

# Yukon News **MEDIA KIT**

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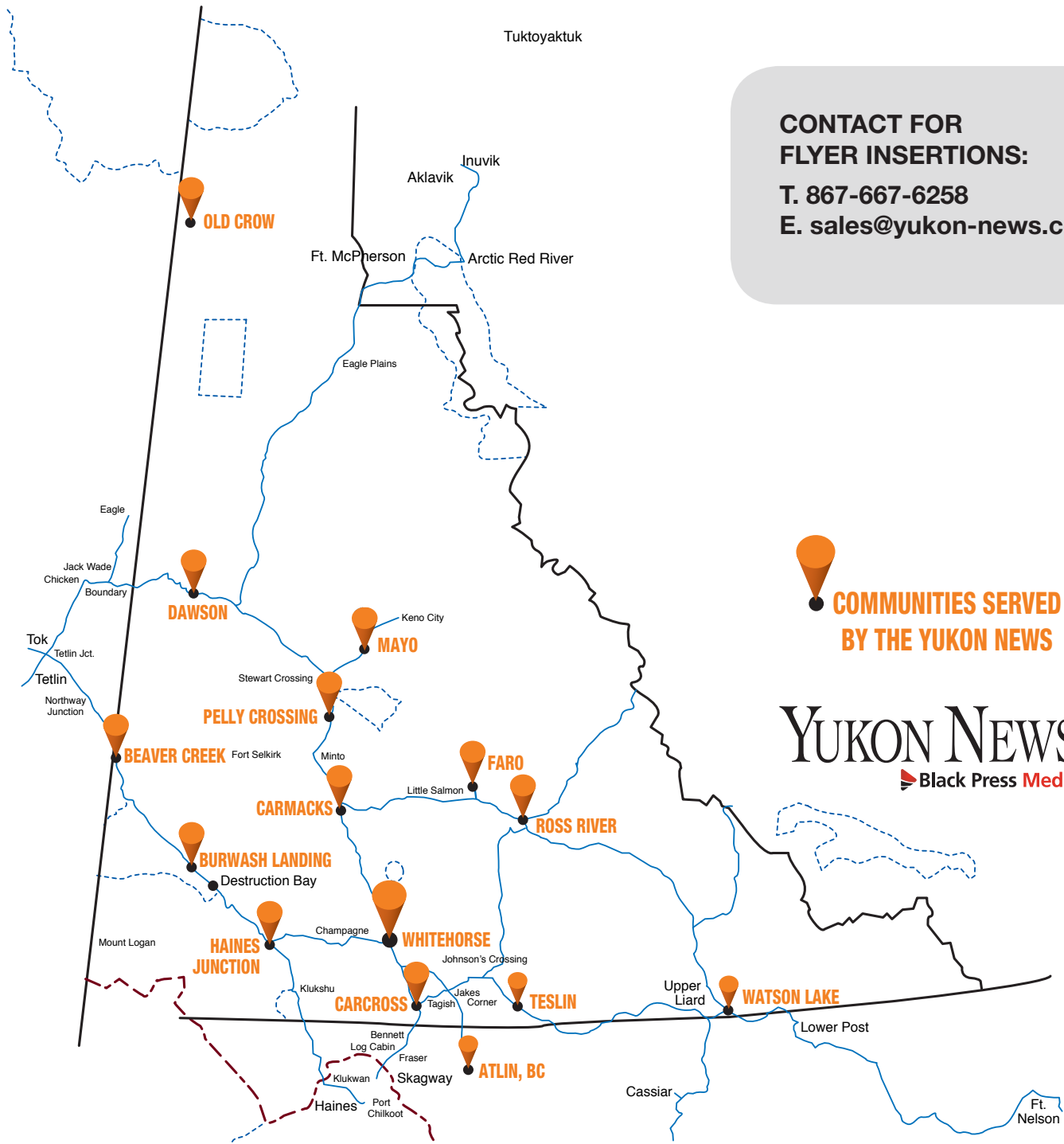


# YUKON NEWS DISTRIBUTION

Total Circulation As of July 2021.  
Wednesday ▶ 3350 | Friday ▶ 4460

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 FOR  
FLYER INSERTIONS:**  
T. 867-667-6258  
E. [sales@yukon-news.com](mailto:sales@yukon-news.com)

**COMMUNITIES SERVED  
BY THE YUKON NEWS**

**YUKON NEWS**  
Black Press Media

**CONTACT US: 1-867-667-6285**  
**STEPHANIE SIMPSON (Ext. 208): [stephanie.simpson@yukon-news.com](mailto:stephanie.simpson@yukon-news.com)**

# RATES & SERVICES

## National Advertising and Ad Agency Placements

Call an Advertising Representative for more information.

## 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.

## Columns

Our paper is built in the 6-column format.

# 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**

Stephanie Simpson (ext.208): [stephanie.simpson@yukon-news.com](mailto:stephanie.simpson@yukon-news.com)

Yukon News  
200-3106 Third Ave  
Whitehorse, Yukon, Canada  
Y1A 5G1

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

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# AD BLOCKS

The Yukon News offers modular advertising sizes in a 6-column format.

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 L 14"



**Full Page**  
W 10.333" x L 14"



**Half Page horiz.**  
W 10.333" x L 7"



**Half Page vertical**  
W 5.083" x L 14"



**6 col x 3" banner**  
W 10.333" x L 3"



**5 col x 7"**  
W 8.583" x L 7"



**4 col x 7"**  
W 6.833" x L 7"



**1/4 Page 3 col x 7"**  
W 5.083" x L 7"



**3 col x 4"**  
W 5.083" x L 4"



**3 col x 5"**  
W 5.083" x L 5"



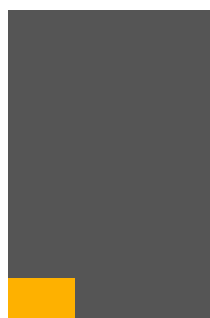
**2 col x 14"**  
W 3.333" x L 14"



**2 col x 7"**  
W 3.333" x L 7"



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



**2 col x 2"**  
W 3.333" x L 2"



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



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



**1 col x 14"**  
W 1.583" x L 14"

# 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. \*\*