

# 2012 Media Kit

## For all your local news

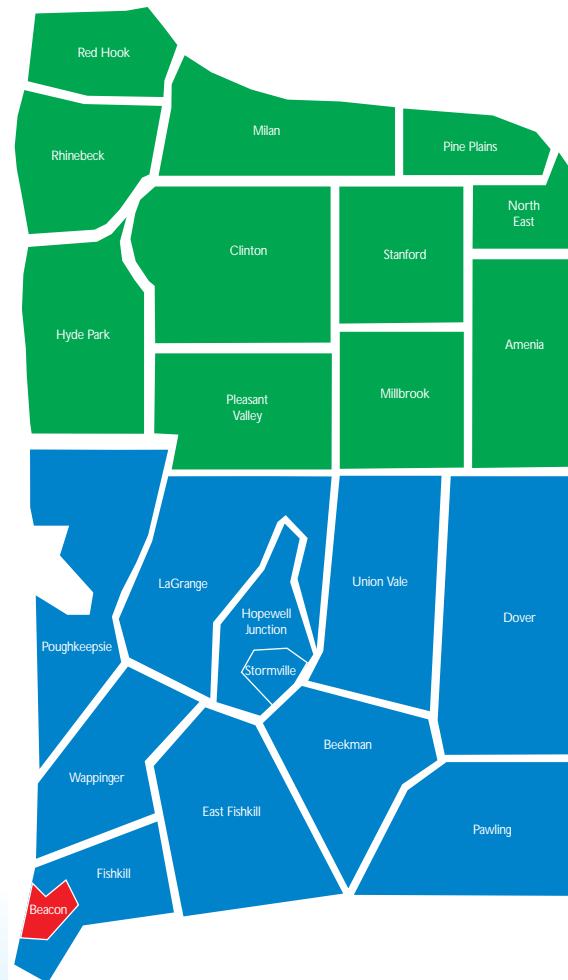


The **ONLY** weekly newspapers covering Dutchess County and delivering all the local news you need to know.

The **Northern Dutchess News** targets Amenia, Clinton, Hyde Park, Milan, Millbrook, Pleasant Valley, Pine Plains, Stanford, Rhinebeck and Red Hook.

The **Southern Dutchess News** targets Arlington, Beekman, Chelsea, Dover, Fishkill, East Fishkill, Hopewell Junction, Hughsonville, LaGrange, New Hamburg, Pawling, Spackenkill, Stormville, Town of Poughkeepsie, Town of Wappinger, Union Vale and Village of Wappingers Falls.

The **Beacon Free Press** targets the City of Beacon and vicinity.



## Printers & Publishers

NORTHERN DUTCHESS NEWS • SOUTHERN DUTCHESS NEWS • BEACON FREE PRESS  
Tel: 845.297.3723 • Fax: 845.297.6810 • email: [sdnadvertising@aol.com](mailto:sdnadvertising@aol.com)

# CLASSIFIED Advertising Rates

*~Appears in all newspapers~*

Commercial and Non-Subscriber

## Line Ads

20 words \$12<sup>50</sup>

*Each additional word 20¢*

## Display

\$14<sup>50</sup> per column inch

Subscribe to NDN or SDN and receive FREE Classifieds in our newspaper & on our website (20 word limit)

## Contract Rates--per column inch

100" \$13<sup>05</sup>

200" \$10<sup>15</sup>

300" \$9<sup>40</sup>

500" \$7<sup>25</sup>

4 wks \$13<sup>05</sup>

13 wks \$10<sup>88</sup>

## Classified Column Inches

*Northern Dutchess News goes up to 7 columns (up to 16" tall)*

*Southern Dutchess News & Beacon Free Press are 9 columns per page (up to 21" tall)*

1 col. - 1 5/16"

4 col. - 5 11/16"

7 col. - 10 1/16"

2 col. - 2 3/4"

5 col. - 7 1/8"

8 col. - 11 9/16"

3 col. - 4 1/4"

6 col. - 8 5/8"

9 col. - 13"

**LINE AD DEADLINE: Noon Monday**  
**CLASSIFIED AD DEADLINE: 3pm Monday**

Weekly Publication Day is Wednesday

Telephone

Fax

**(845)297-3723 (845)297-6810**

**E-Mail: [sdnadvertising@aol.com](mailto:sdnadvertising@aol.com)**

*Reach over 52,000 readers*

# DISPLAY Advertising Rates

## Rates below are based on Column Inches

(non-commissionable)

Rates Effective January 1, 2012

.....	3 Papers	.....	2 Papers	.....	1 Paper
.....	\$22.50	.....	\$15.63	.....	\$12.50

### 6 Week Contract

Page	Inches	.....	3 Papers	.....	2 Papers	.....	1 Paper
1	416	.....	\$18.27	.....	\$14.07	.....	\$10.16
3/4	312	.....	\$19.35	.....	\$14.30	.....	\$11.38
1/2	208	.....	\$19.58	.....	\$14.38	.....	\$11.50
1/4	104	.....	\$19.80	.....	\$14.54	.....	\$11.63
1/8	52	.....	\$20.03	.....	\$14.69	.....	\$11.75

### 13 Week Contract

Page	Inches	.....	3 Papers	.....	2 Papers	.....	1 Paper
1	832	.....	\$14.04	.....	\$12.50	.....	\$9.00
3/4	624	.....	\$16.20	.....	\$12.97	.....	\$10.25
1/2	416	.....	\$16.65	.....	\$13.13	.....	\$10.50
1/4	208	.....	\$17.10	.....	\$13.44	.....	\$10.75
18	104	.....	\$17.55	.....	\$13.75	.....	\$11.00

