

# YELLOW SPRINGS NEWS



An award-winning independent weekly newspaper

7/2022

## ADVERTISING RATE SHEET

Tim Walker • [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 ▶ DEADLINE: Monday, 5 p.m.

[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.

### DISPLAY ADS ▶ DEADLINE: Monday, noon

[advert@ysnews.com](mailto:advert@ysnews.com)

Open Rate..... \$11 per column inch

Four-week Contract..... \$10 per column inch

Twelve-week Contract..... \$9 per column inch

Biweekly & Monthly Contracts..... \$10 per column inch

Column width is 2.375 inches (14½ picas)

### Discounts for Half & Whole Pages

Half Page: 5 cols x 10 inches ..... \$475

Full Page: 5 cols x 21 inches ..... \$950

Back Page: ..... \$995

### BUSINESS & PROFESSIONAL DIRECTORY

Standard Listing (12 words)..... \$42.50 for three months

Bold Listing (20 words)..... \$57.50 for three months

Additional words 25¢ each. *Billed quarterly.*

### PRE-PRINTED INSERTS (pre-payment required)

To Greene County only (1,550) ..... \$195

To Greene, Clark & Montgomery counties (1,650).... \$205

Total Distribution (1,750) ..... \$215

*Surcharge for heavier than normal inserts.*

### ONLINE 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

Banner ad (90 x 728 pixels)..... \$85 per week

Inline, all posts (70 x 170 pixels)..... \$85 per week

Newsletter ad (450 x 170 pixels)..... \$33 per week

*Discounts may apply when booking with a print ads.*

### OBITUARIES [ysnews@ysnews.com](mailto:ysnews@ysnews.com)

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

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

### SUBSCRIPTIONS

Yellow Springs (45387) ..... \$65 per year

Elsewhere in the U.S. .... \$75 per year

Electronic subscription..... \$75 per year

Electronic + Print subscription (45387) ..... \$85 per year

Electronic + Print subscription, elsewhere..... \$105 per year

Monthly subscription ..... \$7 per month

9-month student subscription ..... \$45 for 9 months

**Pay online: [ysnews.com/payments](http://ysnews.com/payments)**