

The Yakima Valley Business Times is distributed monthly to approximately 7,000 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.

LOCAL ADVERTISING RATES

	12-RUN CONTRACT PER ISSUE			6-RUN CONTRACT PER ISSUE			1-RUN CONTRACT PER ISSUE		
	B&W	SPOT COLOR*	FULL COLOR	B&W	SPOT COLOR*	FULL COLOR	B&W	SPOT COLOR*	FULL COLOR
FULL PAGE	\$1,080	\$1,205	\$1,565	\$1,240	\$1,365	\$1,725	\$1,405	\$1,530	\$1,890
2/3 PAGE	\$860	\$975	\$1,230	\$980	\$1,095	\$1,350	\$1,090	\$1,205	\$1,460
1/2 PAGE	\$655	\$760	\$950	\$730	\$835	\$1,025	\$805	\$910	\$1,100
1/4 PAGE	\$360	\$455	\$580	\$410	\$505	\$630	\$440	\$535	\$660
1/8 PAGE	\$195	\$280	\$375	\$210	\$295	\$390	\$225	\$310	\$405
BACK PAGE (Full Color Only)	—	—	\$1,700	—	—	\$1,880	—	—	\$2,070
PRE-PRINTED INSERTS	Minimum Charge: \$735 (Prices may vary depending on size/weight)								

Frequency Discounts available for consecutive ad runs only. (All rates subject to change without notice)

*"Spot Color" is Black & White plus one color of your choice

AD DIMENSIONS

	1 COLUMN Width x Height	2 COLUMNS Width x Height	3 COLUMNS Width x Height	4 COLUMNS Width x Height
FULL PAGE	—	—	—	9.75" x 15.5"
2/3 PAGE	—	—	7.25" x 12"	9.75" x 10"
1/2 PAGE	—	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	—	—	—	9.75" x 15.5"
INSERTS	Varies — Please consult your Account Executive			

2024 PUBLICATION DATES

SPACE DEADLINES TWO WEEKS PRIOR TO DELIVERY TO PRINTER	MATERIALS DEADLINES ONE WEEK PRIOR TO DELIVERY TO PRINTER	DELIVERY TO PRINTER
1/9/24	1/16/24	1/23/24
2/6/24	2/13/24	2/20/24
3/5/24	3/12/24	3/19/24
4/9/24	4/16/24	4/23/24
5/7/24	5/14/24	5/21/24
6/4/24	6/11/24	6/18/24
7/9/24	7/16/24	7/23/24
8/6/24	8/13/24	8/20/24
9/10/24	9/17/24	9/24/24
10/8/24	10/15/24	10/22/24
11/5/24	11/12/24	11/19/24
12/3/24	12/10/24	12/17/24

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.