

# YAKIMA VALLEY LANDLORDS ASSOCIATION

Office Location: 307 West Martin Luther King Jr. Blvd, Yakima, WA 98902

Mailing Address: PO Box 334 Yakima, WA 98907-0334

Phone & Fax: 509-457-4770

E-mail Address: [yvla@yakimalandlords.org](mailto:yvla@yakimalandlords.org)

Association Website: [www.yakimalandlords.org](http://www.yakimalandlords.org)



Now you can target your company's message to the landlords of Central Washington by advertising in the Yakima Valley Landlords Association's monthly newsletter. Don't miss this opportunity to be seen in the areas largest landlord organization's monthly publication.

## Advertising Rate Card for the YVLA Monthly Newsletter

<u>Advertisement Size</u> (Wide" x Tall")	<u>1</u> <u>Month</u>	<u>3</u> <u>Months</u>	<u>6</u> <u>Months</u>	<u>One Year</u> <u>12 Months</u>
<b>Full Page Display Ad</b> 7.50" x 9.25"	\$140	\$360	\$625	\$950
<b>3/4 Page Display Ad</b> 7.50" x 7.00" -or- 5.50" x 9.25"	\$115	\$300	\$525	\$775
<b>1/2 Page Display Ad</b> 3.75" x 9.25" -or- 7.50" x 4.50"	\$95	\$255	\$450	\$600
<b>1/4 Page Display Ad</b> 3.75" x 4.50" -or- 5.50" x 3.00" -or- 1.75" x 9.25"	\$60	\$150	\$240	\$350
<b>1/8 Page Display Ad</b> 3.75" x 2.25" -or- 5.50" x 1.50" -or- 1.75" x 4.50"	\$35	\$90	\$150	\$220
<b>Business Card Display Ad</b> 3.50" x 2.00" -or- 2.00" x 3.50"	\$27.50	\$67.50	\$105	\$150
<b>8.5" x 11" Full Page Inserts</b> 20lb paper (1 or 2 sides printed, same price)	\$125	\$320	\$550	\$775

### YVLA Newsletter Information & Policies

- The **deadline** for all submissions is Noon on the 1st Thursday of each month.
- Ads can be changed each month if wanted, no additional charge.
- Ads must be run in consecutive months if using the 3, 6 or 12 month discount option.
- **Distribution** is approximately **641 a month / 7,884 a year**.
- The newsletters are mailed from Yakima about the second Thursday of each month.
- The newsletter content is printed with black ink - any photos or graphic will print best in true grey scale.
- Ads must be submitted camera ready in a JPEG or TIFF file format.
  - Contact the YVLA office for pre-approval to submit an ad in a different format.
  - If needed, and for a small fee, the YVLA staff can help with ad development and layout.
- The YVLA newsletter is printed on 11" x 17" 20 # paper and then folded so each visible page measures 8.5" x 11" in size. The printable area on each page measures 7.50" x 9.25"
- **Insert: Customer supplies 650** pre-printed 8.50" x 11.00" items for insertion. Paper must be 20# unless PRIOR approval is given. No additional charge for bringing in a double sided printed item for insertion.
- All ads and inserts must be paid for in advance. No monthly billings.
- The YVLA reserves the right to accept or reject all ads and inserts submitted for inclusion in its newsletter.

**Contact Office Manager Kelli Pettyjohn at the YVLA office to schedule your ad in our next newsletter.**

updated March 2010