

AD PLANNER 2026-2027



Advertising schedules and pricing for businesses and media buyers
Art specs for graphic designers



FIVE ESSENTIAL MARKETING STRATEGIES TO ELEVATE YOUR LOCAL BUSINESS AND CONNECT WITH YOUR COMMUNITY

In the competitive world of local business, finding effective ways to market your brand can be a daunting challenge. Many community-focused businesses struggle with limited marketing exposure and visibility, which can mean missing out on valuable customers. As a business owner who cares deeply about your community, feeling frustrated by ineffective advertising tactics while you watch your competitors thrive is understandably disheartening.

At Mid Valley Times, we understand how challenging it can be to navigate the complexities of marketing without a clear strategy and adequate resources. With years of experience and numerous successful campaigns, our award-winning media company has unique insights into local economics that allow us to help you elevate your brand. We empathize with your struggle and have proven that we can deliver results you can trust.

Without a comprehensive marketing plan, not only might your brand fade into obscurity, but you could also be leaving money on the table as potential customers pass you by. The emotional frustration that comes with poor advertising can leave you feeling overwhelmed and unsupported in your goals. It's not just about marketing; it's about ensuring your business gets the recognition it deserves and ultimately driving sales growth.

To help you overcome these challenges, we've crafted five powerful marketing strategies you can implement right now:

- 1** **Leverage Local SEO:** Optimizing your online presence will attract customers in your vicinity. Use local keywords and ensure your Google My Business profile is fully optimized. This will help you to appear in local search results, making it easier for potential customers to find you.
- 2** **Engage on Social Media:** Building a strong presence on social media platforms can empower you to connect with your audience effectively. Share updates, community events, and promotions to keep your customers engaged and informed about your business.
- 3** **Collaborate with Local Influencers:** Identify community influencers who share your target audience, and partner with them to reach a wider demographic. Their endorsement can add significant credibility to your brand while bringing in a fresh perspective.
- 4** **Offer Community-Centric Promotions:** Create promotions that give back to the community, such as discounts for local events or donations associated with purchases. This not only builds your brand's reputation but also creates a loyal customer base rooted in shared values.
- 5** **Invest in Multi-Channel Advertising:** Use a mix of print, digital, and social media to ensure that your message reaches different audiences. This approach not only increases your visibility but also reinforces your brand message across various platforms.

Ignoring these marketing strategies could lead to fading into obscurity, missing out on potential customers, and ultimately feeling overwhelmed. However, by implementing these actionable tips, you can boost customer awareness, increase sales and loyalty, and create a thriving, recognizable brand within your community.

Now is the time to take action!

Schedule your consultation with me at Mid Valley Times today and watch your brand thrive with our strategic marketing solutions.

Contact an ad sales rep today.

(559) 638-2244

advertising@midvalleytimes.com



'26-'27 PRINT AD PLANNER

2026	PUB DATE	ART DUE
☐ Issue 27	July 2, 2026	JUN 26
☐ Issue 28	July 9, 2026	JUL 3
☐ Issue 29	July 16, 2026	JUL 10
☐ Issue 30	July 23, 2026	JUL 17
☐ Issue 31	July 30, 2026	JUL 24
☐ Issue 32	Aug. 6, 2026	JUL 31
☐ Issue 33	Aug. 13, 2026	AUG 7
☐ Issue 34	Aug. 20, 2026	AUG 14
☐ Issue 35	Aug. 27, 2026	AUG 21
☐ Issue 36	Sept. 3, 2026	AUG 28
☐ Issue 37	Sept. 10, 2026	SEP 4
☐ Issue 38	Sept. 17, 2026	SEP 11
☐ Issue 39	Sept. 24, 2026	SEP 18
☐ Issue 40	Oct. 1, 2026	SEP 25
☐ Issue 41	Oct. 8, 2026	OCT 2
☐ Issue 42*	Oct. 15, 2026	OCT 9
☐ Issue 43	Oct. 22, 2026	OCT 16
☐ Issue 44	Oct. 29, 2026	OCT 23
☐ Issue 45	Nov. 5, 2026	OCT 30
☐ Issue 46	Nov. 12, 2026	NOV 6
☐ Issue 47	Nov. 19, 2026	NOV 13
☐ Issue 48	Nov. 26, 2026	NOV 20
☐ Issue 49	Dec. 3, 2026	NOV 27
☐ Issue 50	Dec. 10, 2026	DEC 4
☐ Issue 51	Dec. 17, 2026	DEC 11
☐ Issue 52	Dec. 24, 2026	DEC 18
☐ Issue 53	Dec. 31, 2026	DEC 24

