

## PARTICIPATING OCAN NEWSPAPERS

### Region 1: Northwest

Astoria, **The Daily Astorian**  
 Beaverton Valley Times  
 Canby Herald  
 Dallas, Polk County Itemizer Observer  
 Dayton Tribune  
 Estacada News  
 Forest Grove, News-Times  
 Gresham, The Outlook  
 Hillsboro Argus  
 Jefferson Review  
 Keizer Times  
 Lake Oswego Review  
 McMinnville, News-Register  
 Mill City Independent Press

Molalla Pioneer  
 The Newberg Graphic  
 Portland, **Daily Journal of Commerce**  
 Salem, **Statesman Journal**  
 The Sandy Post  
 Seaside Signal  
 Sheridan, The Sun  
 Silverton, Appeal Tribune  
 St. Helens, The Chronicle  
 The Stayton Mail  
 Tigard/Tualatin Times  
 Tillamook, Headlight-Herald  
 Warrenton, The Columbia Press  
 West Linn Tidings  
 Wilsonville Spokesman  
 Woodburn Independent

### Region 2: Southwest

**Albany Democrat-Herald**  
**Ashland Daily Tidings**  
 Bandon Western World  
 Brookings, Curry Coastal Pilot  
 Brownsville, The Times  
 Cave Junction, Illinois Valley News  
 Coos Bay, **The World**  
 Coquille, The Sentinel  
**Corvallis Gazette-Times**  
 Cottage Grove Sentinel  
 The Creswell Chronicle  
 Eugene, **The Register-Guard**  
 Florence, Siuslaw News  
 Gold Beach, Curry County Reporter  
**Grants Pass Daily Courier**

Junction City, Tri-County News  
 Lebanon Express  
 Lincoln City, The News-Guard  
 McKenzie Bridge, McKenzie River  
 Reflections  
 Medford, **Mail Tribune**  
 Myrtle Creek, Douglas County Mail  
 Myrtle Point Herald  
 Newport, News-Times  
 Oakridge, Dead Mountain Echo  
 Port Orford News  
 Reedsport, The Umpqua Post  
 Rogue River Press  
 Roseburg, **The News-Review**  
 The Springfield News  
 Sweet Home, The New Era  
 Veneta, West-Lane News

### Region 3: East

**Baker City Herald**  
**Bend, The Bulletin**  
 Burns Times-Herald  
 Condon, The Times-Journal  
 Enterprise, Wallowa County Chieftain  
 Heppner Gazette-Times  
 The Hermiston Herald  
 Hood River News  
 John Day, Blue Mountain Eagle

Klamath Falls, **Herald and News**  
 La Grande, **The Observer**  
 Lakeview, Lake County Examiner  
 The Madras Pioneer  
 Milton-Freewater, Valley Herald  
 Ontario, **Argus Observer**  
 Pendleton, **East Oregonian**  
 Prineville, Central Oregonian  
 The Redmond Spokesman  
**The Dalles Chronicle**

Newspapers in **boldface type** are dailies.

Colors indicate regions: **blue** = Northwest, **green** = Southwest, **orange** = East.

These are OCAN participants as of 6/1/05; see [www.orenews.com](http://www.orenews.com) for a current list.

## Guidelines for OCAN advertising

ONPA and participating OCAN newspapers reserve the right to edit or reclassify any ad and to reject any that violate applicable regulations or that are offensive, deceptive, or otherwise unacceptable. Following are ONPA's guidelines for determining acceptability of advertising. Participating OCAN newspapers may have additional policies or guidelines.

Commercial advertising must indicate that the advertisement was placed by a firm or an individual engaged in a commercial enterprise. If the firm name is not used in the advertisement, then you must use the word "broker", "agent", "dealer", or some other suitable term.

Business/investment opportunity ads must indicate the type of business and the amount of investment required. All franchise offerings in Oregon must be registered with the Secretary of State's Office, Corporations Division. Replies to a newspaper blind box or post office box will not be accepted. Ads requiring payment in advance will not be accepted.

Ads listing 1-900 or other pay prefixes must state the cost per minute of call, minimum age of caller, and the business office phone number of the company.

Employment advertising must be for a bona fide job offering and must state the company name and the nature of work offered. Earnings claims must be based on fact, and a statement of such claims must be available upon request.

