

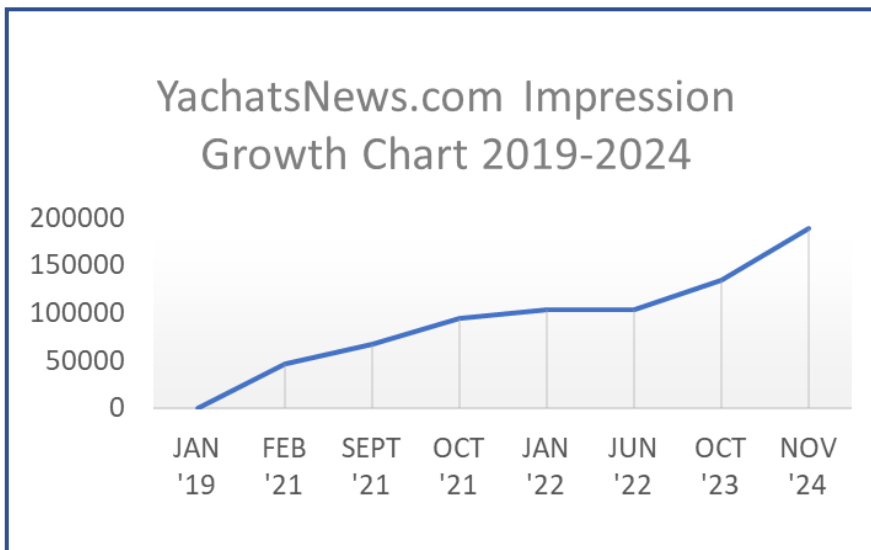


# YachatsNews

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 pageviews a month in 2019 to more than 189,000 by November 2024.



## YachatsNews Site Stats

Nov 19, 2023 – Nov 18, 2024

**Pageviews: 2,049,144**  
**Users (individuals): 1,019,482**  
**Newsletter Subscribers (Opt-In): 2,402**

Digital Advertising Manager

Tiffany Sullivan

[bluesprocketbrokerage@gmail.com](mailto:bluesprocketbrokerage@gmail.com)

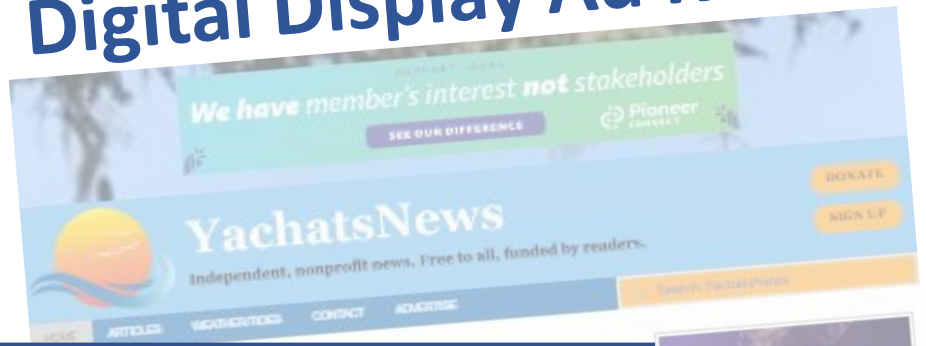
503-367-6776



Blue Sprocket Brokerage  
Initiate • Inform • Influence

Blue Sprocket Brokerage, LLC  
Representing YachatsNews.com

# Digital Display Ad Rates



## Digital Ad Rates

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

## SLIDER 2-4 Panel Ad Rates

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

### Roadblock

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



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**Weekly NEWSLETTER**  
 (Wednesdays & Fridays)

600x200 In-Story Banner  
 \$45 per insertion  
 Subscribers (Opt-In) = 2,402

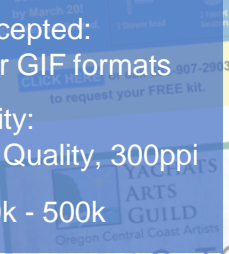
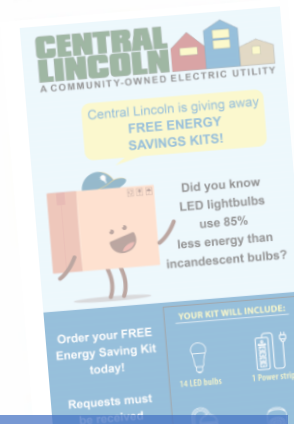
File Types Accepted:  
 JPG, JPEG, PNG, or GIF formats

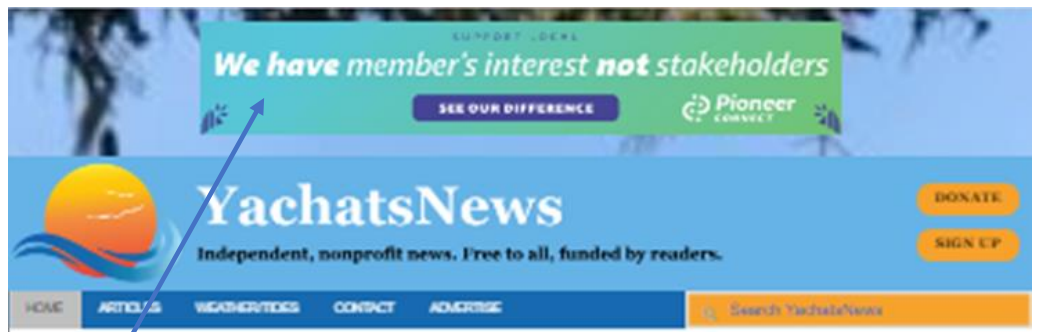
File Quality:  
 High Resolution, Max Quality, 300ppi

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**

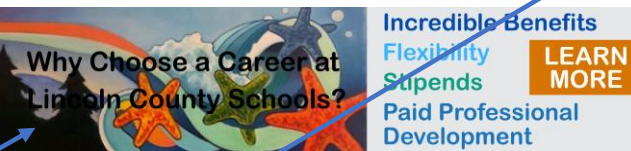
**300 X 250 (pixels) Rectangle**

**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**

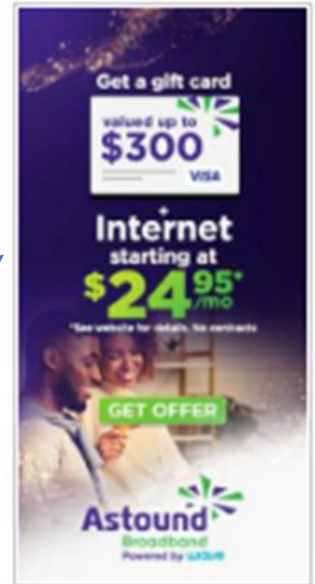
By [QUINTON SMITH/YachatsNews](#) If you buy a fresh Oregon Dungeness crab from the market this weekend, you'll pay around \$7.95 a pound — half what it cost this time last year. But because of the dynamics of the industry — and the law of supply and demand — the crabber who has hundreds of thousands 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](http://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](mailto: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.



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