



# Yosemite

## HIGHWAY HERALD

P.O. Box 426, Big Oak Flat, CA 95305-0426 • Phone: 209-962-7425 • Fax: 209-962-7717 • e-mail: info@yosemitemhwyherald.com

- Published Monthly (mailed Thursday nearest the 1st)
- Circulation: 4,600 (4,100 mailed)
- Mailed *free* to everyone in the following communities: Big Oak Flat, Buck Meadows, Coulterville, Greeley Hill, Groveland, Moccasin, Pine Mountain Lake, and the 95311 part of Lake Don Pedro.
- Additional copies available in local businesses.
- Local news and community events since 1987.
- **Deadline** for advertising, as well as news: **15th of this month** for next month's issue.
- All ads must be paid for in advance of publication until credit is approved.
- Please make checks payable to *Yosemite Highway Herald*.
- Political campaign ads must be paid for in advance.
- Camera-ready ads must be submitted as a PDF file with all fonts and graphics embedded. No Publisher, MS Word, or Wordperfect documents can be accepted.

### Display Ad Rates

• Effective March 15, 2009 •

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

**Business Card Size: \$22**  
3 1/8" wide by 2" high

**1/4 page - \$93.50**  
2 col. wide (4.91") by 5.67" high

**1/2 page - \$187.00**  
4 col. wide (10") by 5.67" high

**Full Page - \$374.25**  
(Back page - \$429.25)  
4 col. wide (10") by 11.34" high

**Color charge**

Up to 2 col x 3" - \$40

Up to 2 col x 5" - \$50

Up to 1/4 page - \$60

Up to 1/2 page - \$80

Up to full pg - \$100

**Ad rate per column inch: \$8.25**

Column width - 2 3/8"

**Pre-printed Insert**  
*provided by advertiser*  
Insertion fee: **\$65 per 1000**

**• 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**