

YELLOW SPRINGS NEWS



An award-winning independent weekly newspaper

ADVERTISING RATE SHEET

Robert Hasek & Suzanne Szempruch • advert@ysnews.com
253½ Xenia Ave. • P.O. Box 187 • Yellow Springs, OH 45387
(937) 767-7373 • www.ysnews.com • (937) 767-2254 fax

CLASSIFIEDS *classifieds@ysnews.com*

\$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.**

DISPLAY ADVERTISING *advert@ysnews.com*

Open Rate.....\$10 per column inch
Four-week Contract.....\$9 per column inch
Twelve-week Contract.....\$8 per column inch
Biweekly & Monthly Contracts.....\$9 per column inch
10% discount for payment within 10 days of billing.

Column width is 2³/₈ inches (14½ picas)

▶ **DEADLINE: Monday at noon**

DISCOUNTS FOR HALF & WHOLE PAGES

Half Page: 5 cols x 10 inches \$475
Whole Page: 5 cols x 21 inches \$950
Back Page: \$995
Quarter Page H: 3 cols x 8 inches \$240
Quarter Page V: 2 cols x 13 inches \$260
10% discount for payment within 10 days of billing.

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

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.

OBITUARIES *ysnews@ysnews.com*

\$5/column-inch (~50 words); paid obituary includes photo.
Death notices (name, birth & death date, memorial) are free.

SUBSCRIPTIONS

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