Yukon News
MEDIA KIT

Published by: Black Press

OUR DISTRIBUTION

Total Circulation As of MARCH, 2016.

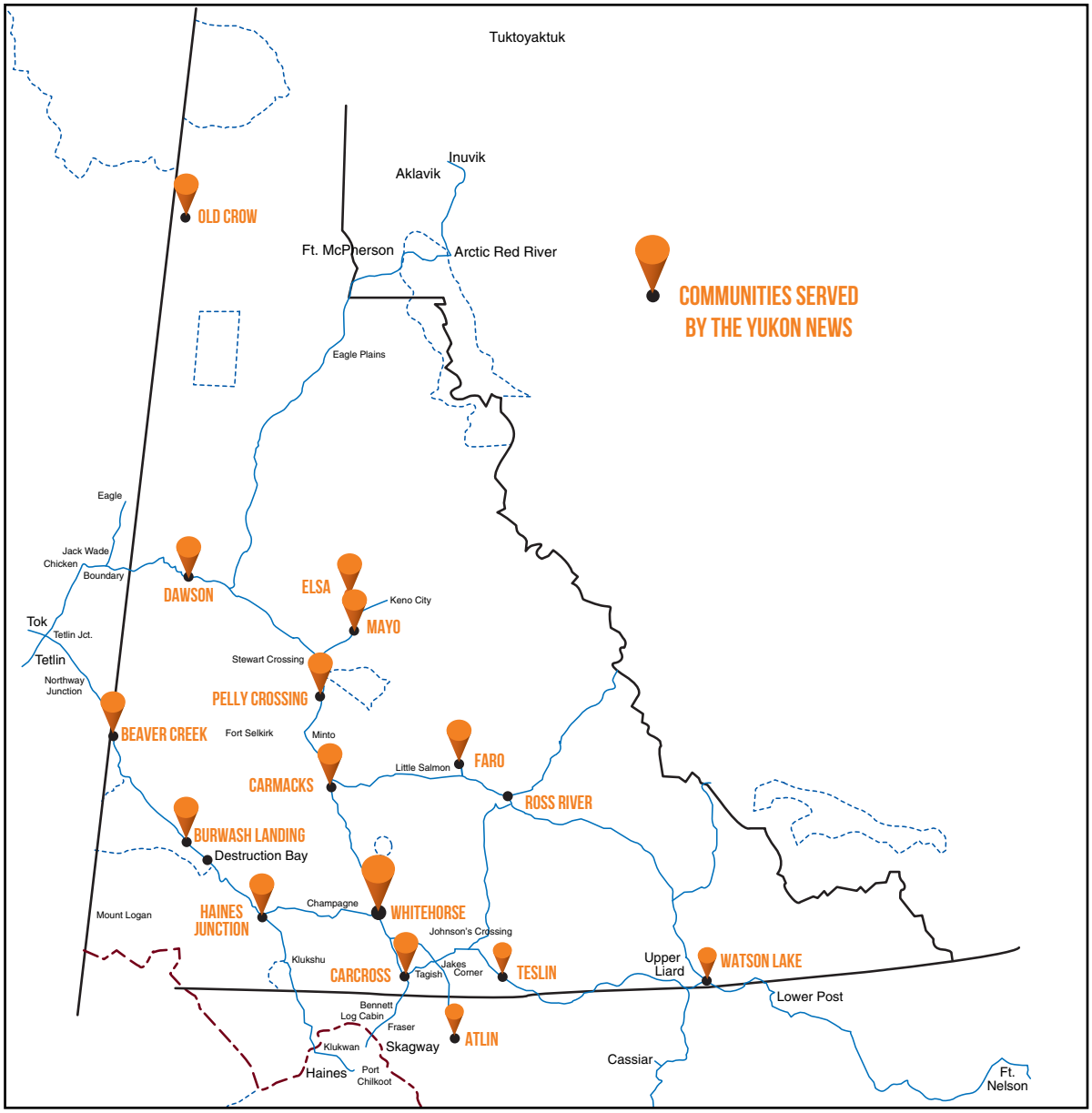
WEDNESDAY - 4550 FRIDAY - 6100

These numbers fluctuate periodically and will be revised as necessary.

