

Yakima: 1618 Rudkin Rd., Ste B, Yakima WA, 98901 | (509) 895-7526 | Fax: (509) 248-2223
Toppenish: 412 Washington Ave, Toppenish WA 98948 | (509) 865-4055 | Fax: (509) 865-2655

REVIEW INDEPENDENT

The CENTRAL VALLEY
shopper

7,000 COPIES DISTRIBUTED EVERY
TUESDAY TO WAPATO • TOPPENISH
ZILLAH • WHITE SWAN • HARRAH
GRANGER • BUENA

Weekly Rates

Online Edition: www.reviewindependent.com

	Open Rate	6 weeks	13 weeks	26 weeks	40-52 weeks
Per Column Inch	\$10	\$9	\$8.50	\$8	\$7.50
Full Page (70")	\$700	\$630	\$595	\$560	\$525
3/4 Page (52.5")	\$525	\$472.5	\$446.25	\$420	\$393.75
1/2 Page (35")	\$350	\$315	\$297.5	\$280	\$262.5
1/4 Page (21")	\$210	\$189	\$178.5	\$168	\$157.5
1/8 Page (10")	\$100	\$90	\$85	\$80	\$75
1/16 Page (4")	\$40	\$36	\$34	\$32	\$30

6-week signed contract to be completed in 3 months • 13-week signed contract to be completed in 6 months
 26 to 52-week signed contract to be completed in 1 year • Prices subject to change without notice. Color included in price

To Place an Ad

ads@yvnewspapers.com
 Toppenish Office: 509-865-4055
 Yakima Office: 509-895-7526

Deadlines

Reserve Space by Friday 2 pm
 Ad Copy by Mon 10 am

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:

Top / Banner	300 x 300 Pixels.....	\$150.00
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.

Legal Advertising

\$8.50 per column inch.

For more information, contact our office at
 Mail to :Yakima Valley Newspapers, P.O. Box 511, Toppenish, WA 98948;
 P: (509) 865-4055 • F: (509)865-2655 • e-mail: office@yvnewspapers.com

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%

Pre-Printed Inserts Rates

Deadline is every Friday prior to publication.
Size of Insert **Rate**
 8.5 x 11 \$55/M
 (Other prices and sizes available)

Publication **Quantity:**
 Review Independent 2000
 CV Shopper 5000

Zones Available. Minimum insert of 1,000 required

Classifieds

\$7 for 15 words
 10¢ each additional word

Deadline:
 Monday by 11:00am

Classifieds can be placed over the phone
 or in person. Check, Cash, Visa, Discover
 & Master Cards accepted.

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