

# '24/'25

Ad art and publishing schedule | Mid Valley Times

## PRINT ADVERTISING

	PUB DATE	ART DUE
<input type="checkbox"/> Issue 27	July 4, 2024	6/28
<input type="checkbox"/> Issue 28	July 11, 2024	7/7
<input type="checkbox"/> Issue 29	July 18, 2024	7/12
<input type="checkbox"/> Issue 30	July 25, 2024	7/19
<input type="checkbox"/> Issue 31	Aug. 1, 2024	7/26
<input type="checkbox"/> Issue 32	Aug. 8, 2024	8/2
<input type="checkbox"/> Issue 33	Aug. 15, 2024	8/9
<input type="checkbox"/> Issue 34	Aug. 22, 2024	8/16
<input type="checkbox"/> Issue 35	Aug. 29, 2024	8/23
<input type="checkbox"/> Issue 36	Sept. 5, 2024	8/30
<input type="checkbox"/> Issue 37	Sept. 12, 2024	9/6
<input type="checkbox"/> Issue 38	Sept. 19, 2024	9/13
<input type="checkbox"/> Issue 39	Sept. 26, 2024	9/20
<input type="checkbox"/> Issue 40	Oct. 3, 2024	9/27
<input type="checkbox"/> Issue 41	Oct. 10, 2024	10/4
<input type="checkbox"/> Issue 42	Oct. 17, 2024	10/11
<input type="checkbox"/> Issue 43	Oct. 24, 2024	10/18
<input type="checkbox"/> Issue 44	Oct. 31, 2024	10/26
<input type="checkbox"/> Issue 45	Nov. 7, 2024	11/1
<input type="checkbox"/> Issue 46	Nov. 14, 2024	11/8
<input type="checkbox"/> Issue 47	Nov. 21, 2024	11/15
<input type="checkbox"/> Issue 48	Nov. 28, 2024	11/22
<input type="checkbox"/> Issue 49	Dec. 5, 2024	11/30
<input type="checkbox"/> Issue 50	Dec. 12, 2024	12/6
<input type="checkbox"/> Issue 51	Dec. 19, 2024	12/13
<input type="checkbox"/> Issue 52	Dec. 26, 2024	12/20

	PUB DATE	ART DUE
<input type="checkbox"/> Issue 1	Jan. 2, 2025	12/27
<input type="checkbox"/> Issue 2	Jan. 9, 2025	1/3
<input type="checkbox"/> Issue 3	Jan. 16, 2025	1/10
<input type="checkbox"/> Issue 4	Jan. 23, 2025	1/17
<input type="checkbox"/> Issue 5	Jan. 30, 2025	1/24
<input type="checkbox"/> Issue 6	Feb. 6, 2025	1/31
<input type="checkbox"/> Issue 7	Feb. 13, 2025	2/7
<input type="checkbox"/> Issue 8	Feb. 20, 2025	2/14
<input type="checkbox"/> Issue 9	Feb. 27, 2025	2/21
<input type="checkbox"/> Issue 10	March 6, 2025	2/28
<input type="checkbox"/> Issue 11	March 13, 2025	3/7
<input type="checkbox"/> Issue 12	March 20, 2025	3/14
<input type="checkbox"/> Issue 13	March 27, 2025	3/21
<input type="checkbox"/> Issue 14	April 3, 2025	3/28
<input type="checkbox"/> Issue 15	April 10, 2025	4/4
<input type="checkbox"/> Issue 16	April 17, 2025	4/11
<input type="checkbox"/> Issue 17	April 24, 2025	4/18
<input type="checkbox"/> Issue 18	May 1, 2025	4/25
<input type="checkbox"/> Issue 19	May 8, 2025	5/2
<input type="checkbox"/> Issue 20	May 15, 2025	5/9
<input type="checkbox"/> Issue 21	May 22, 2025	5/16
<input type="checkbox"/> Issue 22	May 29, 2025	5/23
<input type="checkbox"/> Issue 23	June 5, 2025	5/30
<input type="checkbox"/> Issue 24	June 12, 2025	6/6
<input type="checkbox"/> Issue 25	June 19, 2025	6/13
<input type="checkbox"/> Issue 26	June 26, 2025	6/20

