

Yosemite HIGHWAY HERALD

3500 State Highway 132, Coulterville, CA 95311 • Phone: 209-878-0300 • e-mail: editor@yosemitechwyherald.com

Published monthly

Circulation 4,500 - (~4,000 mailed, 500 to local businesses)

Mailed free to everyone in: Big Oak Flat, Buck Meadows, Coulterville, Greeley Hill, Groveland/Pine Mountain Lake, Moccasin and the 95311 portion of Lake Don Pedro

Local news and community events since 1987

We can help you design Inserts, and print them as needed

Deadline for advertising, as well as news, is the 15th of each month for next month's issue

All new ads must be paid for in advance of publication until credit is approved. Send checks to Yosemite Highway Herald and mail them to 3500 State Highway 132 - Coulterville, CA 95311. *Political campaign ads must be paid in advance*

Camera ready art must be sent as a PDF or EPS files with fonts and graphics embedded. Color must be in C, M, Y, K instead of RGB format. Minimum resolution must be at 200DPI. *Microsoft Publisher, Word, or WordPerfect files are NOT accepted*

Classified ad rates are 20 cents per word, paid in advance, with a \$2.00 minimum charge

Display Ad Rates • Effective April 15, 2012 •

Column width: 2.375" (2-3/8")	
1 col. X 2" \$16.50	2 col. X 2" \$33.00
1 col. X 3" \$24.75	2 col. X 3" \$49.50
1 col. X 4" \$33.00	2 col. X 4" \$66.00
1 col. X 5" \$41.25	2 col. X 5" \$82.50
1 col. X 6" \$49.50	2 col. X 6" \$99.00

Business Card Size (b&w): \$22

3.125" (3-1/8") wide by 2" high

1/4 page (b&w) - \$93.50

(back page \$107.50)

2 col. wide (4.91") by 5.25" high

1/2 page (b&w) - \$187.00

(back page \$217)

4 col. wide (10") by 5.25" high

Full Page (b&w) - \$350.00

(Back page - \$410.00)

4 col. wide (10") by 10.5" high

Ad rate per column inch: \$8.25

Column width - 2.375" (2-3/8")

Color charges

Up to 2 col x 3" \$40

Up to 2 col x 4" \$45

Up to 2 col x 5" \$50

Up to 1/4 page \$60

Up to 1/2 page \$80

Up to full page \$100

**Pre-printed Insert
provided by advertiser
Insertion fee: \$40 per 1000**

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• Service Directory •

(2" wide x 1 3/8" tall)

\$12.50 per month - payable in advance

6 months paid in advance for a 10% discount

\$75 minus \$7.50 = \$67.50