



***All The
Reasons
Why You
Should Be
Advertising
With Us***



**“I LOVE THE
HOMETOWN
SAVVY®! I LOOK
AT EVERY AD.”**

**“I READ IT FROM
COVER TO COVER
AND SHARE IT
WITH FRIENDS.”**

These are the **TOP 2** things we hear
from our readers.

541-378-3044 • www.hometownsavvy.com

Salem Direct Mail Advertising - Now Available

QUALITY...Designs You Will be Proud of

- ✓ Thoughtful designs printed on high-gloss durable paper
- ✓ Huge creative design library in over 100 business categories ensuring ads work for you

PROFFESIONAL...Experience You Can Trust

- ✓ Over 12-years of direct mail magazine style advertising publishing experience
- ✓ Serving Eugene/Springfield and Corvallis/Albany markets as well

AFFORDABLE...Pricing and Options You Can Afford

- ✓ Five issues produced each year with low cost monthly billing plans available

DISTRIBUTION...USPS Direct Mail Advertising will Increase Your Ads Visibility

- ✓ Large wide area mail distribution and targeted single-family homes
- ✓ Expanded distribution and options coming in Fall of 2021

LIFESPAN...Consumer Retention You Demand

- ✓ Proven designs and formulated layouts to ensure readership and use
- ✓ Amazing 8-week lifespan

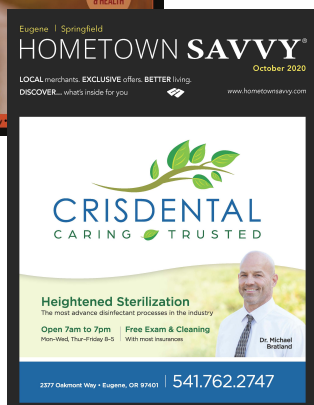


Your customers love, read and our magazines, including the hard-to-reach higher income consumers. So do the new customers you are trying to reach!

ADVERTISE YOUR BUSINESS WITH US!

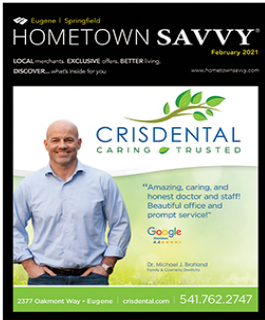
Let's work together and increase your sales!

- Reserve Your Space Today!

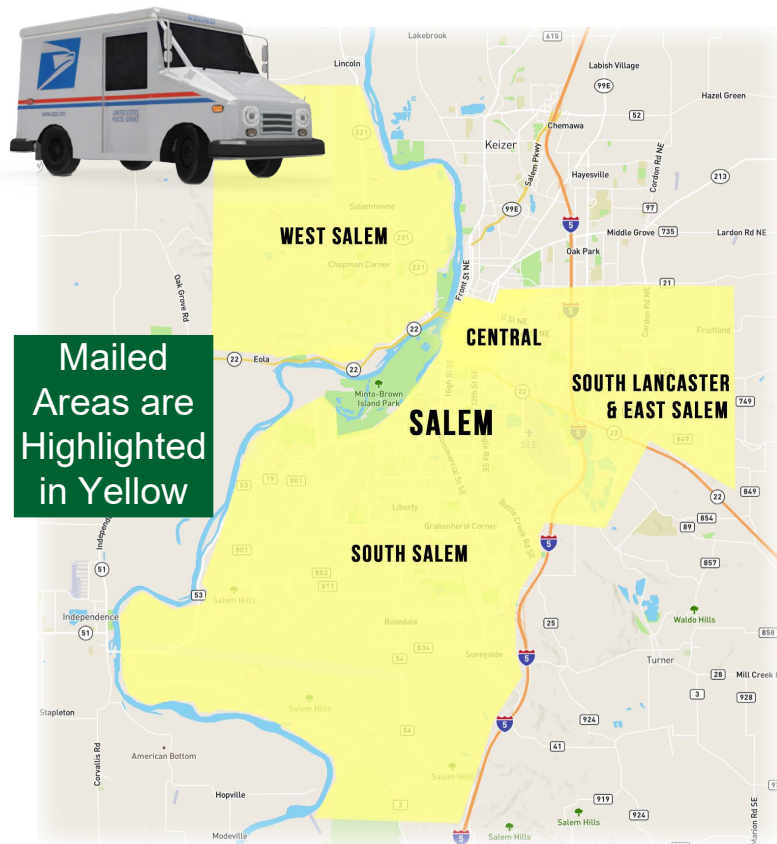


***Why USPS direct mail advertising
- Because...EVERY HOME RECEIVES MAIL!***

Salem Direct Mail Advertising - Now Available



45,000 Micro-Targeted Salem Homes Mailed Each Issue
Contractors - this includes over 30,000 owner-occupied households



