

ADVERTISING RATES & SIZES

There are six ad sizes available for a range of budgets and marketing plans. Please read our ad specifications thoroughly prior to submitting ad artwork.

CIRCULATION 28,000 COPIES

With **26,750 mailed** to every residential dwelling and business and 1250 distributed to select local business and organizations.

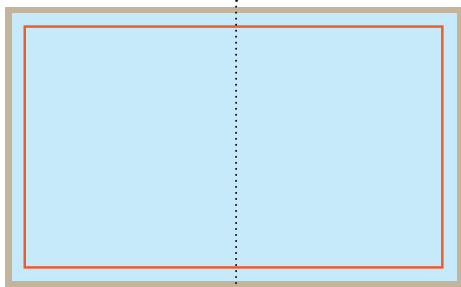
Mailed to every residential dwelling and business in the Downtown and Oliver communities.

Published four times a year in March, June, September and December

INTERESTED IN BUYING AN AD? EMAIL SALES@THEYARDSYEG.CA

CLOSING DATES

EDITION	AD CLOSING	MATERIAL DEADLINE	DELIVERY DATE
Spring	Feb 3	Feb 7	March 2
Summer	May 4	May 8	June 1
Fall	Aug 3	Aug 7	Aug 31
Winter	Nov 2	Nov 6	Nov 30

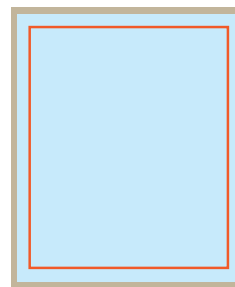


DOUBLE PAGE SPREAD

\$2970.00

AVAILABLE ON CENTRE SPREAD ONLY

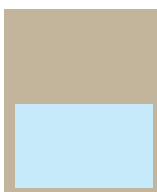
- PRINT SIZE: 16"W X 10.5"H
- TEXT/INFO LIVE AREA: 15.25"W X 9.75"H
- add 0.25" bleeds in addition to final artwork size



FULL PAGE*

\$1980.00

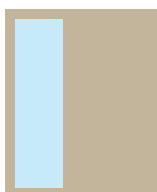
- PRINT SIZE: 8"W X 10.5"H
- TEXT/INFO LIVE AREA: 7.25"W X 9.75"H
- add 0.25" bleeds in addition to final artwork size



HALF PAGE

\$1085.00

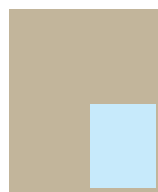
SIZE 7"W x 4.65"H
NO BLEEDS



THIRD PAGE

\$785.00

SIZE 2.2"W x 9.5"H
NO BLEEDS



QUARTER PAGE

\$585.00

SIZE 3.4"W x 4.65"H
NO BLEEDS



SIXTH PAGE

\$395.00

SIZE 2.2"W x 4.65"H
NO BLEEDS

*OUTSIDE BACK COVER: **\$2550.00** — INSIDE FRONT OR BACK COVER: **\$2350.00**
FULL-PAGE FRONT OF BOOK OR BACK OF BOOK PREMIUM GLOSSY: **\$2150.00**

PRINT PRODUCTION SPECIFICATIONS

Submit all ads via email to sales@theyardsyeg.ca

The Yards is a 8" x 10.5" saddle stitched magazine printed via web press. The cover is glossy, and the interior pages are printed on uncoated stock.

Ad files must be in PDF or JPG format • All artwork must be submitted at high quality print resolution (300DPI) • Absolutely no MS Word or MS Publisher files will be accepted