

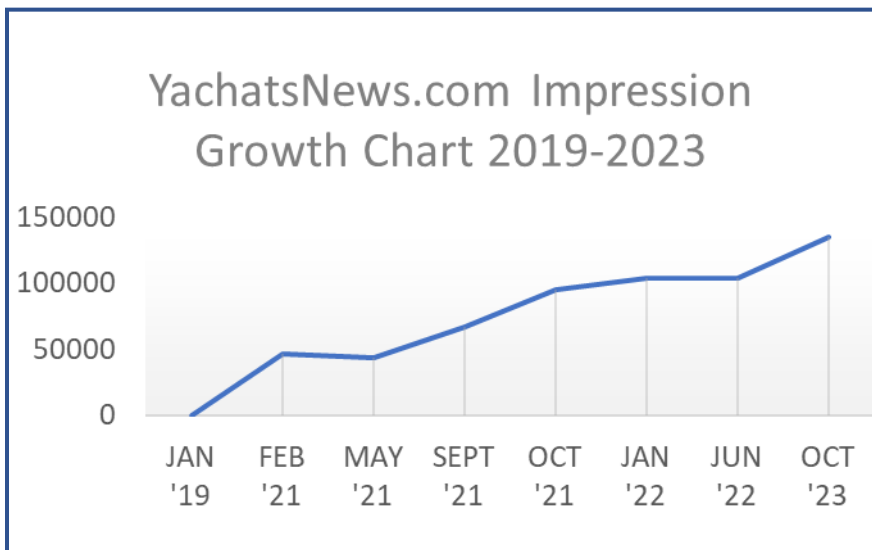


YachatsNews

An independent nonprofit news site serving Lincoln County

YachatsNews launched in January 2019 as a community service project and transitioned to a 501c3 nonprofit news organization in 2022. It has become the go-to source of news for thousands of central Oregon coast residents and its many visitors. It is also the place where each week you can tell thousands of readers about your business, your organization or your event.

The website is well respected and received in Lincoln County for its straightforward coverage of issues, trends, businesses, events and local government. That's evidenced by its growth from 15,000 unique page views a month in 2019 to more than 134,000 by October 2023.



YachatsNews Site Stats

January 2023 – October 2023

Page Views: Over 1.2 Million

Users (individuals): 690,170

Weekly Subscribers

(Opt-In): 1,851

Digital Advertising Manager

Tiffany Sullivan

bluesprocketbrokerage@gmail.com

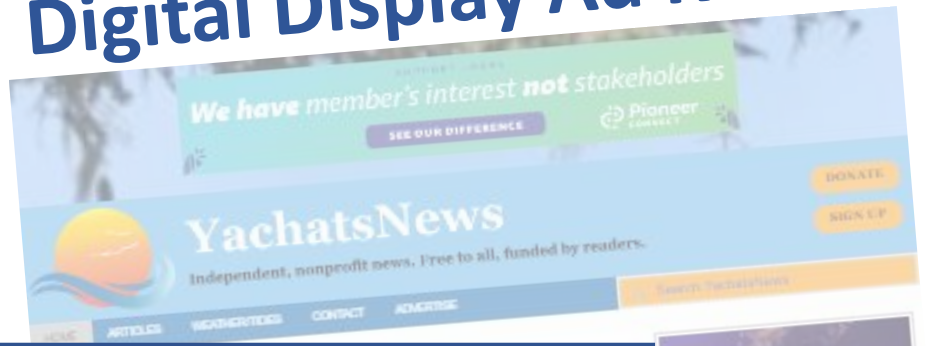
503-367-6776



Blue Sprocket Brokerage
Initiate • Inform • Influence

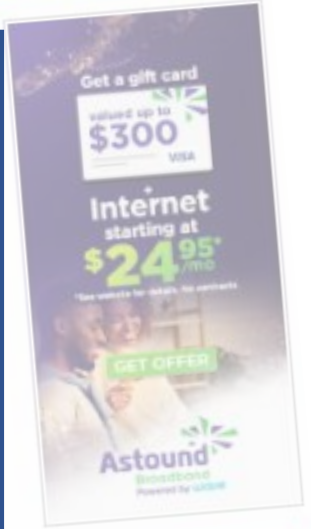
Blue Sprocket Brokerage, LLC
Representing YachatsNews.com

Digital Display Ad Rates



Digital Ad Rates

AD SIZE (pixels)	2 WKS	1 MO	2 MO	3 MO	6 MO
1024x183 Top Banner	\$139	\$229	\$329	\$439	\$769
300x250 Sidebar Rectangle	\$119	\$189	\$259	\$339	\$549
300x600 Sidebar Half Page	\$159	\$259	\$379	\$489	\$879
1340x300 HP In-Story Banner	\$121	\$199	\$279	\$379	\$659
1340x300 HP Premium Banner	\$214	\$332	\$515	\$798	\$1,236



SLIDER 2-4 Panel Ad Rates

300x250 (pixels)	2 WKS	1 MO	2 MO	3 MO	6 MO
2 Panel Ads	\$199	\$309	\$449	\$569	\$939
3 Panel Ads	\$259	\$419	\$599	\$759	\$1,239
4 Panel Ads	\$339	\$519	\$749	\$959	\$1,499



Roadblock

(Fixed Position Upgrades) Right Rail or In-Column:
1st = 55% • 2nd = 50% • 3rd = 45% • 4th plus = 40%