DISTRIBUTION BY ZIP CODE

South Salem

97302 South Commercial (all single-family homes)	13,000
97306 South Salem (only home owners)	5,500

West Salem

97304 West (only home owners)	6,000
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Central & East Salem

97301 Downtown & Lancaster (all single-family homes)	10,500
97317 East & S. Lancaster (all single-family homes)	10,000

Total Distribution 45,000

Published 5x/year:

Early Spring, Spring, Summer, Fall and Holiday

Expanded Distribution Coming in Fall of 2021

Additional Distribution Available in:

- Corvallis/Albany (32,000 homes)
- Eugene/Springfield (63,000 homes)

DIRECT MAIL MICRO-TARGETED DELIVERY

We use a highly specialized approach to select and mail a combination of qualified hand picked individual homes in some neighborhoods as well as all homes in the areas best neighborhoods. This results in an extremely sophisticated distribution primarily mailed only to the best earning consumers.

(See Why in the following pages)

POWERFUL BRANDING

Our BEST in class ad designs, together with wide area distribution, exclusive offers and top business names ensures your ad will be viewed over and over again.

PASS ALONG RATE

2-3 people will read, use, and talk about each issue multiple times over an incredible 8 week lifespan. Our magazines generate nearly 3 million impressions each and every year for our advertisers.



Regular ROP Magazine Ad Placements &
Dedicated Loose/Freestanding Inserts Available

SERVICING THE MID AND LOWER WILLAMETTE VALLEY MARKETS

- **EUGENE / SPRINGFIELD**
- **CORVALLIS / ALBANY**

AFFORDABLE HIGH QUALITY PRODUCTION

Full color, heavy premium gloss paper and thoughtful layouts guarantee every ad stands out and receives the maximum amount of impressions possible. Our 10+ years of experience ensures call-to-action creative results in increased sales at a price your business can afford.

DIGITAL PRESENCE

Packaged with our premium online solution, your ad will reach the right audience, provide the exposure and result in the sales you demand.


WWW.HOMETOWNSAVVY.COM

541-378-3044 • www.hometownsavvy.com

HOMETOWN SAVVY®


1/8th Page Ad Size • AFFORDABLE & EFFECTIVE

Our **BEST** Size for Small Business!




20% OFF
Your Entire Ticket
Valid for Outside Seating and Carry-Out Orders
(Dining Room as Allowed)

541-485-9176
296 E. 5th Ave. Eugene
(at the 5th Street Public Market)
www.nwbuffers.com




Landscape Construction - Fencing - Irrigation - Backflow
Helikson and Sons 541-600-7461
www.heliksonandsons.com • heliksonandsons@gmail.com

10% off
Any Job over \$1,000
(Minimum Labor \$200)
Backflow Testing
New Customers get \$10 off with this coupon.




Yes! I have an Essential Oil For That!
dōTERRA
Wellness Advocate
FREE
Wellness Consultation Catalogue and Product Book
Call or Text Bonnie
541-520-3315

Naturally safe, purely effective, therapeutic-grade essential oils!
FREE LOCAL DELIVERY
when ordered directly from Bonnie via text.
MyDoterra.com/BonnieLane/



www.eugenemandalacafe.com
mandala cafe
kombucha taproom
Buy One - Get One FREE
12oz or 16oz
Kombucha on Tap
all equal or lesser value
-Excludes Flats & Shakes-
Order Online or By Phone and Pick Up
541-393-7072
769 Monroe St. • Eugene
(located next to Sweet Life)




Amazing Oregon Wines • Delivered to your door!
Northwest Vines
Oregon Varietals for the Wine Enthusiast

SUBSCRIBE TO OUR WINE CLUB
Save **20%**
on your first membership order
with promo code: **MEMBER20**

ORDER ONLINE www.northwestvines.com

15% off
your entire wine order
with promo code: **DISCOUNT15**
Promo codes required upon order and may be combined. Limited time offer.

FREE Shipping
on purchases over \$30
with promo code: **SHIP50**



BUDGET® BLINDS
Style and service for every budget.™

SAVE UP TO 35% OFF
Our Blind and Shade Products
LIMITED TIME SALE

Buy More - Save More
Summer Sale!

