

# Yosemite HIGHWAY HERALD

P.O. Box 49, Groveland, CA 95321 • Phone: 209-962-4917 • e-mail: info@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 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. Political campaign ads must be paid in advance. Please write checks payable to Yosemite Highway Herald, LLC

Camera ready art must be submitted as a PDF or EPS files with fonts and graphics embedded. Color must be C, M, Y, K instead of RGB. Minimum resolution must be at 200DPI. No Microsoft Publisher, Word, or WordPerfect documents will be accepted

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

## WE NOW TAKE CREDIT CARDS FOR PAYMENTS

### Display Ad Rates

• E April 15, 2012 •

|                             |                            |
|-----------------------------|----------------------------|
| <b>Column width: 2 3/8"</b> |                            |
| <b>1 col. X 2" \$16.50</b>  | <b>2 col. X 2" \$33.00</b> |
| <b>1 col. X 3" \$24.75</b>  | <b>2 col. X 3" \$49.50</b> |
| <b>1 col. X 4" \$33.00</b>  | <b>2 col. X 4" \$66.00</b> |
| <b>1 col. X 5" \$41.25</b>  | <b>2 col. X 5" \$82.50</b> |
| <b>1 col. X 6" \$49.50</b>  | <b>2 col. X 6" \$99.00</b> |

**Business Card Size: \$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: \$65 per 1000**

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

#### • 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 less 7.50 = \$67.50