Our Circulation numbers are proudly audited quarterly by Alliance for Audited Media.

Your Community Connection: **Serving the Yukon since 1960**.
The Yukon News is the only newspaper that is regularly circulated in every Yukon community.

Advertising in the Yukon News gives you the best value for your money.



CONTACT US: **1-867-667-6285**

ALAINNAH WHACHELL (ext. 208) **:** alainnah@yukon-news.com **KATHLEEN HODGE-KNIGHT** (ext. 211)**:** kathleen@yukon-news.com • **MIKE THOMAS** (Ext. 230): mthomas@yukon-news.com

RATES & SERVICES

National Advertising and Ad Agency Placements
Our national advertising rates are $1.38 per agate line (14 lines/inch) plus GST.

Accredited advertising agencies:
15% commission net 30 days.

Market Rates *Excludes Territorial and Federal
Governments, Municipalities, First Nation Governments,
Crown Corporations, and government Boards and Committees

Colour Ads
We offer full colour printing on all ad sizes.

ABOUT US

**Year after year, the Yukon News wins awards regionally (British Columbia) and nationally for its
excellence in journalism, photography, editorial cartoons and graphic art.**

Our very talented team of designers will make your ads stand out.

For more information on advertising in the Yukon News contact our top notch advertising team:

867-667-6285

Alainnah Whachell (ext 208): alainnah@yukon-news.com

Kathleen Hodge-Knight (ext. 211): kathleen@yukon-news.com

Mike Thomas (ext. 230): mthomas@yukon-news.com

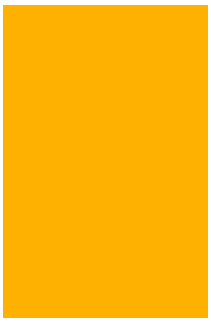
Yukon News
211 Wood Street
Whitehorse, Yukon, Canada
Y1A 2E4

AD BLOCKS

The Yukon News offers modular advertising rates.

Below are a few examples of popular ad sizes, shown in orange. Please contact us for additional sizes, costs &

Double Page
W 21.333" x L14"



Full Page
W 10.333" x L 14"

Half Page horiz.
W10.333" x L 7"

Half Page vertical
W 5.083" x L 14"

Quarter Page
W 5.083" x L 7"

Banner x 3”
W 10.333" x L 3"

1 col x 4"
W 1.583" x L 4"

2 col x 3"
W 3.333" x L 3"

2 col x full
W 3.333" x L 14"

2 colx 1"
W 3.333" x L 1"

banner x 2"
W 10.333" x L 2"

3 col x 4"
w 5.083" x L 4"

2 col x 4"
W 3.333" x L 4"

1 col x full
W 1.583" x L 14"

1 col x 7"
w 1.583"x L 7"

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DESIGN

You need ads created or changed by the Yukon News

Digital-ready editable ad files:

InDesign (up to CS6): Send InDesign file and all associated files - graphic files and fonts
Photoshop: (up to CS6) Send as Photoshop PSD - file (do not flatten) and all fonts
Illustrator (up to CS6): Send as EPS or AI file - Outline fonts or package fonts

Additional requirements

Illustrator: AI and EPS graphic file format.
Photoshop: TIFF and JPEG formats. Resolution is minimum of 300 dpi at intended final size.
Send text files as Microsoft document file as attachments in your email.
Simple text files in the body of an e-mail message.
No process black, pantones or spot swatches.

** We accept Mac and PC file formats. **

All colour ads need to be in CMYK format

We do not work with Publisher files and Corel Draw files are unpredictable in our publishing system.
It is safest to save and send to us as EPS file or save to high resolution PDF.

We are happy to experiment with files in any format not mentioned here
but, please contact us so we can test them early.

Your ad is complete and ready to print in the Yukon News

Send your complete and digital-ready non-editable ad file using:
Adobe Illustrator (up to version CS6).
Send Illustrator AI or EPS file and all associated fonts.
Fonts aren't required if the file is converted to outlines. Other placed art is required (i.e. placed TIF files);

TIFF & JPEG: Resolution for clear, legible text should be at least 300 dpi at 100% size; should be saved at highest quality

PDF: PDF should be created using as little compression as possible.

** We accept Mac and PC file formats. **

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