

# YOSEMITE GAZETTE

10,000 circulation every three months (2.5 readers per copy)



"Nobody knows these rapids better than rafting pioneer Marty McDonnell." World Class by Tom Gardner.



Royal Robbins aid climbing on the third pitch on Salathé Wall in a photo titled Cool Aid.



Half Dome—one day or two? Both have advantages—you decide. by Rick Deutsch.



Tim Erickson on Cuneo Road in Greeley Hill on the Erickson Family Cattle Drive by Marv Dealy.

## Telling the Stories of Yosemite and Beyond

The *Yosemite Gazette* has been published quarterly for the past five years. It is a 16-page publication, and measures nine by twelve inches.

The design theme is "old timey" with black ink printed on seventy pound buff colored paper.

The content features a compelling mix of history and current events from Yosemite, the Sierra, the Mother Lode, and towns from Oakhurst to Bodie, but no "club news."

Articles include both original stories written for the *Yosemite Gazette*, which have featured interviews with people such as Royal Robbins and Tom Frost (famous for climbing exploits in

Yosemite Park in the 1960s) to Harold Eaton (famous for outrunning the California Highway Patrol in the pre-World War II era when he lived in Big Oak Flat, California.)

We also include excerpts each issue from authors such as Elizabeth and John O'Neill, who wrote *Tioga Tramps* and other books about Yosemite; David Lukas, a published naturalist living near Yosemite; and Matt Johanson, whose new book *Yosemite Epics* features stories from twenty-three Yosemite personalities including backcountry skiers buried by an avalanche, a rock climber whose rope snaps, and a climbing legend whose daring kayak adventure helps

him discover greater health and happiness.

We've also published a series of stories called *The Best Way to see Yosemite is...* which have included rides into the park in both 1941 Cadillac Deluxe Convertible and a 1966 427 Shelby Cobra, as well as stories about hiking, climbing and biking in Yosemite.

Other stories have included a recounting of the first airplane to land in Yosemite Valley, the first car over Tioga Pass, the pros and cons of raising or razing Hetch Hetchy Dam, and stories about both trail trials and endurance riding as well as calf branding and the Erickson Family cattle drive.

Distribution of the *Yosemite Gazette* is through advertisers and visitors centers for the Yosemite, Tuolumne, Twain Harte, Calaveras, Mariposa, Oakhurst, Independence, Lone Pine, Bass Lake and Bishop Chambers of Commerce; the visitors centers at Mammoth Lakes and Lee Vining, plus over 200 outlets such as post offices, banks, libraries, museums, galleries, etc. (See detailed accounting of "etc" back page.)

Our goals are to increase circulation, distribution networks, subscriptions and advertising support, while expanding the *Yosemite Gazette's* website to better serve our advertisers, subscribers and far-flung readers.

Contact  
**Michelle Klein**

Purveyor of Advertising  
and Community Support

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530.515.2553  
209.536.1143

## YOSEMITE GAZETTE

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Phone and fax: 209.536.1143

Editor@YosemiteGazette.com  
www.YosemiteGazette.com



www.facebook.com/YosemiteGazette



## Deadlines

Advertisements must be submitted  
30 days prior to publication.

December 1, March 1,  
June 1, September 1.

Quarterly issues are distributed  
March 1, April 1, July 1, October 1.

Changes to existing advertisements  
or cancellations must be made in writing  
or email 30 days prior to publication.

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# Top Five Reasons to Advertise in the Yosemite Gazette

## All Included in Ad Rates

1. Guaranteed page prominence and high visibility in 16-page, three-month shelf life, 10,000 circulation (40,000 yearly), quarterly publication as opposed to a one-time daily, weekly or monthly publication with multiple pages and sections.

2. Online ad daily presentation links (including business locator “buttons” on our map) for our advertisers on our website soon to be converted to a dynamic new template.

3. Inclusion for advertisers (your message, hot links, coupons, specials, events, etc.) in our *Yosemite Gazette* email updates sent monthly to over 1,250 email addresses including advertisers, sponsors, partners, subscribers, our VIP list, area chambers of commerce and visitor’s bureaus, California tourism centers, your own selected addressees, etc.).

Your (link(s) on these email Updates can be “tracked” and we can send you an email list of those who have clicked on your link(s).

4. Ongoing, current, updated *Yosemite Gazette* Facebook page

opportunities including description of your business or service as Friends, tagging your business, enterprise(s) or services, becoming “mutual” partners, recommendations, etc. Photos

(aerials tagged, photo albums of advertisers—see Cover’s and Indigeny Rerserve albums on our Facebook pages) can be included on the *Yosemite Gazette* Facebook pages.

