

advertising rates

Woodstock Times • Saugerties Times • Kingston Times • New Paltz Times • Mid-Hudson Post Pioneer • Dutchess Beat • alm@nac

PUBLISHED WEEKLY	CIRCULATION	READERSHIP	COL. IN. / PAGE
WOODSTOCK TIMES	5,000	14,000	46.5
New Paltz TIMES	4,500	12,600	46.5
KINGSTON TIMES	1,600	4,480	46.5
Saugerties Times	2,000	5,600	46.5
MID-HUDSON POST PIONEER	2,000	5,600	46.5
Dutchess Beat	3,000	8,400	46.5
alm@nac	19,000	53,200	62

NEW ADVERTISING RATES (Effective June 1, 2008)

COMMUNITY NEWSPAPERS	PER COLUMN INCH	NOT FOR PROFIT
One Paper	\$17	\$15
Two Papers	\$25	\$22
Three Papers	\$30	\$27
Four Papers	\$33	\$29
Five Papers	\$35	\$32
Six Papers	\$37	\$34
alm@nac (included in all community newspapers)	\$27.00	\$24

PRODUCT TERMS AND INFORMATION

Our community weekly newspapers are in tabloid format. The image area of each page is 10" wide and 15.5" deep. Please make sure camera-ready ads are an eighth-inch shorter in depth than the space purchased.

PREPRINT INSERTS cost \$65 per thousand.

DISPLAY AD RATES include free typesetting and pasteup.

Artwork charge is \$50 per hour.

SPOT COLOR - available for \$75 per color.

FOUR COLOR PROCESS - \$250 per ad/per newspaper

DISPLAY AD DEADLINE is Monday at 3 pm.

CLASSIFIEDS appear in the almanac section, included in all papers and distributed separately. Ads can be placed Mon. & Fri. 9 am to 5 pm, Tues. 9 am to 11 am and Wed. & Thurs. 9 am to 3 pm. Deadline is Tuesday at 11 am for that week's publication. Weekly rates are \$20 for up to 30 words and 20¢ for each additional word. Frequency rates for ads up to 30 words are \$72 for a 4 week run, \$225 for a 13 week run, \$425 for a 26 week run and \$800 for a year-long run. Classified ads are payable in advance. There is no billing.

LEGAL NOTICE prices are established by state law.

PLACEMENT cannot be guaranteed except by extra charge. No allowances will be given if position requests cannot be honored. We will try to accommodate reasonable placement requests. Our maximum liability for any

error appearing in an advertisement is limited to the cost of the space actually occupied. No allowance, however, will be granted for any error that does not materially affect the value of an advertisement. All errors must be reported within seven days of publication. Credit for errors is limited to first insertion. The publisher is not responsible for the return of art work, photos, etc.

PUBLICATION DAY for all newspapers is **Thursday**.

CONTRACTS: We offer frequency and bulk space display contracts.

Advertisers may not take both simultaneously.

TERMS: All new display advertisers must pay in advance until credit is established. Commissionable and national rates are 15% above listed rates. For contract display advertisers with a zero balance only, a 5% additional prepayment discount is available. A finance charge of 1.5% per month will be imposed on all accounts 30 days past due. Advertisers not fulfilling their contract commitments will be short-rated to the nearest earned rate. Contract and prepayment rates are not applicable to not-for-profit organizations.

REFUNDS: No refund, only credit given.

FREQUENCY CONTRACTS

#Insertions	Discount
4	5%
8	7.5%
13	10%
26	15%
52	20%

BULK SPACE CONTRACTS

Col.-in per yr.	Discount
250	10%
500	15%
1000	25%
2000	35%

Terms of contract: Payment is due upon billing. If payment is not received within 20 days after billing date, all discounts are rescinded.

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 new paltz office 845.255.7000 - fax 845.255.7005
 dutchess office 845.485.2711 - fax 845.483.0830
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