



## Regional Ad Placements

**This is a list of all the regional ad placements throughout the state of Oregon for the I Work We Succeed Campaign, promoting community jobs for people with developmental and intellectual disabilities. This list is separated by county in alphabetical order and describes the types of ad placed in each county.**

### **Statewide:**

- Disability Scoop: Online ad
- Facebook Ad Campaign
- Oregon Business Magazine: print and online ad
- Catholic Sentinel/El Centinela
- Radio: Statewide Public Educational Awareness Program will air Monday, June 29 - Sunday, September 20, 2015 (178 commercial radio stations possible)



# Regional Ad Placements

Below is a sample of what the billboards will look like and which region they will be displayed



Central Oregon



Roseburg/Southern Oregon

# IWORK WE SUCCEED

EMPLOYMENT FIRST

## Regional Ad Placements

**IWORK WE SUCCEED.ORG**

**“Vickie arrives ready to work.”**  
– Kris, Vickie’s job coach, Eugene Water & Electric Board

Promoting community jobs for people with developmental disabilities

DHS | Oregon Department of Human Services  
EMPLOYMENT FIRST

The advertisement features a photograph of a man in a dark t-shirt and a woman in a purple shirt sitting at a table, engaged in conversation. The background is a mix of green and purple.

Eugene/Willamette Valley

**IWORK WE SUCCEED.ORG**

**“Miles is a great fit for our restaurant.”**  
– Pondo, owner, Mad Greek Deli, Portland

Promoting community jobs for people with developmental disabilities

DHS | Oregon Department of Human Services  
EMPLOYMENT FIRST

The advertisement features a photograph of a man in a white shirt and apron working in a kitchen, with another man in a plaid shirt standing next to him. The background is a mix of orange and purple.

Portland Area

**IWORK WE SUCCEED.ORG**

**“Jerry goes above and beyond what is expected of him.”**  
– Travis, Manager, Wildhorse Resort & Casino, Pendleton

Promoting community jobs for people with developmental disabilities

DHS | Oregon Department of Human Services  
EMPLOYMENT FIRST

The advertisement features a photograph of two men in light-colored shirts standing side-by-side. The background is a mix of blue and purple.

Eastern Oregon



# Regional Ad Placements

## **Baker County:**

- Newspapers: Baker City Herald (print and online); Baker City Record Courier
- Billboard: Baker City Highway 86
- Radio: KCMB-FM; KMKR-AM; KKBC-FM

## **Benton County:**

- Newspaper: Corvallis Gazette Times (online and print)
- Billboard: Corvallis Highway 34 (2 locations)
- Transit: 5 Exterior Street Side Ads; 3 Exterior Curb Side Ads; 12 insert cards
- Radio: KEJO-AM; KLOO-AM; KLOO-FM

## **Clackamas County:**

- Newspapers: Canby Herald, Estacada News, Lake Oswego Review; Molalla Pioneer; Sandy Post; West Linn Tidings, Clackamas Review, Wilsonville Spokesman
- Transit: Portland Metro Area: 30 Exterior Street Side Ads, 30 Exterior Curb Side Ads; 20 Outside Rear/Tail Ads; and 50 Interior Ads.



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## **Clatsop County:**

Newspapers: Daily Astorian (print and online)

## **Columbia County:**

Newspaper: Scappoose So City Spotlight; St. Helens Chronicle

Billboard: US 30, Scappoose; Highway 30 St. Helens

Transit: 3 Exterior Street Side Ads (runs for one year)

Radio: KAST-AM; KLMY-FM; KVAS-AM; KVAS-FM; KOHI-AM

## **Coos County:**

Newspaper: Coos Bay World (print and online)

Transit: 3 Exterior Street Side Ads; 3 Interior Curb Side Ads; 3 Exterior Rear/Tail Ads (all run one year)

