

Southern Dutchess News
Northern Dutchess News
Beacon Free Press

... For all your LOCAL news

2017 Media Kit



Let us help you target the people in your own "backyard" and/or connect you with neighbors all over Dutchess County...

Northern Dutchess News Targets:

Amenia, Clinton, Hyde Park, Milan, Millbrook, Pleasant Valley, Pine Plains, Stanford, Rhinebeck and Red Hook.

Southern Dutchess News Targets:

Arlington, Beekman, Chelsea, Dover, Fishkill, Hopewell Junction, Hughsonville, LaGrange, New Hamburg, Pawling, Spackenkill, Stormville, Town of Poughkeepsie, Town/Village of Wappinger & Union Vale.

Beacon Free Press Targets:

The City of Beacon and Vicinity



Printers & Publishers ...

Northern Dutchess News * Southern Dutchess News * Beacon Free Press
Phone: 845-297-3723 * Fax: 845-297-6810



Advertising Display Rates

Southern Dutchess News
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 Beacon Free Press

Media Kit 2017

Pre-Printed Inserts

Pre-printed inserts only
 \$55.00 per thousand – 1 paper
 \$45.00 per thousand – 2+ papers
 Call for more details
 (size, circulation frequency...)

Color Rates:

Full Process Color: \$100/paper
 Spot Color: \$50/paper

Mechanical Measurements

Width of paper is 4 columns
 Height of paper is 16"
 1 column = 2 3/8"
 2 column = 4 7/8"
 3 column = 7 3/8"
 4 column = 9 7/8"

1/16 Page (4.78" x 2")	1 Paper Per Week Pricing	2 Papers Per Week Pricing	3 Papers Per Week Pricing
Open Rate	\$50	\$62	\$90
6 Week Contract	\$47	\$58	\$80
13 Week Contract	\$44	\$55	\$70

1/8 Page (4.78" x 4")	1 Paper Per Week Pricing	2 Papers Per Week Pricing	3 Papers Per Week Pricing
Open Rate	\$100	\$125	\$180
6 Week Contract	\$94	\$117	\$160
13 Week Contract	\$88	\$110	\$140

1/4 Page (4.78" x 8")	1 Paper Per Week Pricing	2 Papers Per Week Pricing	3 Papers Per Week Pricing
Open Rate	\$200	\$250	\$360
6 Week Contract	\$186	\$232	\$316
13 Week Contract	\$172	\$215	\$273

1/2 Page (9.78" x 8")	1 Paper Per Week Pricing	2 Papers Per Week Pricing	3 Papers Per Week Pricing
Open Rate	\$400	\$500	\$720
6 Week Contract	\$368	\$460	\$626
13 Week Contract	\$336	\$420	\$532

3/4 Page (9.78" x 12")	1 Paper Per Week Pricing	2 Papers Per Week Pricing	3 Papers Per Week Pricing
Open Rate	\$600	\$750	\$1080
6 Week Contract	\$546	\$686	\$928
13 Week Contract	\$492	\$622	\$777

Full Page (9.78" x 16")	1 Paper Per Week Pricing	2 Papers Per Week Pricing	3 Papers Per Week Pricing
Open Rate	\$800	\$1000	\$1440
6 Week Contract	\$650	\$900	\$1169
13 Week Contract	\$576	\$800	\$898

10 Week Program – Ad Size 4 7/8" w x 5" h

2 Publications - \$100/week

3 Publications - \$150/week

Advertise for 10 weeks to qualify for this special program

Publication Day is Wednesday

Space/Copy Deadline is Friday at 4pm, Supplements Thursday 4pm

***See Page 3 for additional information regarding your advertisement.**

Advertising Display Rates

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For Agency Use Media Kit 2017

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.

Mechanical Measurements

Width of paper is 4 columns
Height of paper is 16"
1 column = 2 3/8"
2 column = 4 7/8"
3 column = 7 3/8"
4 column = 9 7/8"

Rates Below are Based on Column Inches

Local Open Rates (No Contract)

\$22.50	<u>3 Papers</u> \$15.63	<u>2 Papers</u> \$12.50	<u>1 Paper</u>
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6 Week Contract

<u>Page</u>	<u>Inches</u>	<u>3 Papers</u>	<u>2 Papers</u>	<u>1 Paper</u>
Full	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

<u>Page</u>	<u>Inches</u>	<u>3 Papers</u>	<u>2 Papers</u>	<u>1 Paper</u>
Full	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
1/8	104	\$17.55	\$13.75	\$11.00

Yearly Contract

<u>Page</u>	<u>Inches</u>	<u>3 Papers</u>	<u>2 Papers</u>	<u>1 Paper</u>
Full	3328	\$12.64	\$11.25	\$8.44
3/4	2496	\$14.58	\$11.68	\$9.23
1/2	1664	\$14.99	\$11.82	\$9.45
1/4	832	\$15.39	\$12.10	\$9.68
1/8	416	\$15.80	\$12.38	\$9.90

* • 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.

Publication Day is Wednesday
Space/Copy Deadline is Friday at 4pm, Supplements Thursday 4pm

Classified Rates

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Classified Advertising Rates

Questions?

Our classified 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.

Mechanical Measurements

Width of paper is 7 columns
Height of paper is 16"
1 column = 1 5/16"
2 column = 2 3/4"
3 column = 4 1/4"
4 column = 5 11/16"
5 column = 7 1/8"
6 column = 8 5/8"
7 column = 10 1/16"

Commerical and Non-Subscriber Rates

Line Ads

20 words \$12.50
Each Additional Word is 20¢

Display Ads

\$14.50 Per Column Inch

Subscribe to Southern Dutchess News and receive FREE Classified Line Ads in our newspaper.

~All Paid Advertisments Appear in all Newspapers~

Contract Rates Below are Based on Column Inches

100"	- \$13.05	200"	- \$10.15
300"	- \$9.40	500"	- \$7.25
4 wks	- \$13.05	13 wks	- \$10.88

Publication Day is Wednesday
Line Ad Deadline – Friday at 12:00pm/Noon
Classified Display Ad Deadline – Friday at 3:00pm

Advertising Size Chart
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Size Chart Media Kit 2017

