

# YOUR VILLAGE.



# YOUR 2017-2018 DIRECTORY.

(aka "Redbook")

# YOUR BUSINESS.

GET INTO THE DIRECTORY FOR A YEAR 'ROUND PRESENCE.

2,200 copies are printed, with **free** distribution in an April issue of the News, with availability year-round.

Call 767-7373 or email [advert@ysnews.com](mailto:advert@ysnews.com).

## SAMPLE LISTING:

Display advertisers receive a free bold listing

### BOLD LISTING

Description of your business  
123 W. Address St. .... 767-0000  
Email: [your\\_email@website.com](mailto:your_email@website.com)  
Web: [www.website.com](http://www.website.com)

Ask about inclusion in the weekly Business & Professional Directory, which appears both online and in print.

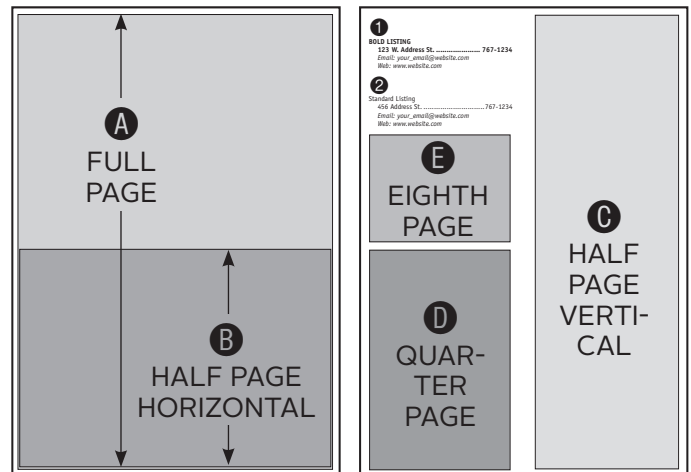
## DEADLINE: FIRST WEEK IN FEBRUARY

Businesses can **submit and pay** via Paypal® or credit card online: [ysnews.com/redbookbusiness](http://ysnews.com/redbookbusiness)

## ADVERTISING RATES & OPTIONS

Display advertising includes a **FREE BOLD LISTING** (a \$75 value) and a **FREE LISTING IN THE BUSINESS INDEX.**

Ad size and placement rates		Prepaid	Billed†
<b>FULL PAGE AD</b> <b>A</b>	In listings, 5.66" x 8.66"	\$373 <sup>50</sup>	\$415
	Inside front or inside back cover*	\$526 <sup>50</sup>	\$585
	First front, last back pages*	\$414	\$460
<b>HALF PAGE AD</b> <b>B</b> OR <b>C</b>	In listings, horizontal: 5.66" x 4.25"	\$252	\$280
	In listings, vertical: 2.66" x 8.66"	\$252	\$280
	Inside front or inside back cover*	\$378	\$420
	First front, last back pages*	\$297	\$330
	Back cover*	\$486	\$540
<b>D QUARTER PAGE:</b> 2.66" x 4.25"		\$193 <sup>50</sup>	\$215
<b>E EIGHTH PAGE:</b> 2.66" x 2.04"		\$130 <sup>50</sup>	\$145
<b>LISTING ONLY</b>	<b>1</b> Bold	\$67 <sup>50</sup>	\$75
	<b>2</b> Standard	\$49 <sup>50</sup>	\$55



▲ SAMPLE PAGE AD LAYOUTS AND LISTINGS ▲

† Rate if payment is received after May 10, 2017.

\* Please note that these ad spaces are limited.