

# SERVICE DIRECTORY

The Current is proud to offer a handy reference directory to its readers! This option is an affordable way for a business to maintain a regular presence in the 10,000 copies of The Current that are distributed throughout the greater Valley each month (to about 23,000 readers, using the industry-standard readership multiplier of 2.3 readers per copy).

Organized alphabetically by category (and then alphabetically by business name within each category), the Service Directory is a handy tool for a reader seeking to find the right person for whatever the job may be.

## SIZES & PRICING

### LAWN & GARDEN EQUIPMENT REPAIR

## JOEL'S LAWNMOWER REPAIR

**(509) 924-5396**

**RIDER & WALK BEHIND**

**Factory Trained Technician**

*Licensed and Insured*

*Air Force Veteran*

**PICKUP &  
DELIVERY  
AVAILABLE**

*(local area)*

**Hours: M-F 10-6, Sat 9-12**



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### LAWN & GARDEN EQUIPMENT REPAIR

## LAWNMOWER REPAIR

Repairing both riding and walk-behind lawnmowers, garden tillers and most power equipment. Pickup and delivery available. Factory Trained Technician. Licensed and insured.

M-F 10-6, Sat 9-12, Closed Sundays

Joel's Lawnmower Repair • 924-5396

\* We ask that Service Directory ads not feature coupons. To make this directory as affordable as possible, the ad formatting is set upfront, and text-only changes are allowed from issue to issue. Future changes to the ad's format may be quoted a design fee. There is a three-run minimum for inclusion in the Service Directory, and run dates must be consecutive.

Additional contract discounts can also apply. To guarantee frequency discount, ads must be paid upfront.

*Sample ads are shown actual size. Listed ad dimensions do not include the accompanying category header.*

### **Large display:**

2.33" w x 2.46" h,  
full-color with a  
2 pt. black or  
color border

### **Cost per ad:**

\$50 (three times);

\$45 (six times);

\$40 (12 times)

### **Medium display:**

2.33" w x 1.05" h,  
full-color with a  
2 pt. black or  
color border

### **Cost per ad:**

\$30 (three times);

\$27.50 (six times);

\$25 (12 times)

### **Text only:**

2.33" w x 1.05" h,  
black and white,  
0.5 pt. border

*This ad is formatted much like a classified ad with a headline/name (25 characters max) and six lines of text (standard font, size and formatting). No color is available for this option.*

### **Cost per ad:**

\$12 (three times);

\$11 (six times);

\$10 (12 times)