Radio: KDND-FM; KACW-FM; KBBR-AM; KDCQ-FM; KHSN-AM; KOOS-FM; KTEE-FM; KYSJ-FM; KYTT-FM; KSHR-FM; KWRO-AM

## **Crook County:**

Newspaper: Prineville Central Oregonian

Radio: KLTW-FM; KRCO-AM; KWLZ-FM; KWXS-FM



# Regional Ad Placements

## Curry County:

- Radio: KURY-AM; KURY-FM; KGBR-FM

## Deschutes County:

- Newspapers: Go Magazine/Bend Bulletin; Cascade Business News; Redmond Spokesman
- Billboards: Highway 20 at 5<sup>th</sup> St. in Bend; Highway 97 in Redmond (at Spa Sales); 9<sup>th</sup> and Woodland, Bend.
- Radio: KBND-AM; KBNW-AM; KICE-AM; KLRR-FM; KMGX-FM; KMTK-FM; KNLR-FM; KNLX-FM; KQAK-FM; KRXF-FM; KSJJ-FM; KTWS-FM; KWPK-FM; KWXS-FM; KXIX-FM; KRDM-AM

## Douglas County:

- Newspapers: Roseburg News Review (online and print)
- Billboard: Interstate 5 (exit 129)
- Transit: 6 Exterior Curb Side Ads
- Radio: KKMx-FM; KQEN-AM; KRsb-FM; KSKR-AM; KSKR-FM; KDUN-AM; KJMX-FM

## Grant County:

- Newspapers: John Day Blue Mountain Eagle
- Radio: KJDY-FM/AM



# Regional Ad Placements

## Harney County:

- Newspaper: Burns Times Herald
- Billboard: Highway 20 at Burns
- Radio: KBNH-AM; KORC-FM

## Hood River County:

- Newspapers: Hood River News
- Radio: KCGB-FM; KIHR-AM; KMSW-FM

## Jackson County:

- Newspapers: Medford Mail Tribune (online and print)
- Billboards: 2 in both directions, Highway 770 (Crater Lake Highway)
- Transit: 6 Exterior Street Side Ads; 3 Exterior Curb Side Ads; 5 Street Side Ads for ‘Demand Response’ Buses that pick up people on call.
- Radio: KRWQ-FM (Gold Hill); KAKT-FM; KBOY-FM; KCMX-AM/FM; KDOV-AM; KIFS-FM; KLDZ-FM; KMED-AM; KTMT-FM; KZZE-FM

## Jefferson County:

- Newspaper: Madras Pioneer



# Regional Ad Placements

## **Josephine County:**

- Billboard: Cave Junction/Grants Pass: Highway 199
- Radio: KAJO-AM; KCMD-FM; KLDR-FM; KRRM-FM;

## **Klamath County:**

- Newspaper: Klamath Falls Herald (online and print)
- Billboards: 2 locations, downtown
- Transit: 2 Exterior Street Side Ads; 2 Exterior Curb Side Ads; 6 Rear/Tails on “Demand Response” buses that pick up people on call.
- Radio: KAGO-AM/FM; KFEG-FM; KFLS-AM/FM; KKKJ-FM; KKRB-FM; KLAD-AM/FM

## **Lake County:**

- Radio: KORV-FM



# Regional Ad Placements

## Lane County

- Newspapers: Eugene Weekly (print only); Register-Guard (online only, 100,000 impressions); Cottage Grove Sentinel; Florence Siuslaw News
- Billboard: Intersection of Coburg Road and E. 7<sup>th</sup> Ave.
- Transit: 12 Exterior Street Side Ads; 8 Exterior Curb Side Ads
- Radio: KNND-AM; KDUK-FM; KEHK-FM; KEUG-FM; KFLY-FM; KGNU-FM; KKNX-AM; KMGE-FM; KNRQ-FM; KODZ-FM; KORE-AM; KPNW-AM; KSCR-AM; KUGN-AM; KUJZ-FM; KZEL-FM; KCFM-FM; KCST-FM

## Lincoln County:

- Newspaper: Newport News-Times
- Radio: KBCH-AM; KCRF-FM; KCUP-AM; KNCU-FM; KNPT-AM; KPPT-FM; KSHL-FM; KYTE-FM; KWDP-AM



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## **Linn County:**

- Newspapers: Albany Democrat-Herald (print and online)
- Transit: 3 Exterior Street Side Ads; 2 Exterior Curb Side Wraps
- Radio: KHPE-FM; KRKT-FM; KTHH-AM; KWIL-AM; KGAL-AM; KSHO-AM; KFIR-AM;