Visit our store for details
Budget Blinds of Linn & Benton Counties
633 NW Hickory St., Ste. 120 • North Albany
541-738-2806 | www.budgetblinds.com/albany-corrville-or/



541-683-5835
1801 Willamette St. • Eugene
(at the Meridian Building)
www.UncommonScentsMeridian.com

PRESENT THIS AD FOR
20% off
YOUR FAVORITE ITEM WITH THIS COUPON
(Limited time offer. Expires 11/30/2020.)

Limit 1 coupon per customer. Discount taken off one regularly priced item.



20% OFF
Your Entire Ticket
Valid for Outside Seating and Carry-Out Orders
(Dining Room as Allowed)

NORTH WEST BURGERS
STAY LOCAL

541-485-9176
296 E. 5th Ave. Eugene
(at the 5th Street Public Market)
www.nwbuffers.com

5
YEARS

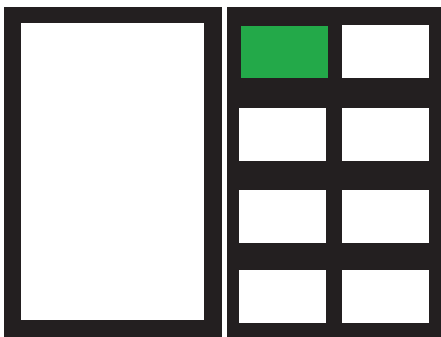
Coupon Required. Limit 1 per Order. No Split Tickets. Not valid with any other coupons or discounts from regular price. Void on delivery service orders. Other restrictions may apply by restaurant. Expires 4/30/2021

FREE Extra Issue with Your 5-Issue Sign-up

Get six issues for the price of five, and lower your payment from \$145/month (as shown below) to \$125/month

1/8 Page

Ad Size: 3.625" w x 2.125" h



ONLY **\$145** **PER MONTH**

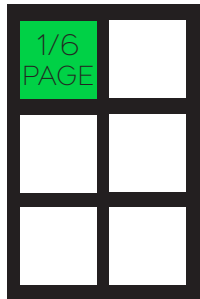
Regular Price

**WITH YOUR ONE-YEAR / 5-ISSUE SIGN-UP
AND OUR FLAT RATE BILLING PLAN OPTION**

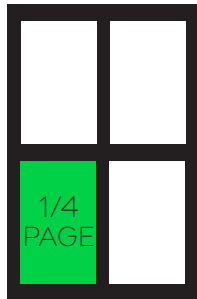
5 issues x \$350 issue ÷ 12 months

Two-issue package for ads placed in just the late-Spring & Summer issues
- billed at **\$195/month** over four months -

503.446.6796 | www.hometownsavvy.com



3.625"w x 3"h



3.625"w x 4.75"h

2020 PRINT SIZES & SPECS

Advertising Sizes and Specifications

Please make sure all submitted ads and artwork fall within the following guidelines.

Color:

All final layouts must be provided in CMYK. Please convert all PMS, Spot and RGB colors accordingly. Printing will be 4 color process.

Formats:

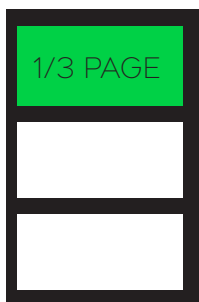
For ads that are already designed, we prefer a 300 dpi **Adobe Acrobat PDF**. We can accept layouts in **Adobe InDesign** (.indd), **Adobe Illustrator** (.ai) or **Adobe Photoshop** (.psd). **AS LONG AS ALL OF THE SUPPORTING FONTS, LOGOS AND PICTURES ARE INCLUDED.** If created in **Adobe Illustrator** and artwork is print ready, please **convert text to outlines**.

Ad Design Services:

Ad design services are available. Most are provided in ad design pricing.

If providing digital images, please provide images that are at least 300 dpi.

* Pulling logos or images off websites results in low quality that we are unable to print and can be prohibited by law. Please send in high resolution assets you own for your ad design.



