



ADVERTISEMENT SIZES AND PRICING

Design fee of \$25 is applied to the first ad. Thereafter minor changes will be free, complete rebuilds will incur a design fee of \$15.

Black & White	Single	3 - ISSUES	Annual
TOTAL COST/ P/M MONTH			
Service Directory Ad \$75 P/m Month (3.5" X 2")			
Black and White	Single	3 - ISSUES	Annual
1/6 Page (3.6875" x 3.0")	\$120	\$300/\$100 p/m	\$1080/90 p/m
1/4 Page (3.6875" x 4.75")	\$150	\$390/130 p/m	\$1500/125 p/m
1/3 Page Horizontal (7.5" X 3") Vertical (3.6815 x 6.5)	\$180	\$480/160 p/m	\$1800/150 p/m
1/2 Page Horizontal (7.5" X 4.75") Vertical (3.6875 X 9.75)	\$240	\$630/210 p/m	\$2340/195 p/m
Full Page (7.5" X 9.75")	\$420	\$1,200/400 p/m	\$4680/390 p/m
Color	Single	3 - ISSUES	Annual
TOTAL COST/ P/M MONTH			
1/6 Page (3.6875" x 3.0")	\$135	\$ 390/130 p/m	\$1500/125 p/m
1/4 Page (3.6875" x 4.75")	185	\$525/175 p/m	\$2040/170 p/m
1/3 Page Horizontal (7.5" X 3") Vertical (3.6815 x 6.5)	\$200	\$570/190 p/m	\$2160/180 p/m
1/2 Page	\$300	\$840/280 p/m	\$3120/265 p/m
Full Page (7.5" X 9.75")	\$550	\$1,440/480 p/m	\$5520/460 p/m

PREMIUM POSITIONS	Single	3 - ISSUES	Annual
TOTAL COST/ P/M MONTH			
INSIDE FRONT COVER	\$675	\$1800/600 p/m	\$6900/575 p/m
Full Page (7.5" X 9.75")			
½ Page Horizontal (7.5" X 4.75") Vertical (3.6875 X 9.75)	\$350	\$900/300 p/m	\$3420/285 p/m
Page 3			
Full Page (7.5" X 9.75")	\$650	1800\$600 p/m	\$6900/575 p/m
Page 3			
½ Page Horizontal (7.5" X 4.75") Vertical (3.6875 X 9.75)	\$375	\$900/300 p/m	\$3420/285 p/m
BACK PAGE \$775 REQUIRES MINIMUM 3 MONTH CONTRACT			

Rates/Deadlines Effective

March 1, 2020

Direct Mail to 14,500

papers to Glenville, Scotia, Burnt Hills and Ballston Lake at the beginning of each month.

DEADLINE IS THE 21ST OF EACH MONTH.

Credit Card on File or Prepay Required

Late ads that require design will incur an additional \$15 fee and will be included based on available room.

EXPERT COLUMNS

Black & White column space is available for professionals to write about their field of expertise. Educate potential customers and gain their trust!

A one-third page minimum and 3-month minimum commitment is required. Once an expert is approved to write the column, he or she is guaranteed exclusivity for that category for the duration of the agreement.

Minimum 3 month commitment

The following rates apply (3 months)

Third page: \$525/\$175 per(300 words plus photo and contact info)

Half Page: \$600/\$200 per (500 words plus photo and contact info)

SUPPLIED ADS REQUIREMENTS

CMYK Color 300dpi

JPEG or PDF Format

Trim Size: 7.25 x 10

BLEEDS SIZE ADD 1/8 INCH ALL FOUR SIDES

For Advertising call or email

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Publisher/ Owner Since 2008

