



Board Report
11.12.14

Agenda Item/Topic:

Chico News and Review Advertising Insert – Additional funding for advertising

Personnel Involved:

Outreach & Capital Campaign Coordinator and Executive Director

Issues Involved- Fiscal Impact (if any):

\$12,000 for an 8 page insert, plus additional funds for extra printing of publication up to \$1,000 with postage.

The potential revenue from 2 students would be approximately \$12,000 (\$6,000 each) which would make this campaign self-sustaining.

Chico News and Review will be providing full-service support to guide Blue Oak parents and staff through the creation process including visual branding, story development, writing the articles, photographs, layout, and overall visual presentation. The CNR will then print and insert this publication for weekly readership to the 40,000+ readers. In addition, more copies can be printed, making them available for long-term direct mailing and internal marketing use. This insert is provided at a low cost for non-profit use only.

Impact on School Mission, Vision, or Goals (if any):

Educate and illuminate the Chico and Butte County regional community as to the values of Waldorf Education and Blue Oak School as a quality educational intuition. This campaign is intended to dispel myths, miss-information, or miss-conceptions regarding Blue Oak School and the Waldorf Pedagogical approach. This publication is proposed to improve our image throughout the region to potential supporters and families.

Options or Solutions:

This publication is a unique opportunity to provide an informational blast to Blue Oak's target market radius. This also provides access to a full team of journalists, photographers, graphic designers, lay-out specialists, and marketing support personnel. New publications will still need to be created for marketing using the current budget, this will free up funds for other advertising areas such as radio and social media.

Executive Director's Recommendation:

Support the budget by investing in this advertising publication with long term use. Overall impact of outreach coordinator's efforts have brought in 20+ families to the amount approx. \$120k. As a direct result of Outreach's efforts we have diminished the deficit and approved a positive balance budget. To support Outreach and advertising we can maintain these numbers and preserve a healthy budget.

NEWS & REVIEW PUBLICATIONS

Telling stories — it's what we do

About News & Review custom publications

Are you looking for donors, volunteers or community support? Do you wish more people knew about the important work your organization does? Do you have a complex story that needs to be told? News & Review Publications takes complicated subjects and shares them with a wide audience through storytelling. We have produced over 170 custom publications for health, education, religious and community organizations and agencies since 2011.

How does it work?

We will bring your experts and our writers and designers together to start the storyboarding process. We will take your ideas, wisdom and knowledge, and combine them with our ability to tell stories in a coherent, narrative arc and plan out the pages of your publication. We will tell the story through a combination of data and human-interest. Every time we go through this process, it's amazing how the collective wisdom of the group rises to the top.

Our award-winning design team will graphically interpret your message, incorporating your branding and design. We bring the readers into the publication with photos, graphics, a headline, a pull quote, a sidebar, or a photo caption. These elements help to tell the story and support your brand identity.

Cost effective marketing solutions

News & Review Publications can provide a cost-effective way to tell your story. Many of our clients tell us that publications printed on newsprint are more effective than publications printed on glossy paper because they resemble "news" rather than "advertising" or "promotion" and come in at a much lower price point.

The following prices include conceptualization, writing, design, photography and printing of 42,000 copies of a full-color, tabloid newsprint publication. We will also provide you with electronic versions such as a PDF and electronic book (for examples see www.newsreviewpublications.com/).

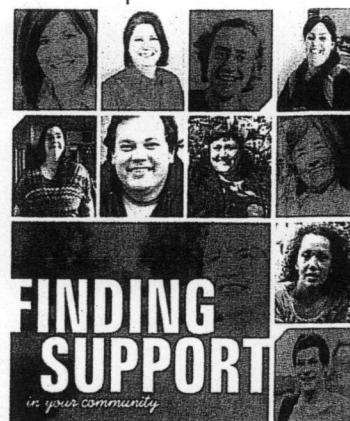
Eight-page	\$12,000
Twelve-page	\$18,000

We will also work with you to create a marketing plan that fits your budget, plus provides geographic and demographic targeting. We are experts at arranging for your publication to be inserted into other weeklies or dailies. The cost of marketing and distribution are in addition to the costs shown above, as is printing more than 50,000 copies. We also offer translation services.

Contact us!

Please contact our staff with your questions and ideas. We would love to work with you to get your story out.

Jamie DeGarmo
Sales Manager
jamied@newsreview.com



Produced for Butte, Tehama, Colusa,
Glenn and Trinity Counties Community
Action Agencies



Produced for Oroville Hoospital

N&R
PUBLICATIONS

353 East Second Street
Chico CA 95928
(530) 894-2300
Fax: (530) 892-1111
newsreviewpublications.com

Post-Treatment Care

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Aftercare
For Cancer Survivor
Breast cancer survivor speaks about the
aftercare she received at Oroville Hospital

BY MICHELLE CARL

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The core Oroville
Hospital's Breast
Center has played
an influential role
in my continued
recovery.
Mother of new baby



Photo: El Paso Breast Cancer Survivor

Oroville Hospital Breast Center | You Can Survive

Type Treatment

We've designed the headline and subhead to have contrast, create interest and be easy to read.

