

Central Washington

SENIOR TIMES

Local Advertising Rates

(Effective January 2014)

	12-Run Contract Per Issue	6-Run Contract Per Issue	1-Run Contract Per Issue	Spot Color Per Issue	Full Color Per Issue
FULL PAGE	\$890	\$1,020	\$1,155	\$110	\$400
2/3 PAGE	\$710	\$805	\$900	\$100	\$305
1/2 PAGE	\$525	\$600	\$660	\$90	\$235
1/4 PAGE	\$295	\$330	\$360	\$80	\$180
1/8 PAGE	\$155	\$170	\$185	\$70	\$140
BACK PAGE	\$1,100	\$1,250	\$1,400	N/A	N/A
INSERTS	(Minimum Charge \$600.)				

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.

416 S. Third St. • P. O. Box 2052 • Yakima, WA 98907
(509) 457-4886 • Fax (509) 457-5214

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	58p6 x 92p6 9.75" x 15.25"
2/3 PAGE	N/A	N/A	43p6 x 72p 7.25" x 12"	58p6 x 60p 9.75" x 10"
1/2 PAGE	N/A	28p6 x 92p6 4.75" x 15.25"	43p6 x 58p 7.25" x 9.5"	58p6 x 45p 9.75" x 7.5"
1/4 PAGE	13p6 x 92p6 2.25" x 15.5"	28p6 x 45p 4.75" x 7.5"	43p6 x 29p 7.25" x 4.75"	58p6 x 22p 9.75" x 3.75"
1/8 PAGE	13p6 x 45p 2.25" x 7.5"	28p6 x 22p6 4.75" x 3.75"	43p6 x 14p 7.25" x 2.33"	58p6 x 11p 9.75" x 1.85"
BACK PAGE	N/A	N/A	N/A	58p6 x 92p6p 9.75" x 15.5"
INSERTS	VARIES — PLEASE CONSULT YOUR ACCOUNT EXECUTIVE			

DISTRIBUTION

The Central Washington Senior Times is distributed every month to approximately 4,500 Yakima county senior citizen households aged 55 and over. Two thousand more copies are dropped at senior citizen gathering areas. The circulation number varies and is updated each month. Estimated readership is 15,000-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 a month-to-month 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.

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2016 Publication Schedule

Delivery: Once a month. Ship to Printer: 2 days prior.

Space: Two weeks prior. Materials: One week prior.

SPACE DEADLINES	MATERIALS DEADLINES	DELIVERY DATE
1/1/16	1/6/16	1/15/16
1/29/16	2/4/16	2/12/16
2/26/16	3/2/16	3/11/16
3/25/16	3/30/16	4/8/16
5/6/16	5/11/16	5/20/16
6/3/16	6/8/16	6/17/16
7/1/16	7/6/16	7/15/16
7/29/16	8/3/16	8/12/16
8/26/16	8/31/16	9/9/16
9/23/16	9/28/16	10/7/16
11/4/16	11/9/16	11/18/16
12/2/16	12/7/16	12/16/16

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