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YAKIMA VALLEY BUSINESS JOURNAL

Published Monthly by Yakima Valley Newspapers LLC.

OVER 6,000 MAILED FREE TO BUSINESSES IN GREATER YAKIMA AREA INCLUDING YAKIMA, SELAH NACHES, UNION GAP, WAPATO, TOPPENISH, ZILLAH, GRANGER, SUNNYSIDE, GRANDVIEW & PROSSER.

Monthly Rates

Online Edition: www.yvbj.com

	Open Rate	3 mo.	6 mo.	9 mo.	12 mo.
Per Column Inch	\$15	\$13.5	\$12.5	\$11.5	\$10.50
Full Page (70")	\$1050	\$945	\$875	\$805	\$735
3/4 Page (52.5")	\$787	\$708	\$656	\$603	\$551
1/2 Page (35")	\$525	\$472	\$437	\$402	\$367
1/4 Page (21")	\$315	\$283	\$262	\$241	\$220
1/8 Page (10")	\$150	\$135	\$125	\$115	\$105
1/16 Page (4")	\$60	\$54	\$50	\$46	\$42

To Place an Ad

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 9 to 12 month signed contract to be completed in 1 year • Prices subject to change without notice. Color included in price

Deadlines

Deadline is the 21st of the month prior to publication.

Ad Dimensions (Width by Height)

Size	Inches	Col. x Inches
Full Page (70")	9.833" x 14"	5 x 14"
3/4 Page (52.5")	9.833 x 10.5"	5 x 10.5"
	7.83" x 14"	4 x 14"
1/2 Page (35")	9.833" x 7"	5 x 7"
	7.83" x 9"	4 x 9"
	5.83" x 12"	3 x 12"
1/4 Page (21")	9.833" x 4"	5 x 4.25"
	7.83" x 5"	4 x 5"
	5.83" x 7"	3 x 7"
	3.83" x 10"	2 x 10"
1/8 Page (10")	9.833" x 2"	5 x 2"
	7.83" x 2.5"	4 x 2.5"
	5.83 " x 3.33"	3 x 3.33"
	3.83" x 5"	2 x 5"
	1.83" x 10"	1 x 10"
1/16 Page (4")	7.83" x 1"	4 x 1"
	3.83" x 2"	2 x 2"
	1.83" x 4"	1 x 4"

Online Advertising

Monthly Rates:

Block	175 x 150 Pixels.....	\$37.50
	175 x 300 Pixels.....	\$75.00

*To qualify for our web-site advertising you must place display ads in the Review Independent either weekly, biweekly or on a monthly basis. Online are posted 24 hours after approval and run for 4 weeks. JPG, GIF, PNG, or FLASH & HTML formats are accepted. 72 dpi / RGB. Limit of two designs per insertion. Space is limited.

About the Journal:

Mailed free to every licensed business and government agency in the Yakima County.

Emphasis is on local business.

- Business Features - Business issues
- Profiles of businesses large or small
- Columns and news that business can use.

Published monthly, distributed at the beginning of the month.

Pre-Printed Inserts Rates

Deadline is the 21st of the month prior to publication.

Size of Insert	Rate
8.5 x 11	\$55/M

(Other prices and sizes available)

Publication	Quantity:
Business Journal.....	6200

Zones Available. Minimum insert of 1,000 required

Discounts

DISCOUNTS FOR ANNUAL CONTRACTS ARE NEGOTIATED BASED ON VOLUME.

PICK-UP RATE DISCOUNTS AVAILABLE FOR PLACEMENT IN MULTIPLE PUBLICATIONS

AGENCY DISCOUNT: 15%
 NON-PROFIT DISCOUNT: 15%

Digital Specs

- We use Adobe Creative Suite 3
- We Accept TIFF, EPS, JPG & PDF
all fonts converted to outlines
- Resolution should be set at 170 dpi for both color and grayscale images
- Color images must be CMYK
- Email artwork to ads@yvnewspapers.com

Revised June 24, 2011