2027	PUB DATE	ART DUE
☐ Issue 1	Jan. 7, 2027	DEC 31
☐ Issue 2	Jan. 14, 2027	JAN 8
☐ Issue 3	Jan. 21, 2027	JAN 15
☐ Issue 4	Jan. 28, 2027	JAN 22
☐ Issue 5	Feb. 4, 2027	JAN 29
☐ Issue 6	Feb. 11, 2027	FEB 5
☐ Issue 7	Feb. 18, 2027	FEB 12
☐ Issue 8	Feb. 25, 2027	FEB 19
☐ Issue 9	March 4, 2027	FEB 26
☐ Issue 10	March 11, 2027	MAR 5
☐ Issue 11	March 18, 2027	MAR 12
☐ Issue 12	March 25, 2027	MAR 19
☐ Issue 13	April 1, 2027	MAR 26
☐ Issue 14	April 8, 2027	APR 2
☐ Issue 15	April 15, 2027	APR 9
☐ Issue 16	April 22, 2027	APR 16
☐ Issue 17	April 29, 2027	APR 23
☐ Issue 18	May 6, 2027	APR 30
☐ Issue 19	May 13, 2027	MAY 7
☐ Issue 20	May 20, 2027	MAY 14
☐ Issue 21	May 27, 2027	MAY 21
☐ Issue 22	June 3, 2027	MAY 28
☐ Issue 23	June 10, 2027	JUN 4
☐ Issue 24	June 17, 2027	JUN 11
☐ Issue 25	June 24, 2027	JUN 18
☐ Issue 26	July 1, 2027	JUN 25

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☐ Issue 27	July 8, 2027	JUL 2
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☐ Issue 50	Dec. 16, 2027	DEC 10
☐ Issue 51	Dec. 23, 2027	DEC 17
☐ Issue 52	Dec. 30, 2027	DEC 24

* Mid Valley Times Central begins publication on October 15, 2026, serving Fowler, Selma and Kingsburg.

POPULAR AD SPACE SIZES* & PRICING*

Prices are based on the standard rate of \$15.00 per column inch.

AD SPACE	DESCRIPTION	ART DIMENSIONS	BLACK/WHITE	FULL COLOR
2x4	Front Page Special (Limited)	3.675" W x 4" H	Not Available	\$333.00
2x2	Business Card	3.675" W x 2" H	\$60.00	\$410.00
2x3	Horizontal Rectangle	3.675" W x 3" H	\$90.00	\$440.00
2x4	Square	3.675" W x 4" H	\$120.00	\$470.00
3x5	Horizontal Rectangle	5.575" W x 5" H	\$225.00	\$575.00
3x7½	Flyer - Scaled Small	5.575" W x 7.25 H	\$326.25	\$676.25
3x10½	Quarter Page - Tall	5.575" x 10.5" H	\$472.50	\$822.50
4x7½	Quarter Page - Square	7.5" W x 7.875" H	\$472.50	\$822.50
6x5¼	Quarter Page - Wide	11.25" W x 5.25" H	\$472.50	\$822.50
4x9½	Flyer - Scaled Medium	7.5" W x 9.667" H	\$580.02	\$930.02
5x12	Flyer - Scaled Large	9.375" W x 12" H	\$900.00	\$1,250.00
3x21	Half Page - Tall	5.575" W x 21" H	\$945.00	\$1,295.00
6x10½	Half Page - Square	11.25" W x 10.5" H	\$945.00	\$1,295.00
6x14½	Flyer - Scaled X-Large	11.25" W x 14.5" H	\$1,305.00	\$1,655.00
6x21	Full Page	11.25" W x 21" H	\$1,890.00	\$2,240.00
9x21	1½-Page Spread	17.52" W x 21" H	\$2,835.00	\$3,535.00
12x21	Double-Page Spread	23.25" W x 21" H	\$3,780.00	\$4,480.00

Contact an ad sales rep today.

