

# 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.

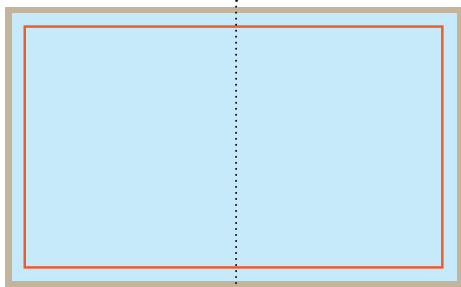
Mailed to every residential dwelling and business in the Downtown and Oliver communities.

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

INTERESTED IN BUYING AN AD? EMAIL [SALES@THEYARDSYEG.CA](mailto:SALES@THEYARDSYEG.CA)

## CLOSING DATES

EDITION	AD CLOSING	MATERIAL DEADLINE	DELIVERY DATE
<b>Spring</b>	<b>Jan. 29</b>	<b>Feb. 8</b>	<b>Mar. 1</b>
<b>Summer</b>	<b>Apr. 30</b>	<b>May 10</b>	<b>June 1</b>
<b>Fall</b>	<b>July 30</b>	<b>Aug. 9</b>	<b>Sept. 1</b>
<b>Winter</b>	<b>Oct. 29</b>	<b>Nov. 8</b>	<b>Dec. 1</b>

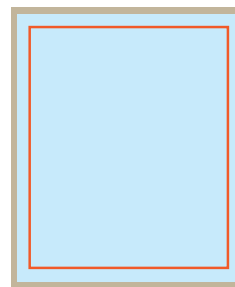


### DOUBLE PAGE SPREAD

**\$2970.00**

AVAILABLE ON CENTRE SPREAD ONLY

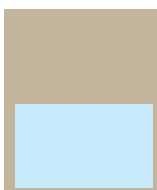
- PRINT SIZE: 16"W X 10.5"H
- TEXT/INFO LIVE AREA: 15.25"W X 9.75"H
- add 0.25" bleeds in addition to final artwork size



### FULL PAGE\*

**\$1980.00**

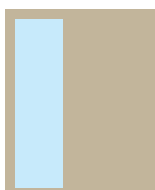
- PRINT SIZE: 8"W X 10.5"H
- TEXT/INFO LIVE AREA: 7.25"W X 9.75"H
- add 0.25" bleeds in addition to final artwork size



### 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](mailto: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