

YELLOW SPRINGS NEWS



9/2024

An award-winning independent weekly newspaper

ADVERTISING RATE SHEET

Matt Minde • 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** ▶ **DEADLINE: Monday, 5 p.m.**
classifieds@ysnews.com

\$7 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, 5 p.m.**
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 (1,500) \$195

To Greene, Clark & Montgomery counties (1,600) \$205

Total Distribution (1,700) \$215

There is a surcharge for heavier than normal inserts.

- **WEBSITE ADVERTISING**

Rate is based on 3-month placement.

Small ad (170 x 150 px)..... \$22 per week

Medium ad (170 x 275 px)..... \$33 per week

Large ad (170 x 425 px)..... \$44 per week

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

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

E-newsletter ad (450 x 150 px)..... \$33 per week

Discounts may apply when booking with a print ad.

- **OBITUARIES** 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

ADVERTISING DETAILS: ysnews.com/advertise