### Yearly Contract

.....	inches	.....	3 Papers	.....	2 Papers	.....	1 Paper
.....	3328	.....	\$12.64	.....	\$11.25	.....	\$8.44
.....	2496	.....	\$14.58	.....	\$11.68	.....	\$9.23
.....	1664	.....	\$14.99	.....	\$11.82	.....	\$9.45
.....	832	.....	\$15.39	.....	\$12.10	.....	\$9.68
.....	416	.....	\$15.80	.....	\$12.38	.....	\$9.90

## Rates below are based on ad sizes

<b>One paper</b>	<b>6 weeks</b>	.....	<b>13 weeks</b>
Full page	\$650	.....	\$576
3/4 page	\$546	.....	\$492
1/2 page	\$368	.....	\$336
1/4 page	\$186	.....	\$172
1/8 page	\$94	.....	\$88
<b>Two papers</b>	<b>6 weeks</b>	.....	<b>13 weeks</b>
Full page	\$900	.....	\$800
3/4 page	\$686	.....	\$622
1/2 page	\$460	.....	\$420
1/4 page	\$232	.....	\$215
1/8 page	\$117	.....	\$110
<b>Three papers</b>	<b>6 weeks</b>	.....	<b>13 weeks</b>
Full page	\$1169	.....	\$898
3/4 page	\$928	.....	\$777
1/2 page	\$626	.....	\$532
1/4 page	\$316	.....	\$273
1/8 page	\$160	.....	\$140

## Mechanical Measurements

Width of page: 4 columns (9 7/8 inches)

Height of page: 16 inches

	<u>Inches</u>
1 column.....	2 3/8"
2 column.....	4 7/8"
3 column.....	7 3/8"
4 column.....	9 7/8"
Double Truck	
(2 page center spread).....	21"

## Color Rates

Flat charge in addition to regular space rates. One color and black, one paper, per page ..... \$130.

Process (4) color prices available on request.

## Inserts

PRE-PRINTED inserts priced from \$45.00 per thousand depending on size, circulation, and frequency.

Price is for 2 or 3 papers. (Any 1 paper \$55. per thousand)

## Questions?

Our sales department is here to assist you if you have any questions regarding advertising.

We have a full service art department should you need ad design assistance.

Call us in regards to computer generated ad copy and/or email capabilities.

## Deadline: Monday - 12:00 Noon

Color advertisements & double trucks: Friday, 4pm

Supplements: Thursday, prior to publication, 4pm

## Advertising Policies

- Advertising position is not guaranteed at these rates.
- No agency commissions allowed on rates printed in this rate card.
- These display rates are available only to retail sales or service establishments dealing directly with the public.
- This newspaper reserves the right to reject or edit any copy or illustration.
- Contracts are not available to business termination sales or other types of sales held by special sales promoters, nor for removal, fire, emergency or other sales that are not completely held by original owner of business.
- Religious-Civic Advertising: At discretion of publisher.

# 10 For 10 Combo

Run an advertisement for 10 consecutive weeks - Size 2x5 only for \$10.00 pci (two publications)

All three publications - Size 2x5 only for \$15.00 pci

# Southern Dutchess News & Beacon Free Press 2012 Advertising Schedule

## January

- 11 Martin Luther King Day ads
- 18 *Bridal supplement*
- 25 *Healthy Lifestyles supplement*
- 25 Super bowl ads

## February

- 1 Super bowl ads
- 8 Valentine's Day ads
- 15 President's Week ads
- 29 *Healthy Lifestyles supplement*

## March

- 7 Travel Promotion ads
- 14 St. Patrick's Day
- 28 Easter ads/Passover ads
- 28 *Healthy Lifestyles supplement*

## April

- 11 *Home & Garden supplement*
- 25 *Healthy Lifestyles supplement*

## May

- 9 Mother's Day ads
- 9 WCSD Festival of the Arts
- 9 *Home & Garden supplement*
- 23 Memorial Day ads
- 30 *Healthy Lifestyles supplement*

## June

- 13 *Home & Garden supplement*
- 13 Father's Day ads
- 27 July 4th ads
- 27 *Healthy Lifestyles supplement*  
July 4th ads

## July

- 4 Wappinger Falls Picnic in the Park
- 11 *Home & Garden supplement*
- 25 *Healthy Lifestyles supplement*

## August

- 15 *Dutchess Fair supplement*
- 15 Back to School ads
- 22 *Dutchess Fair supplement*
- 22 Back to School ads
- 29 *Healthy Lifestyles supplement*
- 29 Labor Day ads
- 29 Back to School ads

## September

- 5 Wappinger Community Day
- 12 East Fishkill Community Day
- 12 *Home & Garden supplement*
- 26 *Healthy Lifestyles supplement*
- 26 Octoberfest ads

## October

- 3 Octoberfest ads
- 3 Columbus Day ads
- 10 Octoberfest ads
- 10 *Home & Garden supplement*
- 17 Octoberfest ads
- 24 **Halloween ads**
- 31 *Healthy Lifestyles supplement*
- 31 Election ads

## November

- 7 Veterans Day ads
- 14 Thanksgiving Day ads
- 21 *Holiday Gift Guide 1 supplement*
- 21 Thanksgiving Day ads
- 28 *Healthy Lifestyles supplement*

## December

- 5 *Holiday Gift Guide 1 supplement*
- 26 *Healthy Lifestyles supplement*
- 26 Happy New Year ads

*Advertise for Memorials 4 weeks before date:*

*Easter, Mother's Day, Father's Day, July 4th, Veteran's Day, Thanksgiving and Christmas.*