(559) 638-2244

advertising@midvalleytimes.com



* For optimal results, provide to your ad designer the following specs. 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. While we offer these services, it is in the best interest of advertisers to use their own graphic artist or agency, so that they may retain full control of their branding and the copyright for publishing elsewhere.

'26-'27 WEB AD PLANNER

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.

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☐ Issue 35	AUG 27–SEP 2	AUG 21
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☐ Issue 38	SEP 17–SEP 23	SEP 11
☐ Issue 39	SEP 24–SEP 30	SEP 18
☐ Issue 40	OCT 1–OCT 7	SEP 25
☐ Issue 41	OCT 8–OCT 14	OCT 2
☐ Issue 42	OCT 15–OCT 21	OCT 9
☐ Issue 43	OCT 22–OCT 28	OCT 16
☐ Issue 44	OCT 29–NOV 4	OCT 23
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☐ Issue 46	NOV 12–NOV 18	NOV 6
☐ Issue 47	NOV 19–NOV 25	NOV 13
☐ Issue 48	NOV 26–DEC 2	NOV 20
☐ Issue 49	DEC 3–DEC 9	NOV 27
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☐ Issue 6	FEB 11–FEB 17	FEB 5
☐ Issue 7	FEB 18–FEB 24	FEB 12
☐ Issue 8	FEB 25–MAR 3	FEB 19
☐ Issue 9	MAR 4–MAR 10	FEB 26
☐ Issue 10	MAR 11–MAR 17	MAR 5
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☐ Issue 51	DEC 23–DEC 29	DEC 17
☐ Issue 52	DEC 30–JAN 5	DEC 24

AD SPACE SIZES* & PRICING†

AD SPACE	DESCRIPTION	DIMENSIONS (PIXELS)	PRICE	SPECIAL RATE!
Single	Square (1:1)	300 W x 300 H	\$100 /wk	\$350 /4 weeks
Double	Horizontal Rectangle (2:1)	600 W x 300 H	\$200 /wk	\$500 /4 weeks

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'26-'27

EMAILED NEWSLETTER AD PLANNER

Distributed twice a week, Mid Valley Times's e-newsletter reaches over 4,600 subscribers. Ads are placed on the newsletter.

2026		ART DUE
☐ Week 27	JUL 2–JUL 8	JUN 26
☐ Week 28	JUL 9–JUL 15	JUL 3
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☐ Week 53	DEC 31–JAN 6	DEC 24

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AD SPACE SIZE* & PRICING[†]

The e-newsletter is distributed by email twice per week.

AD SPACE	DESCRIPTION	DIMENSIONS (PIXELS)	PRICE
Single	Square (1:1)	800 W x 800 H	\$100 /week

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2027 SOCIAL MEDIA SPONSORSHIPS

Mid Valley Times's social media accounts like Facebook, Instagram and Tik Tok reach over 10,000 followers. Your sponsorship will be expressed clearly on our posts or videos. Timing of posts can be scheduled within a range of negotiated dates.

SOCIAL MEDIA SPONSORSHIP PRICING

DESCRIPTION	PRICE
"Sponsored By" Audio or Text Spot	\$400 /post

Contact an ad sales rep today.

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'26-'27 EVENT SPONSORSHIP WITH MARKETING PACKAGE

Some might say that we have two vices...



From time to time, Mid Valley Times partners with local taprooms and coffeehouses to host one of our two community events:

News & Brews

Featuring free beer, pretzels, and the latest edition of the newspaper for all attendees.

Paper & Pastries

Featuring free coffee, a pastry, and a free copy of the latest edition to attendees.

Along with being recognized at the event, sponsorship includes:

- 2 ads in our e-newsletter
- 1 ad in the print newspaper
- 1 double-size web ad for one month
- 2 promo reels on Instagram (1 pre-event and 1 post-event)
- 2 promo reels on Tik Tok (1 pre-event and 1 post-event)
- 1 image post on Tik Tok
- 1 event page on Facebook

The entire package is a value of \$3,525 for...

ONLY! \$1,500

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