

2023-24 REDBOOK

ADVERTISING RATES AND OPTIONS

Display advertising includes a FREE BOLD LISTING (an \$80 value)		Billed[†]
LISTING ONLY	A Bold	\$80
	B Standard	\$60

Ad sizes and rates		
C EIGHTH PAGE:	2.66" x 2.04"	\$150
D QUARTER PAGE:	2.66" x 4.25"	\$220
E HALF PAGE HORIZONTAL:	5.66" x 4.25" (H)	\$285
F HALF PAGE VERTICAL:	2.66" x 8.66" (V)	\$285
G FULL PAGE:	5.66" x 8.66"	\$420

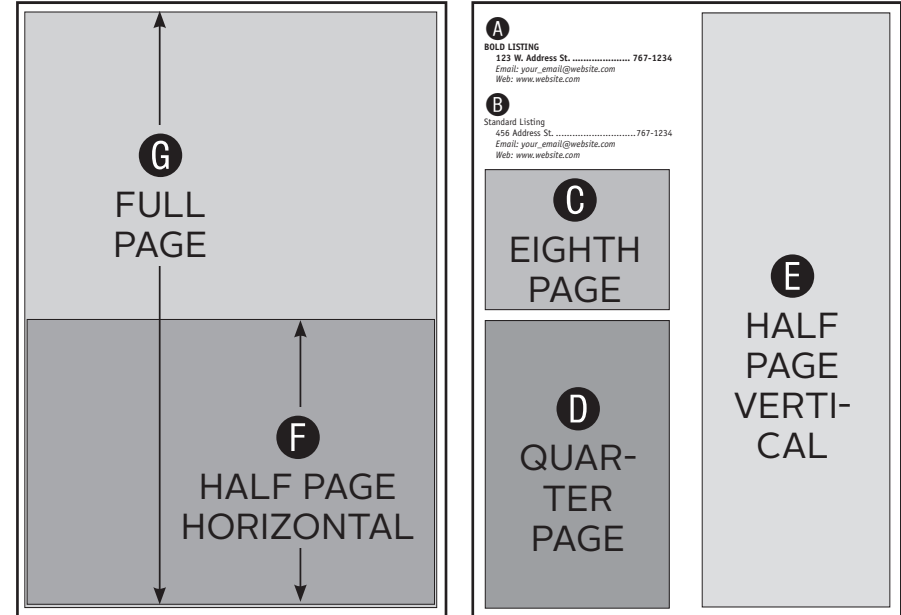
Special placement rates (*limited availability)		
HALF PAGE E OR F	Inside front or inside back cover *	\$425
	First front, last back pages*	\$335
	Back cover*	\$545

FULL PAGE G	Inside front or inside back cover *	\$590
	First front, last back pages*	\$465

NEW! Purchase a bold Redbook listing and get 10% off a listing in the **Yellow Springs News Business & Professional Listings**, in print and online!

BILLED QUARTLERY	2-line standard listing, 12 weeks	\$38.25
	3-line bulleted bold listing, 12 weeks	\$51.75

▼ Match letters in black in sample layout with data at left ▼



▲ SAMPLE PAGE AD LAYOUTS AND LISTINGS ▲

[†] In order to keep from raising our ad rates, we can offer the early 10% discount only to advertisers who pay at the time of booking.

SAMPLE WEEKLY LISTINGS

- Standard two-line listing; short description; 937-555-0000, website.com.
- **Bold listing**, slightly longer description of services; address or other contact info; 937-555-0000, website.com.

The **Business & Professional listings** offer a **weekly presence for your business in the pages of the News and online**. In addition, listings on the website and in the e-edition of the News are indexed by search engines and have interactive links.