"Sales Help Wanted" advertising must not offer or appear to offer work on a salary basis when compensation is on a commission or bonus basis. When compensation is based on commission, no statement or implication of the amount that may be earned is acceptable unless it is a guaranteed wage and is followed or accompanied by the word "guaranteed."

Ads for work-at-home opportunities will not be accepted.

Mail-order ads must be accompanied with an information packet, catalog, or the like, explaining what is being sold and the refund policy/procedure. Ads requiring payment in advance for a product/service or for detailed information about it will be accepted only if the ads include a phone number to call in advance for details of the offer.

"For Sale" ads for real estate or autos, and any other advertising that offers specific financing terms, must comply with state and federal "Truth in Lending" guidelines.

Ads claiming to repair bad credit or promoting similar programs will not be accepted. Ads offering loans or mortgages must list the name of the company.

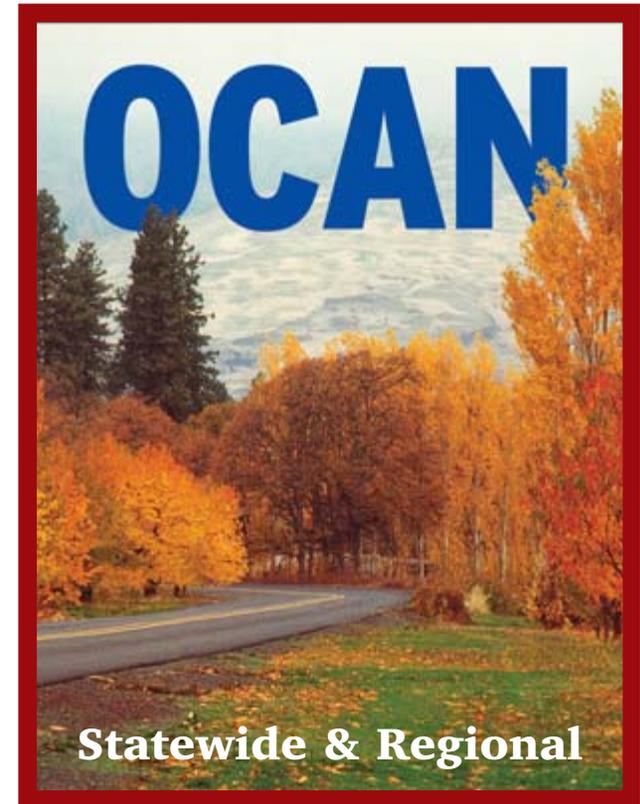
Advertisers seeking to adopt a child must submit a favorable home-study letter from an attorney or adoption agency, to be kept on file at the ONPA office. The words "baby" and "infant" are not allowed and will be substituted with the word "child" in all cases. An adoption ad may not specify the child's age nor the race or religion of the adopting couple.

Ads for surplus government property must be stated as a listing publication with fee charged.

Advertisers offering weight-control, health, and diet products must submit proof of FDA approval.

Advertising will be rejected if it is known or determined to discriminate based on race, color, national origin, religion, age, gender, disability, family status, or marital status, except where expressly permitted by law.

## Oregon Classified Advertising Network



## CLASSIFIED ADVERTISING

*Place your classified ad regionally or statewide with **one order***



7150 SW Hampton St., Suite 111 · Portland OR 97223  
 503-624-6397 · Fax 503-624-9811 · [www.orenews.com](http://www.orenews.com)

# Want your classified ad to reach up to a million Oregon readers?



## It's easy with OCAN!

- Fill out the form in this brochure and fax or mail it to ONPA, **OR**
- Order online at [www.orenews.com/ocan](http://www.orenews.com/ocan).

### What is OCAN?

OCAN is a statewide network of 80 Oregon newspapers. By special arrangement with the Oregon Newspaper Publishers Association (ONPA), these papers publish ONPA-provided classified advertising one day each week at a very low cost. This offers individuals and small businesses an affordable way to reach readers outside their immediate areas, in print and online.

### You save more than 50%

Imagine the time, energy, and money you'd spend to place your own classified ad in up to 80 newspapers. After you found all the right phone or fax numbers, filled out and delivered all the classified forms, and made payments to all the newspapers, **the payments alone would total more than twice the cost** of the same ad placed via the OCAN network.

