

# 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® online: [ysnews.com/redbookbusiness](http://ysnews.com/redbookbusiness)

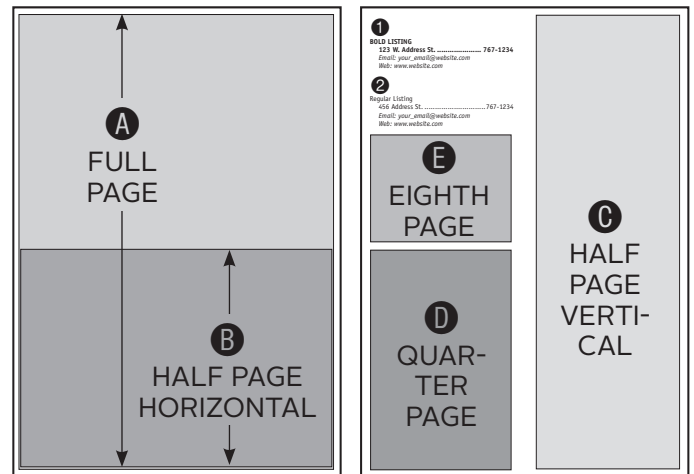
## ADVERTISING RATES & OPTIONS

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

<b>FULL PAGE</b>	<b>A</b> 5.66" x 8.66" .....	\$373 <sup>50</sup> .....	(\$415)*
	<b>A</b> Inside front & inside back cover* .....	\$526 <sup>50</sup> .....	(\$585)*
	<b>A</b> At front and back* .....	\$414 .....	(\$460)*
<b>HALF PAGE</b>	<b>B</b> Horizontal: 5.66" x 4.25"		
	<b>C</b> Vertical: 2.66" x 8.66" .....	\$252 .....	(\$280)*
	<b>B</b> Inside front & inside back cover* .....	\$378 .....	(\$420)*
	<b>B</b> Back cover* .....	\$486 .....	(\$540)*
<b>B</b> HALF PAGE: First front, last back pages† .....	\$297 .....	(\$330)*	
<b>D</b> QUARTER PAGE: 2.66" x 4.25" .....	\$193 <sup>50</sup> .....	(\$215)*	
<b>E</b> EIGHTH PAGE: 2.66" x 2.04" .....	\$130 <sup>50</sup> .....	(\$145)*	

Rates for **BUSINESS LISTINGS WITHOUT DISPLAY** ad:

<b>1</b> Standard listing.....	\$49 <sup>50</sup> .....	(\$55)*
<b>2</b> Bold listing.....	\$67 <sup>50</sup> .....	(\$75)*



▲ SAMPLE PAGE AD LAYOUTS AND LISTINGS ▲

\* Rate if payment is received after May 10, 2017.  
† Please note that these ad spaces are limited.