## **Malheur County:**

- Billboard: SW 4<sup>th</sup> Ave toward Highway 201
- Radio: KSRV-AM/FM

## **Marion County:**

- Newspapers: Salem Business Journal (print); Salem Statesman Journal (online ad runs for month); Keizer Times; Woodburn Independent
- Billboards: Interstate 5 (Salem exit 258, south and north side)
- Transit: 64 interior inserts on Cherriots
- Radio: KSND-FM; KWBY-AM; KCKK-AM; KBZY-AM; KYKN-AM



# Regional Ad Placements

## **Multnomah County:**

- Newspapers: Portland Business Journal, Willamette Week, Portland Tribune, Oregonian (online only); Gresham Outlook.
- Billboards: Division St./122<sup>nd</sup> Ave. (Portland); Gresham (SE Orient Drive)
- Transit: Portland Metro Area: 30 Exterior Street Side Ads, 30 Exterior Curb Side Ads; 20 Outside Rear/Tail Ads; and 50 Interior Ads.
- Radio (Includes Clackamas/Washington counties): KZZR-FM; KYCH-FM; KXTG-AM; KXL-FM; KXJM-FM; KXET-AM; KWOD-AM; KWJJ-FM; KUPL-FM; KUIK-AM; KUFO-AM; KRYN-AM; KRSK-FM; KPOJ-AM; KPAM-AM; KOOR-AM; KNRK-FM; KLTH-FM; KKRZ-FM; KKOV-AM; KKCW-FM; KINK-FM; KGON-FM; KGDD-AM; KFXX-AM; KFBW-FM; KEX-AM/FM; KDZR-AM; KBFF-FM

## **Polk County:**

- Newspapers: Dallas Polk County Itemizer-Observer
- Billboard: Highway 22 (Eola/West Salem)
- Radio: KWIP-AM



# Regional Ad Placements

## **Tillamook County:**

- Newspaper: Tillamook Headlight Herald
- Radio: KDEP-FM; KRKZ-FM; KTIL-AM/FM

## **Umatilla County:**

- Newspapers: Pendleton/East Oregonian (Online and Print); Hermiston Herald; Milton-Freewater Valley Herald; Pendleton Record
- Billboard: Highway 11 heading from Pendleton to Milton-Freewater
- Radio: KOHU-AM; KQFM-FM; KTIX-AM; KUMA-AM/FM; KWHT-FM; KWVN-FM

## **Union County:**

- Newspapers: La Grande Observer
- Billboard: Highway 30 into downtown La Grande
- Transit: Northeast Oregon Public Transit (Baker, Union, La Grande, etc): 12 posters to display inside transit hubs.
- Radio: KWRL-FM; KVBL; KUBQ-FM; KRJT-FM; KLBM-AM; KKBC-FM; KBKR-AM; KCMB-FM



# Regional Ad Placements

## **Washington County:**

- Newspapers: Hillsboro Argus; Hillsboro Tribune; Beaverton Valley Times, Forest Grove News Times; Tigard-Tualatin Times
- Billboards: Aloha/Highway 8; Cornelius Pass Road/Beaverton; 48<sup>th</sup> Ave./Hillsboro
- Transit: Portland Metro Area: 30 Exterior Street Side Ads, 30 Exterior Curb Side Ads; 20 Outside Rear/Tail Ads; and 50 Interior Ads.

## **Wallowa County:**

- Radio: KWVR-AM; KWVR-FM

## **Wasco County:**

- Billboards: Mosier-Dalles Highway (2<sup>nd</sup> St. The Dalles)
- Radio: KACI-AM/FM; KLCK-AM; KMSW-FM; KODL-AM; KYYT-FM/HD



# Regional Ad Placements

## Yamhill County:

- Newspapers: McMinnville News Register; Newberg Graphic
- Billboards: McMinnville Highway 99/Highway 18; Newberg Highway 99/Fox Farm Road
- Transit: 2 Exterior Street Side Ads; 3 Exterior Rear/Tail Ads
- Radio: KLYC-AM

Email: [employment.first@state.or.us](mailto:employment.first@state.or.us)

Web: [iworkwesucceed.org](http://iworkwesucceed.org)

Facebook: [facebook.com/OREmploymentfirst](https://facebook.com/OREmploymentfirst)