### Save even more with OCAN Regional Classifieds

To provide more options for advertisers, we've divided Oregon into three regions: Northwest, Southwest, and East. Your OCAN Regional ad will appear in all participating OCAN newspapers in the region or regions you choose, and the cost per region is less than half that of a statewide OCAN.

# OCAN ADVERTISING ORDER FORM

Ad copy and payment (check or credit card information) must be received by 5pm Tuesday for publication the following week.

**NOTE:** You will be contacted by someone from the ONPA office regarding your ad, and you may provide credit card information at that time if you wish. If you mail this form, please allow for at least 5 days in transit.

For a regional ad, select one or two regions:

- Northwest  
 Southwest  
 East

Which newspaper provided this brochure? \_\_\_\_\_

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

AD COPY: \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Word count: \_\_\_\_\_ Classification: \_\_\_\_\_ # of weeks: \_\_\_\_\_  
 (see instructions below) (discount for 4 or more)

Weekly costs: (We will contact you to confirm word count and cost.)

Statewide: \$250 for 25 words, \$8/extra word. Regional: \$100/region for 25 words, \$6/extra word.

Credit card:  Visa  Mastercard  Discover Card number: \_\_\_\_\_

Expiration date: \_\_\_\_\_ Signature: \_\_\_\_\_

More than 40 states offer statewide classified networks similar to OCAN, and we can make those placements for you. Just indicate your states of interest here, and we will contact you with current rate information.

- |                                     |                                    |   |   |   |  |
|-------------------------------------|------------------------------------|---|---|---|--|
| <input type="checkbox"/> Alabama    | <input type="checkbox"/> Hawaii    | <input type="checkbox"/> Maryland-Delaware-DC | <input type="checkbox"/> New England dailies  | <input type="checkbox"/> Ohio           | <input type="checkbox"/> Virginia      |
| <input type="checkbox"/> Alaska     | <input type="checkbox"/> Idaho     | <input type="checkbox"/> Michigan             | <input type="checkbox"/> New England weeklies | <input type="checkbox"/> Oklahoma       | <input type="checkbox"/> Washington    |
| <input type="checkbox"/> Arizona    | <input type="checkbox"/> Illinois  | <input type="checkbox"/> Minnesota            | <input type="checkbox"/> New Jersey           | <input type="checkbox"/> Pennsylvania   | <input type="checkbox"/> West Virginia |
| <input type="checkbox"/> Arkansas   | <input type="checkbox"/> Indiana   | <input type="checkbox"/> Mississippi          | <input type="checkbox"/> New Mexico           | <input type="checkbox"/> South Carolina | <input type="checkbox"/> Wisconsin     |
| <input type="checkbox"/> California | <input type="checkbox"/> Iowa      | <input type="checkbox"/> Missouri             | <input type="checkbox"/> New York dailies     | <input type="checkbox"/> South Dakota   | <input type="checkbox"/> Wyoming       |
| <input type="checkbox"/> Colorado   | <input type="checkbox"/> Kansas    | <input type="checkbox"/> Montana              | <input type="checkbox"/> New York weeklies    | <input type="checkbox"/> Tennessee      |  |
| <input type="checkbox"/> Florida    | <input type="checkbox"/> Kentucky  | <input type="checkbox"/> Nebraska             | <input type="checkbox"/> North Carolina       | <input type="checkbox"/> Texas          |  |
| <input type="checkbox"/> Georgia    | <input type="checkbox"/> Louisiana | <input type="checkbox"/> Nevada               | <input type="checkbox"/> North Dakota         | <input type="checkbox"/> Utah           |  |

### Counting words

Anything separated by spaces is considered a word, with the following exceptions. A phone number, time of day (8am-5pm), or date (3/1/98, March 1st) is counted as one word, as are building dimensions (20x30x40). Other hyphenated or slash-marked combinations (client-server, member/associate) are counted as separate words. An address, including box or route numbers, counts as two words; city, state, and zip are one word each.

### When will my ad appear?

Each participating OCAN paper runs your ad once during the week. Statewide ads also appear on the web at [www.oregon.com](http://www.oregon.com) for a full week.

Daily newspapers choose the day that's best for their individual markets (usually Thursday or Friday). Weeklies run the ad on their normal publication day (usually Wednesday or Thursday). Many newspapers also include your ad in their free editions.