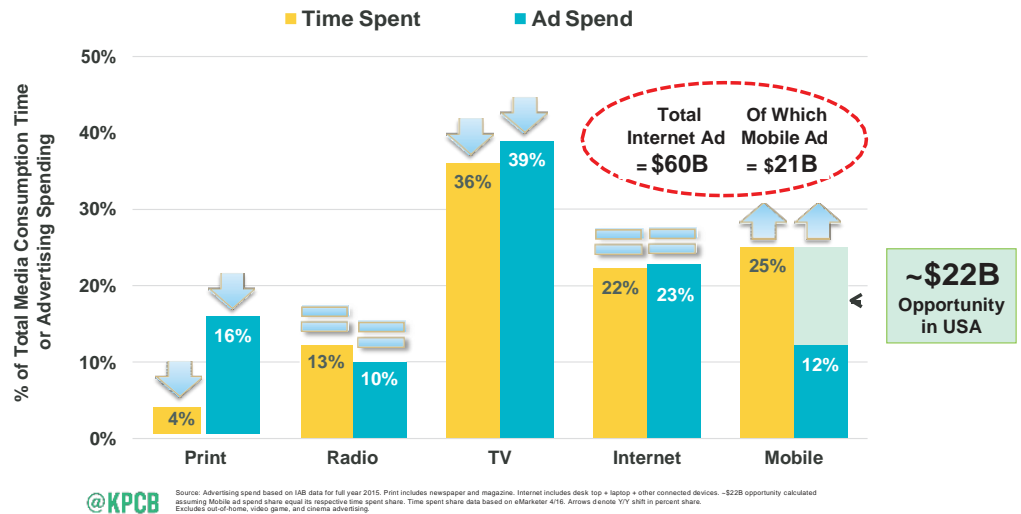


Value & Reach

It's smart to advertise where your message will be seen. According to *KPCB Internet Trends 2016*, print remains way over-indexed relative to time spent. In 2015 reading time spent on print media grew by 4%, while advertising costs grew by 16%. During that same period time spent on mobile devices grew by 25%, but advertising costs only grew by 12%.

By providing the business journal in a digital format, the monthly issue is available to our readers free of charge. This service to readers **enhances the opportunities for advertising clients to reach a larger audience.**

% of Time Spent in Media vs. % of Advertising Spending, USA, 2015



- Agriculture
- Manufacturing
- Healthcare
- Tourism
- Timber & Wood Products
- Government
- Transportation
- Education
- Energy
- Wines & Wineries
- Retail
- Import/Export
- Fishing
- Technology
- Infrastructure
- Banking & Finance

Advertising in the business journal, as well as on the website, helps your advertisement to be seen by customers that support business and want to see you grow. *Southern Oregon Business Journal* serves all of Southern Oregon and **the 250 communities within its borders.**

For more information about advertising with Southern Oregon Business Journal, or www.southernoregonbusiness.com please contact:

Greg E. Henderson LLC
 703 Divot Loop
 Sutherlin, OR 97479
 541.315.6127
greg@southernoregonbusiness.com

Demographics: Overview



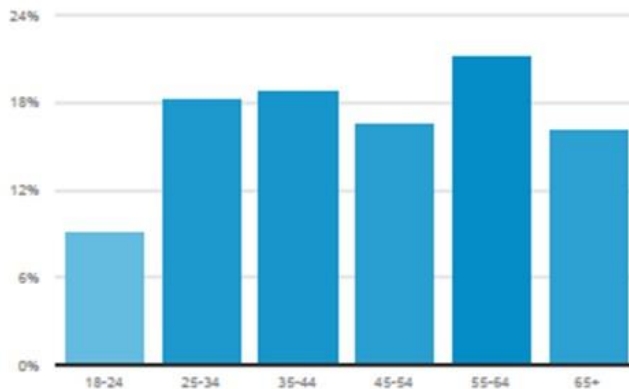
All Users
100.00% Sessions

Apr 1, 2016 - Oct 5, 2017

Key Metric:

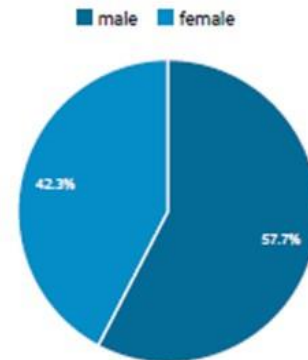
Age

52.34% of total sessions

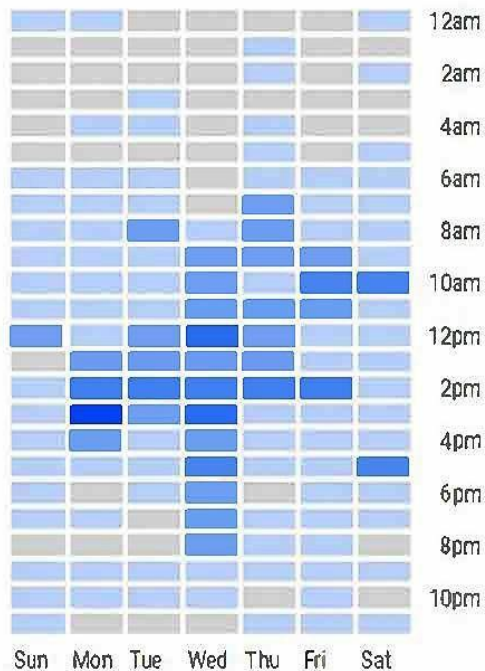


Gender

53.32% of total sessions



Users by time of day



Readers of the Southern Oregon Business Journal come from a varied age demographic with good technical skills evident in this report. Use of desktop or laptop computers is high with less than 20% of the readers using their mobile devices. Evidence of that is noted here with readership concentrated in the day-time hours between Monday and Friday.

This demographic is in the income range above \$50K per year. They also have above average levels of education.

The Southern Oregon Business Journal is largely read by individuals similar to the memberships in professional and business organizations like the Chambers of Commerce.

Demographic sampling reveals a solid balance among broad age categories and a good representation of genders among the readers of the Southern Oregon Business Journal