5. State of the art digital presentation of the *Yosemite Gazette* online including a website page link to an interactive version of each issue dating back six years.

## One Quarter Page Horizontal

\$650 black & white (\$220 per month)

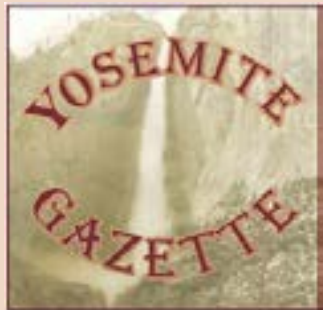
4xs \$2,600 — Annual Discount \$260 = \$2,340 (paid in advance)

\$800 color (\$266 per month)

4xs \$3,200 — Annual Discount \$320 = \$2,880 (paid in advance)

3 columns 6 5/8”w x 3 1/2”h

Existing camera ready artwork may be used if it’s available electronically and is in PDF format. Ad makeup is not included in the publication price. Inquire for hourly formatting and production rates.



Published quarterly by  
the Yosemite Publishing Company  
P. O. Box 5227  
Sonora, California 95370  
209.536.1143 or 707.337.4444

### Editor and Publisher

Michael Gahagan

### Assistant to the Editor

Constance O’Connor

### Correspondents-Contributors

Marc Fossum, Rick Deutsch,  
Tom Gardner, Debbie Adams,  
Renny Avey, David Lukas,  
John Carroll O’Neill, Peter Hoss,  
Elizabeth Stone O’Neill,  
Leroy Radanovich, David Hubbard,  
Sharon Giacomazzi, Ed Swanzey,  
Michael Elsohn Ross

### Advertising-Marketing-Media

Foraker Advertising—Michelle Klein

### Circulation

Jack B. Nimble

### Printing

Foothill Printing & Graphics  
Angels Camp

## One Half Page

\$1,000 black & white (\$330 per month)

4xs \$4,000 — Annual Discount \$400 = \$3,600 (paid in advance)

\$1,250 color (\$417 per month)

4xs \$5,000 — Annual Discount \$500 = \$4,500 (paid in advance)

4 columns 8 1/2”w x 5 1/2”h

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# A Quarterly with Daily Online Advertising Programs

## One Eighth Page Horizontal

\$335 black & white (\$112 per month)  
 4xs \$1,340 — Annual Discount \$134 = \$1,206  
 (paid in advance)

\$425 color (\$142 per month)  
 4xs \$1,700 — Annual Discount \$170 = \$1,530  
 (paid in advance)

2 columns 4 1/8" w x 2 3/4" h

## One Quarter Page Vertical

\$650 black & white (\$220 per month)  
 4xs \$2,600 — Annual Discount \$260 = \$2,340  
 (paid in advance)

\$800 color (\$266 per month)  
 4xs \$3,200 — Annual Discount \$320 = \$2,880  
 (paid in advance)

2 columns 4 1/8" w x 5 1/2" h

## One Quarter Page Vertical Co-Op

**\$165**  
 for three months  
 of 10,000 circulation.  
 (\$54.17 a month)

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 for three months  
 of 10,000 circulation.  
 (\$54.17 a month)

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 for three months  
 of 10,000 circulation.  
 (\$54.17 a month)

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 for three months  
 of 10,000 circulation.  
 (\$54.17 a month)

All advertisers are included on-line with full color renditions of their black and white *Yosemite Gazette*

## One Eighth Vertical

\$335 black & white (\$112 per month)  
 4xs \$1,340 — Annual Discount \$134 = \$1,206  
 (paid in advance)

\$425 color (\$142 per month)  
 4xs \$1,700 — Annual Discount \$170 = \$1,530  
 (paid in advance)

1 Column 2" w x 5 1/2" h

Existing camera ready artwork may be used if it's available electronically and is in PDF format. Ad makeup is not included in the publication price. Inquire for hourly formatting and production rates.

advertisements at no extra charge.

Pay as little as \$75 per month (for three months of circulation) to reach a select audience (10,000) of active consumers and *Yosemite Gazette* faithful.

Participation in the advertising program of the *Yosemite Gazette* not only promotes your business and demonstrates community support but provides for a variety of articles and features, developed to preserve the rich and treasured historical legacy of the Yosemite region.