Dominant Element

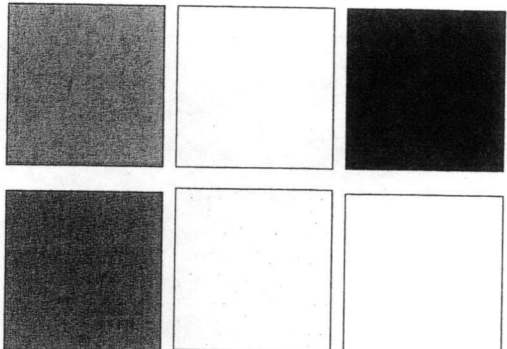
We will use large and engaging images to draw the reader in.

Entry Points

Pull quotes, photo captions, and bullet points can help to pull readers into a story.

Stories

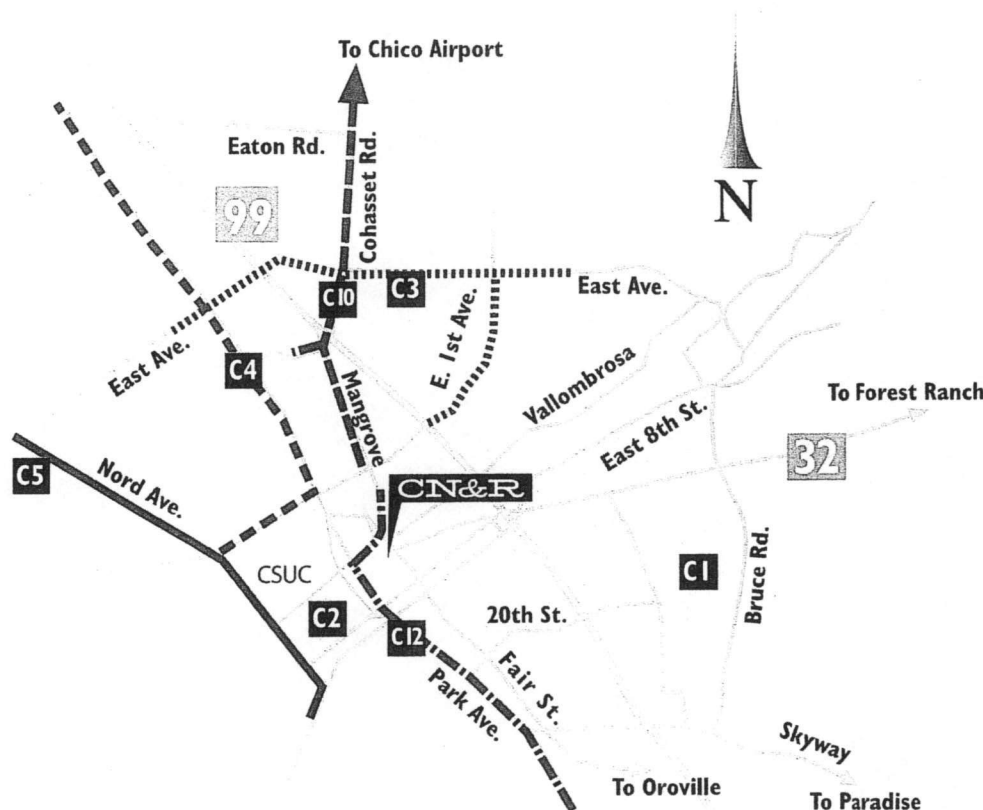
A mix of in-depth stories, sidebars and bulleted facts serve as quick reads for at-a-glance readers.



Branding

Publication will complement existing visual branding while incorporating a "pink" theme.

TARGET YOUR AUDIENCE WITH ZONED INSERTS



Chico: 23,735

C1 Southeast Chico/Forest Ranch: 4,775

C2 West Downtown: 2,450

C12 East Downtown/Park Ave: 3,825

C3 East Ave/East 1st Ave: 3,025

C10 Mangrove Ave/Cohasset Rd: 2,950

C4 Esplanade/West Sacramento Ave: 2,475

C5 Nord Ave/Durham: 1,875

C6 Chico State: 900 (no inserts)

Chico Restocks: 1,400

Artois: 25 Biggs: 120 Corning: 755 Challenge: 25 Dairyville: 50 Durham: 205

Gerber: 50 Gridley: 635 Hamilton City: 260 Live Oak: 250 Los Molinos: 425

Magalia: 850 Orland: 790 Oroville: 6175 Palermo: 175 Paradise: 5425

Red Bluff: 1425 Richfield: 25 Richvale: 55 Vina: 70 Willows: 490

DEADLINE:

Reservations 11am Friday prior to publication. Delivery 5pm Friday prior to publication.