	PUB DATE	ART DUE
<input type="checkbox"/> Issue 27	July 3, 2025	6/27
<input type="checkbox"/> Issue 28	July 10, 2025	7/4
<input type="checkbox"/> Issue 29	July 17, 2025	7/11
<input type="checkbox"/> Issue 30	July 24, 2025	7/18
<input type="checkbox"/> Issue 31	July 31, 2025	7/25
<input type="checkbox"/> Issue 32	Aug. 7, 2025	8/1
<input type="checkbox"/> Issue 33	Aug. 14, 2025	8/8
<input type="checkbox"/> Issue 34	Aug. 21, 2025	8/15
<input type="checkbox"/> Issue 35	Aug. 28, 2025	8/22
<input type="checkbox"/> Issue 36	Sept. 4, 2025	8/29
<input type="checkbox"/> Issue 37	Sept. 11, 2025	9/5
<input type="checkbox"/> Issue 38	Sept. 18, 2025	9/12
<input type="checkbox"/> Issue 39	Sept. 25, 2025	9/19
<input type="checkbox"/> Issue 40	Oct. 2, 2025	9/26
<input type="checkbox"/> Issue 41	Oct. 9, 2025	10/3
<input type="checkbox"/> Issue 42	Oct. 16, 2025	10/10
<input type="checkbox"/> Issue 43	Oct. 23, 2025	10/17
<input type="checkbox"/> Issue 44	Oct. 30, 2025	10/24
<input type="checkbox"/> Issue 45	Nov. 6, 2025	10/31
<input type="checkbox"/> Issue 46	Nov. 13, 2025	11/7
<input type="checkbox"/> Issue 47	Nov. 20, 2025	11/14
<input type="checkbox"/> Issue 48	Nov. 27, 2025	11/21
<input type="checkbox"/> Issue 49	Dec. 4, 2025	11/28
<input type="checkbox"/> Issue 50	Dec. 11, 2025	12/5
<input type="checkbox"/> Issue 51	Dec. 18, 2025	12/12
<input type="checkbox"/> Issue 52	Dec. 25, 2025	12/19

### POPULAR AD SIZES \* & PRICING Do you need ad designed? Add \$200.

ad size - shape	art width x height	b/w ad space†	color ad space†
2 x 2 - business card	3.675" x 2"	\$60.00	\$410.00
2 x 3 - horiz. rectangle	3.675" x 3"	\$90.00	\$440.00
2 x 4 - square	3.675" x 4"	\$120.00	\$470.00
3 x 5 - horiz. rectangle	5.575" x 5"	\$225.00	\$575.00
3 x 7 - small flyer	5.575" x 7"	\$315.00	\$665.00
3 x 10½ - tall qtr. page	5.575" x 10.5"	\$472.50	\$822.50
4 x 7⅞ - sq. qtr. page	7.5" x 7.875"	\$472.50	\$822.50
6 x 5¼ - wide qtr. page	11.25" x 5.25"	\$472.50	\$822.50
6 x 10½ - sq. half page	11.25" x 10.5"	\$945.00	\$1,295.00
6 x 21 - full page	11.25" x 21"	\$1,890.00	\$2,240.00
12 x 21 - 2-page spread	23.25" x 21"	\$3,780.00	\$4,130.000

\* Supplied artwork must be at size, at 300 dpi, using CMYK process colors. Black type should be set using a one-plate build: 0c 0y 0m 100k. There is no art fee for submitted artwork that meets these specifications. Business cards (2x2) can be submitted for scanning without incurring a service charge.

† **Art development fee not included:** New artwork development request with up to three (3) proofs, time permitting, \$200 flat fee. Text change requests on existing artwork created by and /or on file with Mineral King Publishing's production department, \$40 per change. Like most publishers, **we do not have an art department.** It is in the best interest of advertisers to use their own graphic artist or ad agency, so that they can retain full copyright, and run their ad in other publications. Provide the above art specs to your ad designer.

### NOTES

Call  
**(559) 638-2244**



# '24/'25

Ad art and posting schedule | [midvalleytimes.com](http://midvalleytimes.com)

# WEB SITE ADVERTISING

Ads are placed randomly throughout the web site, on the home page and on current and past story pages. When a reader clicks on your ad, it will take them to your home page or to your event page with more information.

2024	LIVE DATES	ART DUE
<input type="checkbox"/> Issue 27	7/4-7/10	6/28
<input type="checkbox"/> Issue 28	7/11-7/17	7/5
<input type="checkbox"/> Issue 29	7/18-7/24	7/12
<input type="checkbox"/> Issue 30	7/25-7/31	7/19
<input type="checkbox"/> Issue 31	8/1-8/7	7/26
<input type="checkbox"/> Issue 32	8/8-8/14	8/2
<input type="checkbox"/> Issue 33	8/15-8/21	8/9
<input type="checkbox"/> Issue 34	8/22-8/28	8/16
<input type="checkbox"/> Issue 35	8/29-9/4	8/23
<input type="checkbox"/> Issue 36	9/5-9/11	8/30
<input type="checkbox"/> Issue 37	9/12-9/18	9/6
<input type="checkbox"/> Issue 38	9/19-9/25	9/13
<input type="checkbox"/> Issue 39	9/26-10/2	9/20
<input type="checkbox"/> Issue 40	10/3-10/9	9/27
<input type="checkbox"/> Issue 41	10/10-10/16	10/4
<input type="checkbox"/> Issue 42	10/17-10/23	10/11
<input type="checkbox"/> Issue 43	10/24-10/30	10/18
<input type="checkbox"/> Issue 44	10/31-11/6	10/26
<input type="checkbox"/> Issue 45	11/7-11/13	11/1
<input type="checkbox"/> Issue 46	11/14-11/20	11/8
<input type="checkbox"/> Issue 47	11/21-11/27	11/15
<input type="checkbox"/> Issue 48	11/28-12/4	11/22
<input type="checkbox"/> Issue 49	12/5-12/11	11/30
<input type="checkbox"/> Issue 50	12/12-12/18	12/6
<input type="checkbox"/> Issue 51	12/19-12/25	12/13
<input type="checkbox"/> Issue 52	12/26-1/1	12/20

