

# YELLOW SPRINGS NEWS



An award-winning independent weekly newspaper

9-19

## ADVERTISING RATE SHEET

Suzanne Szempruch • [advert@ysnews.com](mailto:advert@ysnews.com)  
253½ Xenia Ave. • P.O. Box 187 • Yellow Springs, OH 45387  
(937) 767-7373 • [www.ysnews.com](http://www.ysnews.com) • (937) 767-2254 fax

### **CLASSIFIEDS** [classifieds@ysnews.com](mailto: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](mailto: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 2<sup>3</sup>/<sub>8</sub> 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 (1,400) ..... \$185  
To Greene, Clark & Montgomery counties (1,500).... \$195  
Total Distribution (1,600) ..... \$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](mailto: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  
9-month student subscription ..... \$45 for 9 months