

Yellowstone County News-2022

P.O. Box 130, 130 Northern Ave., Huntley, MT 59037 www.yellowstonecountynews.com

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The Yellowstone County News (YCN) has been serving Yellowstone County since 1976. We are a weekly newspaper published every Friday. Our mission is to accurately cover the hard news which influences the lives of the people in Yellowstone County, which includes Billings, Lockwood, Shepherd, Huntley, Worden, Ballantine, Laurel and Pompey's Pillar.

We cover the local news in the county as well as the local school districts in this area and also the County's official business. Our coverage area spans Yellowstone County, which includes the City of Billings. Our readers rely on Billings as their main trade area. YCN publishes weekly high school pages for Huntley Project, Shepherd, Lockwood, Custer, Senior and West.

Yellowstone County News is currently the official legal Publication of Record for the City of Billings since June 2017 and the legal Publication of Record for Yellowstone County since November 2019. YCN has about 80 locations in and out of the city.

Publishers Jonathan & Tana McNiven purchased the Yellowstone County news in 2014, and have continued the legacy that their predecessors have established. YCN is the #1 Statewide display advertiser (out of 63 newspapers) for 2016, 2017, 2018, 2019 & 2020. Call Jonathan for statewide advertiser options at 406-672-5941.

We currently print 3,000 papers weekly + 149 online subscriptions.

Deadlines

Display and legal advertising – Tuesday 12 p.m.

Classified ads – Tuesday 12 p.m.

Display Advertising Rates

1-3 weeks.....\$6.75/column inch
1 month.....\$6.50/column inch
3 month.....\$6.25/column inch
6 month.....\$6.00/column inch
1 year.....\$5.75/column inch

Classified Rates

45 cents per word per week.

\$8 minimum

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

Classified display: \$6.75 per column inch, minimum

\$1 billing charge on ads not prepaid

Email: ads@yellowstonecountynews.com

Legal Rates

\$13.95 per folio (First Insertion)

\$11.95 per folio (Second and additional insertions)

Email: Legals@yellowstonecountynews.com

Political Ads

\$7.50 per column inch. Must be prepaid.

Color

Add \$2.75 per column inch per week

Obituaries

\$90/first 400 words w/pic + online,

\$15 for each additional 100 words

Email: obits@yellowstonecountynews.com

Inserts

1-4 pg. standard.....14 cents each

6-16 pg. standard.....15 cents each

20-24 pg. standard.....15.50 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 - \$75

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

Ad placement - 85¢/column inch

Redesign and re-fax - 80¢/column inch

Tear Sheets - \$1.50 each

Valley, Heights, Lockwood Business Directory \$6.75/column in.

Lunch menu sponsorship \$174.50 per year

Yearly team and scholastic sponsorships \$194.50

Graduating Senior photo sponsorship \$29/each

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 picas10 inches

YCN Sports covers local sports for Huntley Project and Shepherd school districts. Go to www.ycnsports.com for info. To advertise, contact Jonathan McNiven @ 406-672-5941.

YCN Flag banner color ad = \$450/week. This is the top right ad on the front page of our newspaper, only one spot per week.

YCN Website Top banner ad = (on every page of our website) = \$200/week. Side banner ads on website is possible.