

# Yellowstone County News

P.O. Box 130, 117 Northern Ave., Suite B Huntley, MT 59037

• Phone: 406-348-2650 • Fax: 406-348-2302 • Email: info@yellowstonecountynews.com

The Yellowstone County News has been serving Eastern Yellowstone County since 1976. We are a weekly paper published every Thursday. Our mission is to accurately cover the news which influences the lives of the people in Yellowstone County. The communities in our coverage area include Lockwood, Shepherd, Huntley, Worden, Ballantine, Custer, Pompeys Pillar and Billings.

We place special interest on covering the four school districts in this area and also the County's official business. Our coverage area is mostly in Eastern Yellowstone County. Our readers rely on Billings as their main trade area.

Publishers Jonathan and Tana McNiven purchased the Yellowstone County news in 2014, and have great plans to continue the legacy and tradition that their predecessors have established.

We currently have a circulation of 1,900 subscribers.

Notes:

## Deadlines

Display and legal advertising – Tuesday 12 p.m.

Classified ads – Tuesday 12 p.m.

## Display Advertising Rates

1-3 weeks.....\$6.50/column inch  
 1 month.....\$6.25/column inch  
 3 month.....\$6.00/column inch  
 6 month.....\$5.75/column inch  
 1 year.....\$5.50/column inch

## Classified Rates

35 cents per word per week.

\$7 minimum

\$1.25 Bold, \$2.50 Border (per week)

Classified display: \$6.50 per column inch, minimum

\$1 billing charge on ads not prepaid

## Legal Rates

\$13.95 per folio (First Insertion)

\$11.95 per folio (Second and additional insertions)

## Political Ads

\$6.50 per column inch. Must be prepaid.

## Color

Add \$2.75 per column inch per week

## Obituaries

\$25/first 400 words w/pic, \$8 for each additional 100 words

## Inserts

1-4 pg. standard.....9.5 cents each  
 6-16 pg. standard.....10.5 cents each  
 20-24 pg. standard.....11.50 cents each

Inserts larger than 8.5" x 11"

Subject to fold charges

Drop inserts at Direct Mail Advertising Services,  
 1935A Lampman Drive, Billings, MT 59102

## Assorted Charges

Set-up charge - 45¢/column inch

Photos - \$6.50 each or 2 for \$12

Ad placement - 45¢/column inch

Redesign and re-fax - 40¢/column inch

Tear Sheets - \$1.50 each

Valley, Heights, Lockwood Business Directory \$5.75/column in.

Business & Services Directory - \$5.75/column in. (13 weeks +)

3-TIME SPECIAL..... \$164.50 (three 10-inch ads)

5-TIME SPECIAL..... \$268.50 (five 10-inch ads)

Lunch menu sponsorship \$149.50 per year  
 Yearly team and scholastic sponsorships \$177.50  
 or \$22.50 per school per photo

Graduating Senior photo sponsorship \$22.50

## Mechanical Information

Tabloid size newspaper measuring 10 inches wide by 16 inches deep. All pages (except classified ads) are five columns. The classified ad page is six columns wide.

The column widths are:

1 col.....11 picas.....1.83 inches  
 2 col.....23.25 picas (23p3).....3.87 inches  
 3 col.....35.5 picas (35p6).....5.91 inches  
 4 col.....47.75 picas (47p9).....7.96 inches  
 5 col.....60 picas .....10 inches

**TERMS: Payment is expected in 15 days unless other arrangements are made. All new accounts, out-of-county ads and out-of-state ads, must be prepaid.**