

the Stranger

PRE-PRINTED INSERTS

Inserts are one of the most effective advertising options available when immediate results are needed for the promotion of a special sale, time-sensitive discount coupons, upcoming event, etc.

FULL RUN

\$45 per 1,000 (x total print run)

For maximum impact, and to reach the widest readership, "full run" inserts are the ticket. Your insert will be placed in each copy of *The Stranger* on the selected issue date.

PARTIAL RUN

\$60 per 1,000 (x # of papers distributed in selected zones)

A cost effective, targeted approach to reach consumers within your specific area of business. "Partial run" inserts may be placed in a specific zone (or multiple zones), based on the needs of your business.

- 5,000 minimum run
- (1) Full zone is required
- Zones may vary throughout the year. Contact your advertising representative for the most current distribution information.

INSERT GUIDELINES

Minimum size: 4.5" x 5.75"

Maximum size: 10" x 14"

Paper Weight: 80#, single sheet (suggested)

Printing and shipping costs of pre-printed inserts are not included in the cost to insert

Samples: Three copies of the insert must be provided to your sales representative one week prior to insert date.

Insert Delivery to Printer: One week prior to insert date, shipped directly to printer (see shipping information below).

Shipping Information for Inserts:

Yakima Herald
Attention: Rick W. Oram
114 N. 4th Street
Yakima WA 98901
1-509-577-7757