

2018 editorial

Billings' Most Read Magazine

Editorial Content

Important Dates

February/March 2018: **EMPOWERING WOMEN**

What does it take to find your passion or follow your professional dreams? Meet the women who are breaking the mold and charting new territory in the world of business and in life.

Ad deadline: Jan. 10

Distributed: Feb. 1

April/May 2018: **GOLDEN GIRLS**

This issue is all about growing old gracefully — from the inspiring seniors living among us to the issues that surround their lives. We'll tackle the topic of caregiving, dig deep and go beyond the finances of retirement, and share creative ways to live a vibrant life in those golden years.

Ad deadline: Mar. 10

Distributed: April 1

June/July 2018: **CELEBRATING DOWNTOWN**

What makes our city "Magic?" We explore plans for the heart of downtown and check in with the movers and shakers to find out what's being done to shape the future of this animated and electric center of commerce.

Ad deadline: May 10

Distributed: June 1

August/September 2018: **THE TEEN ISSUE**

If you look at these teens, the future of our Valley looks rather bright. Not only will our cover story feature one of those moving members of the younger generation, we target those who roll up their sleeves to impact teens in our area and programs that are making these young people shine.

Ad deadline: July 10

Distributed: Aug. 1

October/November 2018: **MOTIVATED TO MOVE**

What does it take to become a lean, mean, physically fit machine? We partner with a handful of fitness programs in town and put five women to the test. This issue introduces you to these brave women looking to make major life changes. Look for updates on their journey over the next few issues.

Ad deadline: Sept. 10

Distributed: Oct. 1

December 2018/January 2019: **HOMESPUN HOLIDAYS**

Filled with holiday magic, our December/January issue highlights the loveliest décor of the season and celebrates all the wonderful flavors that fill our kitchens during this time of year. Flip through the pages and you're sure to find some of our fabulous holiday finds and maybe even a few DIY projects to deliver some homespun charm this season.

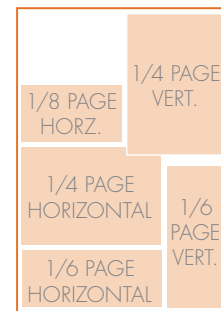
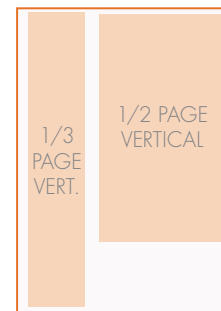
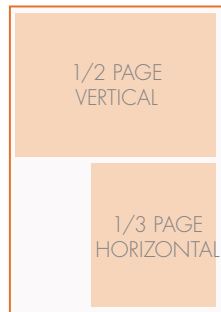
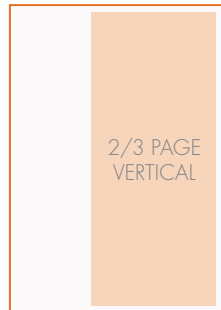
Ad deadline: Nov. 10

Distributed: Dec. 1

All editorial content and special advertising sections subject to change without notice.

* Per ad. **Based on the 6-run rate.

SIZE	HORIZONTAL	VERTICAL	6-RUN RATE*	3-RUN RATE*	1-RUN RATE*	COST/1000**
2-PAGE SPREAD	8.375" X 17"	(add 1/4" trim)	\$2450	\$2695	\$2940	\$111
BACK COVER	8.375" x 10.875"	(add 1/4" trim)	\$1760	\$1980	\$2200	\$80
INSIDE FRT CVR	8.375" x 10.875"	(add 1/4" trim)	\$1560	\$1755	\$1950	\$70
INSIDE BCK CVR	8.375" x 10.875"	(add 1/4" trim)	\$1480	\$1665	\$1850	\$67
PAGE 3 & 5	8.375" x 10.875"	(add 1/4" trim)	\$1480	\$1665	\$1850	\$67
FULL PAGE	N/A	7.5" x 10"	\$1360	\$1530	\$1700	\$62
2/3 PAGE	N/A	4.875" x 10"	\$1200	\$1350	\$1500	\$54
1/2 PAGE	7.5" x 4.75"	4.875" x 7.25"	\$880	\$990	\$1100	\$40
1/3 PAGE	4.875" x 4.875"	2.3" x 10"	\$680	\$765	\$850	\$31
1/4 PAGE	4.875" x 3.5"	3.5625" x 4.75"	\$560	\$630	\$700	\$25
1/6 PAGE	4.75" x 2.25"	2.25" x 4.75"	\$440	\$495	\$550	\$20
1/8 PAGE	3.75" x 2"	N/A	\$280	\$315	\$350	\$13
Web Pillow ad	300x250	N/A	\$50	\$50	\$60	varies



PREMIUM PLACEMENT REQUESTS: Subject to availability. Add 15% of open rate to ad cost. If placement is not met, charge will be waived.

PRINTING SPECIFICATIONS

Electronic Submissions:

- Please provide electronic files in pdf, tiff or jpg format. All images should be 300 ppi at final size and CMYK color space.
- E-Mail Ads may be mailed to: publisher@yellowstonevalleywoman.com.
- Ad Design – available at a charge of \$50 for non-contract advertisers. This charges includes a first proof and one revision. Further revisions will be billed at \$50/hour.

GENERAL POLICIES:

- Cancellations: No cancellations are accepted after closing date for space reservations. All cancellations must be received in writing. If cancellation notice is not received by the closing date for space reservations, publisher reserves the right to run advertiser's previous ad and the advertiser will be billed for contracted space.
- Contracts must be completed within twelve months from the date of first insertion.
- Cancelled or unfulfilled contracts will be back billed at the highest applicable earned rate plus 15%.
- The publisher reserves the right to reject any advertisement deemed to be of questionable taste or exaggerated claims.
- For first-time advertisers, a check must accompany the first insertion.
- Payment is due net 15 days. If late, a finance charge of 1.5% will be charged per month.
- Ad agency commission of 15% gross billing is allowed if agency furnishes a digitally complete ad. Payment must be made by 60 days of invoice or agency will forfeit the 15% discount.

PUBLICATION DATE	AD DEADLINE
FEBRUARY / MARCH	JANUARY 10
APRIL / MAY	MARCH 10
JUNE / JULY	MAY 10
AUGUST / SEPTEMBER	JULY 10
OCTOBER / NOVEMBER	SEPTEMBER 10
DECEMBER / JANUARY	NOVEMBER 10



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