## Business Card Vertical

\$225 black & white (\$75 per month)  
 4xs \$900 — Annual Discount \$90 = \$810  
 (paid in advance)

\$275 color (\$92 per month)  
 4xs \$1,100 — Annual Discount \$110 = \$990  
 (paid in advance)

2" w x 3 1/2" h

Existing camera ready artwork may be used if it's available electronically and is in PDF format. Ad makeup is not included in the publication price. Inquire for hourly formatting and production rates.

## Business Card Horizontal

\$225 black & white (\$75 per month)  
 4xs \$900 — Annual Discount \$90 = \$810  
 (paid in advance)

\$275 color (\$92 per month)  
 4xs \$1,100 — Annual Discount \$110 = \$990  
 (paid in advance)

4 1/8" w x 2" h

## Banner Ads

\$500 black & white (\$167 per month)  
 4xs \$2,000 — Annual Discount \$200 = \$1,800

\$625 color (\$208 per month)  
 4xs \$2,500 — Annual Discount \$250 = \$2,250

Four Columns 8 1/2" w x 2" h

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**Columbia Chamber of Commerce**  
(Main Distribution, Columbia Mercantile)



**Yosemite Bank**  
(Groveland, Mariposa, Oakhurst, Coarsegold)



**Wawona Hotel**  
(Mariposa County and Hwy 140 corridor)



**The Majestic Yosemite Hotel**  
(aka The Ahwahnee–Yosemite National Park)

## Tuolumne County

(Columbia, Sonora, Jamestown)

Columbia State Historic Park Museum  
Columbia Airport, Columbia Post Office  
Columbia Mercantile, **City Hotel**  
Fallon Hotel, Native Sons of California Museum  
Brown's Coffee Shop (Columbia)  
Ebber's Saddle Shop, Columbia Kate's Tea House  
Columbia Chamber of Commerce, Columbia House,  
Columbia Clothiers & Emporium,  
Tuolumne County Arts Alliance,  
Tuolumne County Chamber of Commerce,  
Tuolumne County Historical Society,  
Tuolumne County Visitors Bureau,  
Tuolumne County Library,  
Indigency Reserve, Apple Valley,  
Sierra Repertory Theater, Schnoogs Cafe,  
Sonora Hills Clubhouse, Ventana Gallery,  
**Sierra Nevada Adventure Company**,  
Sonora Joe's Coffee Shop,  
Legends Books and Antiques,  
**Mountain Home Gifts**,  
Sonora Blueprint and Graphics,  
The Emporium (Jamestown),  
Stogies (Jamestown),  
Victorian Gold B&B (Jamestown),  
**The National Hotel (Jamestown)**,  
**Hurst Ranch (Jamestown)**,  
Twain Harte Area Chamber of Commerce,  
Tuolumne City Memorial Museum,  
Tuolumne City Post Office,  
John's Tuolumne Market,  
**Black Oak Casino, Covers Apple Ranch**,  
Schnoogs Station, Standard,  
Nature's Whole Food Depot, Standard,  
The Standard Pour, Mountain Sage Coffee,  
Cross Country Café, Iron Door Saloon  
Charlotte Hotel, Groveland Hotel  
**Yosemite Adventure Supplies**  
Groveland Museum, **Yosemite Bank**

## Tuolumne County

(Twain Harte, Tuolumne, Groveland)

**The Pizza Factory**, Rabo Bank,  
**Yosemite Westgate Lodge**  
Pine Mountain Lake Country Club  
Priest Station Cafe and Store  
**Evergreen Lodge, Rush Creek Lodge**

## Calaveras-Amador Counties

Calaveras Chamber of Commerce,  
Angels Camp Museum, Murphys Hotel,  
**Ironstone Vineyards**, Chatom Winery,  
Hatcher Winery, Newsom Harlow Winery,  
Milliare Winery, Murphys Museum,  
Victoria Bar and Inn, Twisted Oak Winery,  
Glory Hole (Melones Reservoir),  
the Leger Hotel (Mokelumne Hill),  
Holiday Inn Express (Jackson)