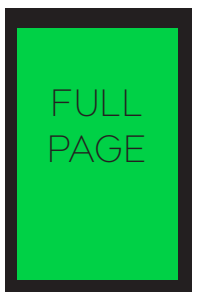
7.75"w x 3"h



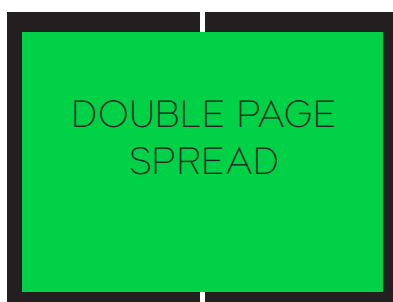
7.75"w x 4.75"h



7.75"w x 6.5"h



Bleed Size: 8.5"w x 11"h
Trim Size: 8.375"w x 10.875"
Within Black Border: 7.75"w x 10"h



Bleed Size: 17"w x 11"h
Trim Size: 16.75"w x 10.875"
Within Black Border: 16.5"w x 10"h

Tired, stressed,
want better
immunity?

Yes! I Have an
Essential Oil
For That!

dōTERRA®

Wellness Advocate

FREE

Wellness Consultation Catalogue
and Product Book
Call or Text Bonnie
541-520-3315



Naturally safe, purely effective, therapeutic-grade essential oils!

MyDoterra.com/BonnieLane/

FREE LOCAL DELIVERY
when ordered directly from
Bonnie via text



KW REAL ESTATE
HILLIAR WILLIAMS, REALTY



Christina Nikac Olson
REAL ESTATE BROKER



541.953.7562



olynikac@comcast.net

Licensed in the State of Oregon. Each office is independently owned
and operated. 2644 Suzanne Way, Eugene, OR 97408



www.eugenemandalacafe.com

mandala cafe
Kombucha Taproom

- Vegan Snacks & Shakes
- Kombucha Floats

Order Online or
By Phone and Pick Up

541-393-7072

769 Monroe St. • Eugene

(Located next to Sweet Life)



Buy One - Get One

FREE

12oz or 16oz

Kombucha on Tap
of equal or lesser value

-Excludes Floats & Shakes-

Coupon required. Limit 1 per customer.
Restrictions apply. Not valid with any other
coupon or discounts from regular price.
Exp. 12-31-2020



Landscape Construction - Fencing - Irrigation - Backflow

Helikson and Sons

541-600-7461

www.heliksonandsons.com • heliksonandsons@gmail.com

LCD# 9914



10% off

Any Job over \$1,000

-Maximum Value \$200 -

Backflow Testing
New Customers get \$30 off with this coupon

Coupon Required. Must mention after your FREE estimate and at time of booking. Not valid on past jobs or previously estimated jobs.
Restrictions may apply. Limited Time Offer Expiring by 2/28/2021.

BUDGET
BLINDS

Style and service for every budget.®



SAVE
UP TO **35%**
OFF

Our Blind and Shade
Products

(LIMITED TIME SALE)

Buy More - Save More
Summer Sale!

Visit our store for details
Budget Blinds of Linn & Benton Counties
633 NW Hickory St., Ste. 120 • North Albany
541-738-2806 | www.budgetblinds.com/albany-covallis-or/

Amazing Oregon Wines • Delivered to your door!



Northwest Vines



Oregon Varietals for the Wine Enthusiast



SUBSCRIBE TO OUR WINE CLUB

Save

20%

on your first membership order
with promo code: **MEMBER20**

ORDER ONLINE www.northwestvines.com

15%
off

your entire wine order
with promo code: **DISCOUNT15**

Promo codes required upon order and may be combined. Limited time offer.

FREE Shipping

on purchases over \$50
with promo code: **SHIP50**



SAMANTHA BRELSFORD LAW, LLC

SIMPLE WILLS & TRUSTS
POWERS OF ATTORNEY
ADVANCE DIRECTIVES
AFFORDABLE FLAT FEE PACKAGES

ONLINE APPOINTMENT SCHEDULING
WWW.BRELSFORDLEGAL.COM

FREE 30 MINUTE CONSULTATION
Mention this ad. Limited time offer.

541.735.3476 | Virtual Appointments Available
1310 Coburg Rd, Ste 10 | Eugene



SAMANTHA BRELSFORD LAW, LLC



FREE Awapuhi Wild Ginger
Keratiplex Treatment
with the purchase of an adult hair cut or color service
Value \$30

Coupon Required. Offer Valid through September 30, 2013
Please mention this ad at time of booking.



3007 N. Delta Hwy, Suite 205 Eugene Oregon 97408
541.343.0520 or visit us online at salondelange.com




**Buy One - Get One
FREE**
Lunch Entree
(11:30am-3pm M-F)
equal or lesser value
with purchase of 2 beverages

Happy Hour 4-6pm M-F
menu online @ www.b2barandgrill.com

541 505-8909 2794 Shadow View Dr.
Eugene • Crescent Dr. • One block North of Costco

Coupons required. No split checks. Limit 1 per table. Not valid on daily specials or with other discounts. Expires 6/1/16.