2025	LIVE DATES	ART DUE
<input type="checkbox"/> Issue 1	1/2-1/8	12/27
<input type="checkbox"/> Issue 2	1/9-1/13	1/3
<input type="checkbox"/> Issue 3	1/14-1/22	1/10
<input type="checkbox"/> Issue 4	1/23-1/29	1/17
<input type="checkbox"/> Issue 5	1/30-2/5	1/24
<input type="checkbox"/> Issue 6	2/6-2/12	1/31
<input type="checkbox"/> Issue 7	2/13-2/19	2/7
<input type="checkbox"/> Issue 8	2/20-2/26	2/14
<input type="checkbox"/> Issue 9	2/27-3/5	2/21
<input type="checkbox"/> Issue 10	3/6-3/12	2/28
<input type="checkbox"/> Issue 11	3/13-3/19	3/7
<input type="checkbox"/> Issue 12	3/20-3/26	3/14
<input type="checkbox"/> Issue 13	3/27-4/2	3/21
<input type="checkbox"/> Issue 14	4/3-4/9	3/28
<input type="checkbox"/> Issue 15	4/10-4/16	4/4
<input type="checkbox"/> Issue 16	4/17-4/23	4/11
<input type="checkbox"/> Issue 17	4/24-4/30	4/18
<input type="checkbox"/> Issue 18	5/1-5/7	4/25
<input type="checkbox"/> Issue 19	5/8-5/14	5/2
<input type="checkbox"/> Issue 20	5/15-5/21	5/9
<input type="checkbox"/> Issue 21	5/22-5/28	5/16
<input type="checkbox"/> Issue 22	5/29-6/4	5/23
<input type="checkbox"/> Issue 23	6/5-6/11	5/30
<input type="checkbox"/> Issue 24	6/12-6/18	6/6
<input type="checkbox"/> Issue 25	6/19-6/25	6/13
<input type="checkbox"/> Issue 26	6/26-7/2	6/20

2025	LIVE DATES	ART DUE
<input type="checkbox"/> Issue 27	7/3-7/9	6/27
<input type="checkbox"/> Issue 28	7/10-7/16	7/4
<input type="checkbox"/> Issue 29	7/17-7/23	7/11
<input type="checkbox"/> Issue 30	7/24-7/30	7/18
<input type="checkbox"/> Issue 31	7/31-8/6	7/25
<input type="checkbox"/> Issue 32	8/7-8/13	8/1
<input type="checkbox"/> Issue 33	8/14-8/20	8/8
<input type="checkbox"/> Issue 34	8/21-8/27	8/15
<input type="checkbox"/> Issue 35	8/28-9/3	8/22
<input type="checkbox"/> Issue 36	9/4-9/10	8/29
<input type="checkbox"/> Issue 37	9/11-9/17	9/5
<input type="checkbox"/> Issue 38	9/18-9/24	9/12
<input type="checkbox"/> Issue 39	9/25-10/1	9/19
<input type="checkbox"/> Issue 40	10/2-10/8	9/26
<input type="checkbox"/> Issue 41	10/9-10/15	10/3
<input type="checkbox"/> Issue 42	10/16-10/22	10/10
<input type="checkbox"/> Issue 43	10/23-10/29	10/17
<input type="checkbox"/> Issue 44	10/30-11/5	10/24
<input type="checkbox"/> Issue 45	11/6-11/12	10/31
<input type="checkbox"/> Issue 46	11/13-11/19	11/7
<input type="checkbox"/> Issue 47	11/20-11/26	11/14
<input type="checkbox"/> Issue 48	11/27-12/3	11/21
<input type="checkbox"/> Issue 49	12/4-12/10	11/28
<input type="checkbox"/> Issue 50	12/11-12/17	12/5
<input type="checkbox"/> Issue 51	12/18-12/24	12/12
<input type="checkbox"/> Issue 52	12/25-12/31	12/19

Upon clicking your ad, to what web site or URL should readers be taken?

\_\_\_\_\_

Signature:

X \_\_\_\_\_ date \_\_\_\_/\_\_\_\_/\_\_\_\_

## AD SIZES\* & PRICING†

Do you need ad artwork designed by us? Add \$200.

ad size	dimensions	price	special rate!
Single	300w x 300H pixels	\$100 /week	\$350 /4 wks
Double	600w x 300H pixels	\$200 /week	\$500 /4 wks

\* Supplied artwork should be at size (or a larger, equally shaped size for scaling down), at 72 dpi or higher, using RGB process colors. There is no art fee for submitted artwork that meets these specifications.

† **Art development fee not included:** New artwork development request with up to three (3) proofs, time permitting, \$200 flat fee. Text change requests on existing artwork created by and/or on file with Mineral King Publishing's production department, \$40 per change. Like most publishers, **we do not have an art department.** It is in the best interest of advertisers to use their own graphic artist or ad agency, so that they can retain full copyright, and run their ad in other publications. Provide the above art specs to your ad designer.

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