

Northern Dutchess News, Southern Dutchess News, Beacon Free Press

Our papers are the only all-local newspapers in Dutchess County and are official papers of the county by vote of the County Legislature.

2026 Rates for non-profit organizations and small businesses

These are our lowest rates and are offered only to non-profit groups and organizations and churches. Deadlines are always the Friday prior to the next Wednesday of publication. **We build ads and send proofs – FREE!**

Northern Dutchess covers Hyde Park, Rhinebeck, Red Hook, Tivoli, Millbrook, Clinton, Pleasant Valley, Pine Plains, Amenia, LaGrange, Union Vale and Dover.

Southern Dutchess covers Wappinger, Fishkill, East Fishkill, Stormville, Beekman, Union Vale and Poughquag.

Beacon Free Press covers the city of Beacon –all residents and businesses receive the paper – most businesses get 50 papers.

Cover banner --\$200 per paper, per week; drops to \$180 for continuous weeks
Includes color –size --- 7.5 inches wide x 2.5 inches high

All prices below are B&W – Please add \$50 per paper, per week for full color

Regular display ads

For one paper

Full page - \$460

$\frac{3}{4}$ page - \$365

$\frac{1}{2}$ page - \$240

$\frac{1}{4}$ page - \$120

$\frac{1}{8}$ page - \$70

For two papers

Full page - \$870

$\frac{3}{4}$ page - \$645

$\frac{1}{2}$ page - \$420

$\frac{1}{4}$ page - \$210

$\frac{1}{8}$ page - \$100

For three papers

Full page -- \$1280

$\frac{3}{4}$ page - \$940

$\frac{1}{2}$ page - \$600

$\frac{1}{4}$ page - \$300

$\frac{1}{8}$ page - \$140

Measurements

Full page – 10 inches wide x 16 inches high

$\frac{3}{4}$ page – 10 inches wide x 12 inches high

$\frac{1}{2}$ page horizontal – 10 inches wide x 8 inches high

$\frac{1}{2}$ page vertical – 4 $\frac{7}{8}$ inches wide x 16 inches high

$\frac{1}{4}$ page – 4 $\frac{7}{8}$ inches wide x 8 inches high

$\frac{1}{8}$ page – 4 $\frac{7}{8}$ inches wide x 4 inches high

Inserts no larger than 10 inches wide x 8 inches high
= \$45 per thousand