**Delicious
JAPANESE CUISINE**

20% OFF
Available for To-Go
Orders Only

Coupon required. Must mention at time of order.
Not valid during happy hour or with any discounts from regular price.
Limit 1 per table. No split checks. Expires on 08/31/20

Valid at Both Locations



541-505-9192 • 132 Oakway Center • Eugene
Mon-Thurs: 11am-9:30pm,
Fri/Sat: 11pm-10pm & Sun: 12pm-9:30pm



541-686-3464 • 5 E. 8th Street • Eugene
Sun-Thurs: 11:30am-9:30pm & Fri/Sat: 11:30am-11pm

Housekeeping Express

\$25 off
Your Initial Home Cleaning
Over \$100

OR

\$100 off
Your First 5 Cleanings

Coupons required. Restrictions apply. Expires 4-30-2020.
Must mention offer at time of booking.

Call Today
541-780-5883

TheHousekeepingExpress.net



Locally Owned & Operated • Licensed, Bonded & Insured • LLC 1479816-90



M@NNEQUIN
SALON DELANGE

3011 North Delta Highway,
Suite 101
Eugene, OR 97408
541.999.6229
www.mannequinsd.com
mannequinsd@gmail.com

Weston Wear • OXMO • XCVI • Tart • Petit Pois • Lauren Vidal

\$10 off
purchase over \$50

Coupon Required. Limit 1 per customer. Expires 2-16-16





Free Dessert with the Purchase of Two Entrées

Must present coupon at
time of purchase to receive
discount. Not valid with other
offers. Cannot be combined
with other coupons.

Expires 11/30/2020 HS

1847
BAR & GRILL

\$15 off the Purchase of \$60 or More

Must present coupon
at time of purchase to receive
discount. Not valid with other
offers. Cannot be combined
with other coupons.

Expires 11/30/2020 HS

1847
BAR & GRILL

541-451-1847 | 1847Restaurant.com | 505 Mullins Drive, Lebanon, OR 97355

Call or visit our website for current hours.



**DAILY
HAPPY
HOUR**
2pm - 5pm &
8pm - Close



50% Off Sushi Rolls
-Most rolls-
**Monday
ALL DAY**



FUJI JAPANESE STEAK HOUSE

\$5 OFF
Purchases of
\$30 or more

Coupon required. Limit 1 per table. No split checks. Not valid on daily specials, with other discounts from regular price or with other offers. Not valid on Holidays. Expires 03/31/20

Lunch Specials starting at \$8.95 (Monday-Friday)



281 Valley River Center | 541-344-3888 | www.FujiEugeneOR.com

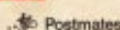


Coupons
Valid for both To-Go
or Dine in orders

**We Appreciate
Your Support**

541-746-7051 • 3344 Gateway Street • Springfield (Next to Starbucks)

www.HaciendaAmigoMioSpringfield.com



Dining Coupon

\$5 off Orders Over \$25

- Or -

\$10 off Orders Over \$50

Coupon Required. Must mention at time of order. May be used in dining room when required. Not valid with other offers of discounts from regular price. Exp. 7.31.20

Gift Card Specials

with any carry-out food order purchase.

\$5 off Gift Cards Over \$25

- Or -

\$10 off Gift Cards Over \$50

Coupon required. Gift Certificates may not be used on same day orders placed at the time of purchase. Other restrictions may apply. Exp. 7.31.20



Thinking of Buying or Selling a Home?



Jamie Paddock
Principal Broker / Owner
541-484-6000
2763 Shadow View Drive • Eugene
www.jamiepaddock.com