Blue Sprocket Brokerage
 Initiate • Inform • Influence

Digital Advertising Manager
 Tiffany Sullivan

bluesprocketbrokerage@gmail.com

503-367-6776

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

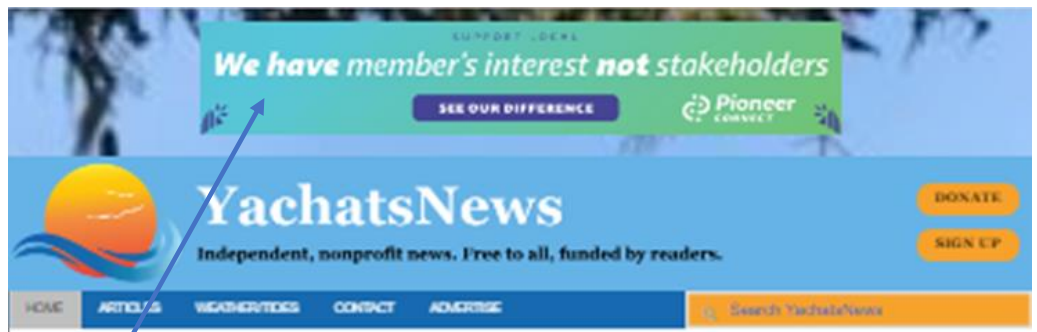
File Quality:
 High Resolution, Max Quality, 300ppi

File Size: 300k - 500k



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 7 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.



Digital Display Spec Ads

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

1024 X 183 (pixels) Top Banner

1340 X 300 (pixels) HP Premium Banner

300 X 600 (pixels) Half Page

1340 X 300 (pixels) HP In-Story Banner

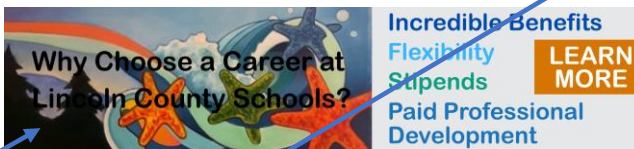
300 X 250 (pixels) Rectangle

Slider (2-4 Panel Ads) 300 X 250 – Rectangle (pixels)



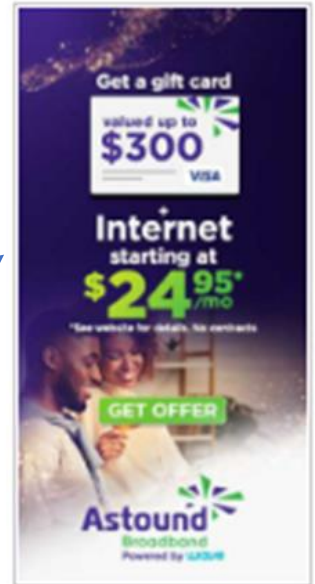
After boom of 2021-22, Oregon's Dungeness crab fishermen now buffeted by low prices, short season and rough weather

By QUINCY SMITH/YachatsNews If you buy a fresh Oregon Dungeness crab from the market this weekend, you'll pay around \$7.95 a pound – half what it cost this time last year. But because of the dynamics of the industry – and the law of supply and demand – the crabber who has hundreds of thousands of dollars tied up in a boat and spent 36 hours toiled around at sea this week is being paid half – \$2-3 a pound – of what he earned last year. The owners and operators of Oregon's 320-boat Dungeness fleet – just like their farming counterparts – are at the mercy of the sea and ... [Read More](#)



Yachats "Swifty" group seeks funding to expand its aid to migrating birds, builds website, launches video

JANUARY 24, 2023
By CHERYL ROMANO/YachatsNews YACHATS – While their winged tenants are wintering in warmer climes, a local group of bird-lovers is expanding to provide more nesting boxes for some migrating species. Thanks to the efforts of SWIFTY – Seafowl In Flight to Yachats – tree swallows, violet-green swallows, chickadees and purple martins ... [Read More](#)



ADVERTISE HERE: Garage sales, items for sale, job openings, real estate



Coastal CLASSIFIED Digital Ad Rates

Classified Ad Example Listings...



FOR SALE: Entertainment Center
Great Condition, Brown, 8 ft wide x 4
ft tall...\$250 OBO
541-333-3333



HELP WANTED: Housekeeper
Waldport, Oregon
Part-time, \$15 per hour
CLICK HERE for details

GARAGE SALE: Clothes, furniture, toys,
Legos, TVs, bedroom décor & more
Fri. Dec. 11, 8am - 4pm
1234 King Street, Yachats

HOMES FOR RENT: Call for available rentals
Company Name
Address
541-333-3333
License #000000000
CLICK HERE for details www.url.com

LOGO HERE

Classified Standard Ad Rates

4 LINES / 1 WEEK ...\$10

ADDITIONAL LINES.....\$1.65 ea

ADD a Photo or Logo.....\$9

Frequency discounts are available.
Bulk pricing available for 15+ lines.

TO PLACE A CLASSIFIED AD:

FILL OUT WEBSITE FORM at
<https://yachatsnews.com/ad-rate-information/>
****OR**** EMAIL Tiffany Sullivan at
bluesprocketbrokerage@gmail.com

DEADLINE

Reservation/Ad Production 1-2 days prior to start date.

Pre-Payment is required for activation of ads.
All YachatsNews.com classified advertising
may be cancelled but is Not-Refundable.

Make sure the details of your ad are accurate as it will be posted as submitted.

IF YOU FIND AN ERROR IN YOUR AD, call or email Tiffany Sullivan (below) immediately.



Blue Sprocket Brokerage
Initiate • Inform • Influence

Digital Advertising Manager
Tiffany Sullivan

bluesprocketbrokerage@gmail.com

503-367-6776

Note: 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.