DELIVERY INSTRUCTIONS:

Where: Paradise Post Printing
5399 Clark Rd (PO Drawer 70)
Paradise, CA 95969
(530) 877-4413

When: Monday through Friday,
8am-5pm. Call ahead for
after-hours delivery.

How: Uniform bundles, boxes
of equal quantity or on skids
in uniform turns. There will be
an additional charge of \$10 per
thousand if specifications are
not met.

MINIMUM QUANTITY:

10,000

RATES:

\$50 per thousand.
Frequency discounts available.

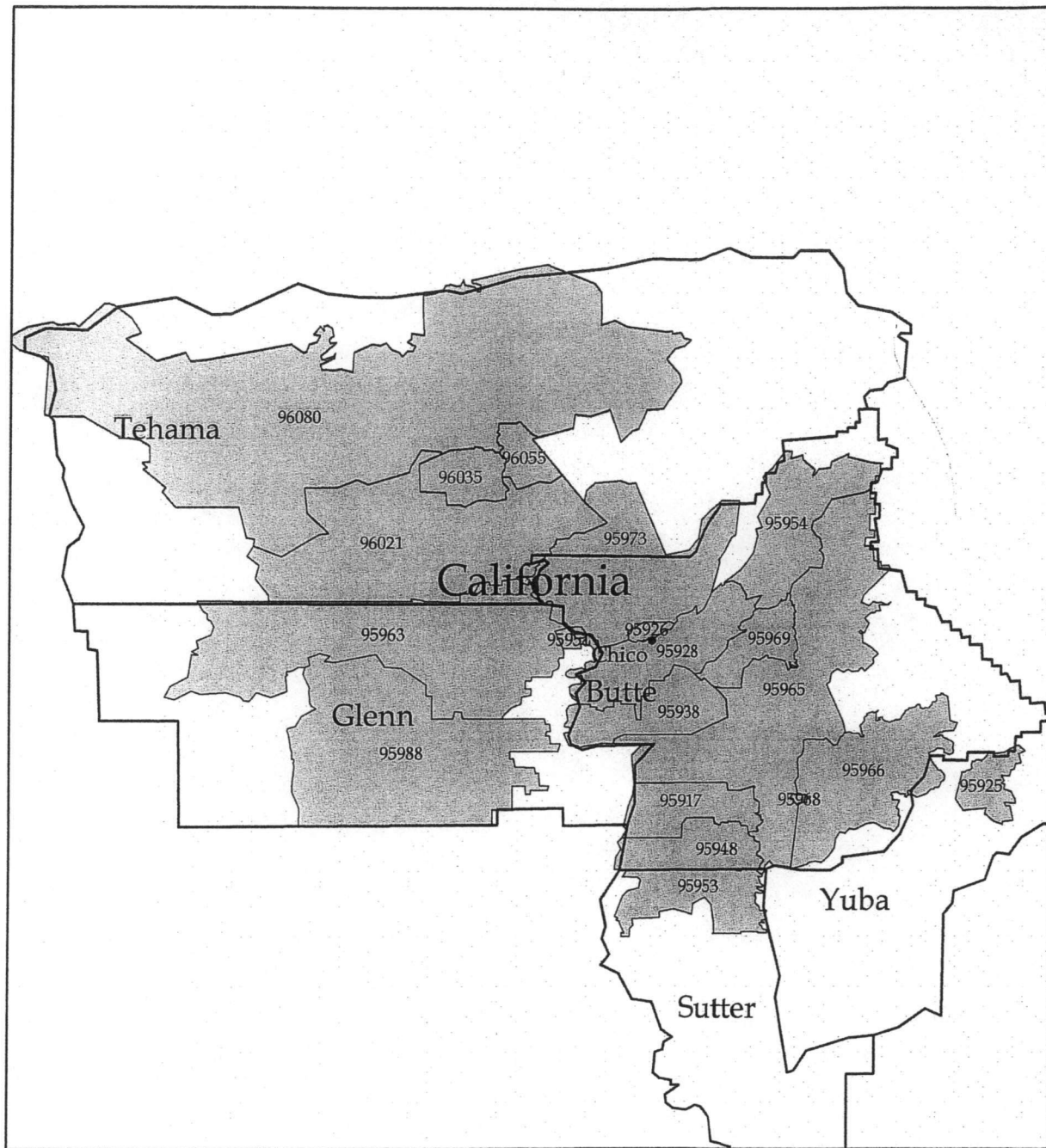
SPECIFICATIONS:

Minimum size 6" x 7"
Maximum size 10" x 11.5"
Minimum paper weight 70lbs/
single sheets, matte
finish preferred.

CN&R
Chico News & Review

353 E. Second Street
Chico, CA 95928
(530) 894-2300
Fax 892-1111
www.newsreview.com

(REV. 04.10.14)






Chico News & Review

Chico, California

01-3547

Key to Features

-  State Boundary
-  County Boundary
-  ZIP Code Boundary