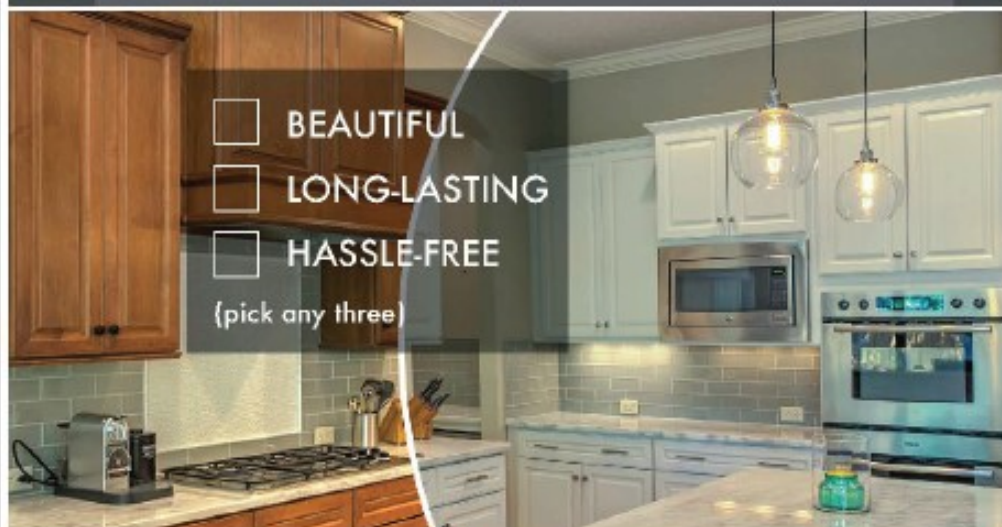


We want to be your Realtor for life!

- Stress Free Proven Results
- Most Referred Realtor in the Area
- Currently Ranked #1 in Lane County
- Licensed in the State of Oregon
- 5 Star Reviews



WHAT WOULD YOUR IDEAL KITCHEN LOOK LIKE?



- ☐ BEAUTIFUL
 - ☐ LONG-LASTING
 - ☐ HASSLE-FREE
- (pick any three)

N-Hance can help with all your wood refinishing needs: *Hardwood floors, exterior and interior doors, built-ins, stair parts, moldings and trim, furniture.* Beyond wood refinishing: *granite, Luxury Vinyl Tile.*



Get the beauty and durability you dream of and the convenience and affordability you desire. Get it all with N-Hance Wood Refinishing.
Refinish without compromise.

\$100 off

Kitchen Cabinet Refinishing
(Minimum Applies)

Mention coupon at time of estimate.
Not valid with other offer or discounts.
Expires 12/31/17.

541-779-9663

www.nhance.com/southernoregon

CCB#174119



WHY MICRO-TARGETED MAIL LIST DISTRIBUTION TO THE RIGHT HOUSEHOLD BENEFITS YOUR BUSINESS?

What is a Micro-Targeted Mail List?

Most direct mail products will mail every home, apartment and trailer in order to achieve complete saturation of all the neighborhoods in a zip code or carrier route. This is done by many direct mail publishers primarily to lower both the cost of postage and the mail list acquisition cost. While these complete saturation type mail lists will benefit some restaurants and businesses who can sell goods and services to lower income earning or younger consumers, if your marketing focus is on middle class to affluent homes and families, with more disposable income, then you are most likely overpaying for distribution reaching the wrong consumer base. Additionally, you may be missing distribution to the qualified homes you seek to reach.

Hometown Savvy® micro-targeted specialized mail lists fix this problem. Each carrier route is critically evaluated based on the average household and owner-occupied income, average home value and the owner-occupied percentage of the overall carrier route to determine which neighborhoods in each zip code would be considered better middle class and affluent neighborhoods versus those considered to be lower income.

OUR PROCESS

Step one...ensure our list includes every single-family home in the middle class and affluent neighborhoods identified per above as well as some selected better apartment complexes.

Step two...ensuring we don't miss distribution to additional qualified homes in the other neighborhoods not selected in step one, we use a different list (based on property tax and valuation) identifying single-family households that have a FMV exceeding a base threshold (generally of \$250,000 or more). This secondary list is a home by home selection criteria vs all homes in a neighborhood. We combine the homes identified in step one and step two to create one wide area mail list.

The Hometown Savvy® approach results in huge benefits to the advertiser:

By excluding the lowest-income households, the Hometown Savvy® wide area single zone micro-targeted distribution means you don't have to over-pay for two or more zones with the other direct mail companies to reach those same homes.

The Hometown Savvy® methodology results in a distribution to nearly all of the areas qualified middle-class and affluent homes in the area with little distribution to lower income consumers ensuring our readership has disposable income and discretionary spending.

You'll find that our readers:

- Spend 3.2 times more than the average household.
- Make over 60% of the areas total earned income
- Hold over 70% of the area's consumer wealth
- Are mainly educated earners, doctors, executives, professionals and business owners
- Are primarily 30-64 years of age (Baby Boomers and Gen Xers)
- Statistically proven to use paper coupons at least once a month.
- Hometown Savvy® magazines generate more calls, visits, revenue and up-sales by targeting consumers with spending power.