

AD DIMENSIONS

	1 COLUMN WIDTH X HEIGHT	2 COLUMN WIDTH X HEIGHT	3 COLUMN WIDTH X HEIGHT	4 COLUMN WIDTH X HEIGHT
FULL PAGE	N/A	N/A	N/A	9.75" x 15.5"
2/3 PAGE	N/A	N/A	7.25" x 12'	9.75" x 10"
1/2 PAGE	N/A	4.75" x 15.5"	7.25" x 9.5"	9.75" x 7.5"
1/4 PAGE	2.25" x 15.5"	4.75" x 7.5"	7.25" x 4.75"	9.75" x 3.75"
1/8 PAGE	2.25" x 7.5"	4.75" x 3.75"	7.25" x 2.33"	9.75" x 1.85"
BACK PAGE	N/A	N/A	N/A	9.75" x 15.5"
INSERTS	VARIES — PLEASE CONSULT YOUR ACCOUNT EXECUTIVE			

DISTRIBUTION

The Yakima Valley Business Times is distributed monthly to approximately 7,200 Yakima County businesses and subscribers. Single-sale copies are available at our office. Circulation numbers vary and are updated each issue. Estimated readership is 20,000-plus.

CANCELLATIONS

Advertisers signing bulk rate contracts will be billed at agreed upon rates and rebilled at the applicable higher rate if the contract is not fulfilled. Deadlines for cancelling ads are the same as the deadlines for placing ads. Upon expiration, the terms of all contracts will continue on an issue-to-issue basis unless cancelled in writing by either party before deadline.

ACCEPTANCE

All advertising is accepted subject to the approval of the management of Yakima Valley Publishing, Inc. Said management reserves the right to revise or reject, partially or wholly, any advertisement without notice, and reserves the right to insert the word "Advertisement" in any ad.

CONTRACT TERMS

All terms and conditions as listed on Yakima Valley Publishing Inc.'s "Advertising Space Contract" are applicable and binding on all advertisers. Please do not purchase or contract for advertising space without being aware of said terms and conditions.

TERMS

All balances not paid within 30 days are subject to a delinquency charge of 1.5% per month (18% annually). All positions are run-of-paper. No positions guaranteed unless specifically noted. If collection of debt is required, advertiser agrees to pay all reasonable attorney and collection fees. Post Office and other requirements prohibit Yakima Valley Publishing, Inc. from guaranteeing any delivery dates. No color guaranteed.

LIABILITIES

Liabilities for errors in advertisements shall not exceed the cost of space occupied by the erroneous advertisement. A letter of correction and credit will be provided if Yakima Valley Publishing, Inc. has failed to correct errors clearly marked on returned proofs. Yakima Valley Publishing, Inc. is not responsible for any consequential damages suffered by any party.

Yakima Valley
BUSINESS TIMES

Serving Yakima County's Business Community

LOCAL ADVERTISING RATES

	12-RUN CONTRACT PER ISSUE	6-RUN CONTRACT PER ISSUE	1-RUN CONTRACT PER ISSUE	SPOT COLOR CHARGE	FULL COLOR CHARGE
FULL PAGE	\$1,030	\$1,180	\$1,340	\$120	\$460
2/3 PAGE	\$820	\$935	\$1,040	\$110	\$350
1/2 PAGE	\$625	\$695	\$765	\$100	\$280
1/4 PAGE	\$340	\$390	\$420	\$90	\$210
1/8 PAGE	\$185	\$200	\$215	\$80	\$170
BACK PAGE (Full Color Only)	\$1,620	\$1,790	\$1,970	N/A	N/A
PRE-PRINTED INSERTS	Minimum Charge: \$700 <i>(Prices May Vary Depending On Size/Weight)</i>				

*Frequency Discounts Available For Consecutive Ad Runs Only
(All Rates Subject to Change Without Notice)*

TARGET YOUR MARKET!

A PUBLICATION OF YAKIMA VALLEY PUBLISHING, INC.

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