

2026 CAMPAIGN SEASON Political advertising and letters to the editor

Northern & Southern Dutchess News, Beacon Free Press

Call 845-297-3723; cschmidt@sdutchessnews.com

- **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.

Deadlines for ads and letters are always the Friday prior to the Wednesday on which you want the ad or letter to run. All papers are published on Wednesdays.

Please note:

- We will NOT accept negative ads – or Letters (criticizing opponents) on the final publication date prior to the election.
- Letters must be 300 words or less and must include the phone number of the writer.

Ad Payment – By credit card or check only. Payment must be in advance of publication

Advertising Rates

All prices are B&W – Please add \$50 *per paper* for full color.

For one paper

Full page - \$550

$\frac{3}{4}$ page - \$450

$\frac{1}{2}$ page - \$350

$\frac{1}{4}$ page - \$200

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

For two papers

Full page - \$1,050

$\frac{3}{4}$ page - \$850

$\frac{1}{2}$ page - \$650

$\frac{1}{4}$ page - \$350

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

For three papers

Full page -- \$1150

$\frac{3}{4}$ page - \$950

$\frac{1}{2}$ page - \$750

$\frac{1}{4}$ page - \$500

$\frac{1}{8}$ page - \$250

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