

the Stranger

PRE-PRINTED INSERTS

- ▶ In the last three months, our readers have called or visited businesses **3.7 times** because they saw them advertised in *The Stranger*.
- ▶ In a typical month, **60%** of our readers pick up *The Stranger* each week (4 times a month).
- ▶ **69%** of our readers prefer to spend money with local businesses.

Circulation	81,600
Print Readership.....	587,520
Unique Online Visitors Per Month.....	ONE MILLION
Average Household Income.....	\$68,673

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 number 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
(509) 577-7757