

YELLOW SPRINGS NEWS



An award-winning independent weekly newspaper

ADVERTISING RATE SHEET

253½ Xenia Ave. • P.O. Box 187 • Yellow Springs, OH 45387

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(937) 767-7373 • (937) 767-2254 fax

DISPLAY ADVERTISING

Open Rate.....\$9.50 per column inch

Four-week Contract.....\$8.50 per column inch

Twelve-week Contract.....\$7.50 per column inch

Biweekly & Monthly Contracts.....\$8.50 per column inch

10% discount for payment within 10 days of billing.

Column width is 14½ picas (2¾ inches)

▶ **DEADLINE: Monday at noon**

CLASSIFIED ADVERTISING

\$6 for up to 20 words, additional words 10¢ each.

\$1 discount for each subsequent insertion with no changes.

\$1 per week for Web placement.

\$1 billing charge for each time the ad is billed.

▶ **DEADLINE: Monday at 5 p.m.**

OBITUARIES

\$5/column-inch (~50 words); paid obituary includes photo.

Death notices (name, birth & death date, memorial) are free.

BUSINESS & PROFESSIONAL DIRECTORY

Standard Listing (two lines)..... \$42.50 for three months

Bold Listing (three lines)..... \$57.50 for three months

10% discount for payment within 10 days of billing.

PRE-PRINTED INSERTS

To Greene County only (1,850) \$185

To Greene, Clark & Montgomery counties (1,950).... \$195

Total Distribution (2,050) \$205

DISCOUNTS FOR HALF & WHOLE PAGES

Half Page: 5 cols x 10 inches \$450

Whole Page: 5 cols x 21 inches \$900

Back Page: \$975

Quarter Page H: 3 cols x 8 inches \$228

Quarter Page V: 2 cols x 13 inches \$247

10% discount for payment within 10 days of billing.

WEBSITE ADVERTISING

Rate is based on 3-month placement.

Small ad (170 x 150 pixels)..... \$22 per week

Medium ad (170 x 275 pixels)..... \$33 per week

Large ad (170 x 425 pixels)..... \$44 per week

10% discount for payment within 10 days of billing.

SUBSCRIPTION RATES

Yellow Springs (45387 zip code) \$50 per year

Greene County, outside Yellow Springs \$55 per year

Dayton/Springfield \$60 per year

Elsewhere in the U.S. \$65 per year

Electronic subscription \$65 per year