## Mariposa County

Aramark, Curry Village,  
The Majestic Ahwahnee Hotel,  
Yosemite Valley Visitor Center,  
The Yosemite Lodge,  
Le Conte Memorial Lodge,  
Yosemite Badger Pass Ski Area,  
Glacier Point Visitor Center,  
Wawona Visitor Center, Wawona Hotel,  
The Redwoods in Yosemite,  
Yosemite View Lodge, El Portal Market,  
Yosemite Conservancy,  
Briceberg Visitor Center,  
Indian Flat RV Park, Yosemite Cedar Lodge,  
**Yosemite Bug Mountain Resort**,  
Yosemite West/Mariposa KOA,  
High Country Health Food and Café,  
**Pony Express Coffee House & Trading Post**,  
Mountain Flowers and Gifts,  
**Foster's True Value Hardware**,

## Mariposa County (continued)

Yosemite/Mariposa Tourism Bureau,  
**Miner's Inn**, Miner's Roadhouse 140,  
**Yosemite Bank**, Yosemite Inn,  
Mariposa Chamber of Commerce  
and Visitor Center,  
**Happy Burger Diner**, 1850 Restaurant,  
Pioneer Market, Pioneer Market,  
Mariposa Museum and History Center  
Mariposa Martial Arts Academy  
Sal's Mexican Restaurant  
Jantz Café & Bakery, Mariposa Lodge,  
Coldwell Banker, Monarch Inn,  
Mariposa Fruit and Nut Company,  
Mother Lode Lodge, Gold Rush Trading Post,  
Subway Sandwiches, Sugar Pine Café,  
Prospectors Brewing Company,  
River Rock Inn Deli Garden and Café,  
Charles St. Dinner House,  
Savory's Restaurant,  
George's Fremont House,  
Coast Hardware, Sierra Foothill Gallery,  
Anahata Fair Trade, Yosemite-Tea and Coffee,  
Faded Elegance, The Company Store,  
Yosemite Gifts, **Mariposa Pizza Factory**,  
**Bett's Gold Coin Sports Tavern**,  
Mariposa Ice Creamery, 56th Street Inn,  
**Casto Oaks Fine Wine and Art**,  
Castillo's Mexican Restaurant,  
Comfort Inn Yosemite Valley Gateway,  
Mariposa Art's Council, Yosemite Grill,  
Best Western Yosemite Gateway,  
Century 21 Sierra Gold, Triangle Market,  
California State Mineral & Mining Museum,  
Mariposa County Fairgrounds  
and Exposition Center,  
Bootjack Market & Deli, Sportsman's Café,  
Yosemite Bed & Breakfast,

## Madera County and south

Oakhurst Chamber of Commerce  
**Yosemite Bank-Oakhurst**  
**Yosemite Gateway Gallery Row**, **Oakhurst**  
King Vintage Clothing Museum  
Yosemite Sierra Visitors Bureau, Oakhurst  
High Sierras RV Park, Bass Lake Lodge  
Western Sierra Nursery, Kettle Restaurant  
Yosemite Southgate Motel, Comfort Inn  
Days Inn, Shilo Inn, Best Western  
Sierra Sky Ranch, Tenaya Lodge  
Yosemite Area Rapid Transit (Merced)

## Eastern Slope Sierras

Bishop Area C. of C. & VB  
June Lake Loop C. of C.  
Silver Lake Resort (June Lake)  
Lake Front Cabins (June Lake)  
Lee Vining Chamber of Commerce  
Lone Pine Chamber of Commerce  
Mammoth Lakes Chamber of Commerce  
Mammoth Lakes Welcome Center  
Mono Basin Scenic Visitors Center  
Browns Supply RV Parks

## Bay Area

Peete's Coffee Houses (Orinda, Lafayette)  
Marmot Mountain Works, Berkeley  
John Muir House  
Yosemite Conservancy  
California Historical Society  
**Bass Pro Outdoor World (Manteca)**  
REI outlets (13 in Bay Area)  
  
Santa Rosa, Corte Madera, Roseville,  
Sacramento, Folsom, Marina, Mt. View,  
San Francisco, San Carlos, Saratoga,  
Berkeley, Fremont, Brentwood, Concord,  
Dublin, Stockton, Fresno, Santa Ana,  
Huntington Beach, Reno, Nevada



## What's in a Name?

The power of a name and its value has long been immortalized in prose, poetry and religious ceremony.

If you have a business, company, service, agency, practice, or non-profit with Yosemite in the title you are entitled to Yosemite Gazette advertising discounts for two and four insertions.



To Sign Up for the Yosemite Brand Program

Contact: Michelle Klein  
530.515.2553 or [Michelle@YosemiteGazette.com](mailto:Michelle@YosemiteGazette.com)  
209.536.1143 or [Michael@YosemiteGazette.com](mailto:Michael@YosemiteGazette.com)