

# TIMES-JOURNAL

The News of Schoharie County

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Press Run 6400/Online Subscribers 407

Mailing - 2nd Class Permit



## RATE CARD

Effective September 1, 2015

### PERSONNEL:

**Publisher:** Jim Poole • **Editor:** Patsy Nicosia • **Sales Manager:** Bruce Tryon  
**Account Representative:** Catherine Brown • **Account Representative:** Kathleen Rivenburg  
**Bookkeeper/Classifieds/Subscriptions:** Ashley Stanton

### OPEN DISPLAY RATES:

Open Rate \$8.35 per SAU inch, (2" minimum) • Non-Profit Rate \$6.55 per SAU inch, (2" minimum) • \$73.50 Spot Color • Process Color \$73.50

### ADDITIONAL CREDITS/DISCOUNTS

1. A 5% discount is available for pre-payment of an ad.
2. A 3% discount is allowed for payment within a 10-day period after the billing date.

### DEADLINES

Display and classified deadline 4:30pm Monday  
and special sections 4:30pm Friday.

### YEARLY BULK RATES:

#### Column Inches

|               |        |                 |        |
|---------------|--------|-----------------|--------|
| 50-100 -----  | \$7.95 | 700-899 -----   | \$7.53 |
| 100-299 ----- | \$7.89 | 900-1499 -----  | \$7.35 |
| 300-499 ----- | \$7.79 | 1500-1999 ----- | \$7.07 |
| 500-699 ----- | \$7.62 | 2000+ -----     | \$6.80 |

Advertising agreements on volume contractual commitments between an advertiser and Division Street News Corp. are available.  
The advertiser agrees to furnish copy to the publisher in such quantities and sizes as are necessary to complete the agreement.

### CLASSIFIED ADVERTISING:

#### CLASSIFIED RATES:

Classified Rate \$5.50 minimum/20  
words or less, .20¢ each additional word.

#### CLASSIFIED DISPLAY RATES:

Rate \$6.05 per column inch (2 inch minimum).  
Classified pages run on a 8-column format.

### PRE-PRINTED INSERT RATES:

|                          |            |
|--------------------------|------------|
| 1 page-6 pages -----     | \$ 44.10/M |
| 8 page tab/4 B.S. -----  | 49.61/M    |
| 12 page tab/6 B.S. ----- | 55.13/M    |
| 16 page tab/8 B.S. ----- | 60.64/M    |

16 plus pages...Every 4 pages add \$5.50/M

- Inserts printed by the Times-Journal receive an additional 10% discount (on the cost of insertion only).

### ADVERTISING POLICIES:

Alcoholic Beverage and Tobacco advertising accepted.

Legal rate as set by the NYS Civil Practices Act

The publisher reserves the right not to accept the advertiser's order. The publisher is not liable for any error to a greater extent than the amount of space occupied by the error, if the error materially affects the ad. Times-Journal must be notified within 5 days of publication in which error appears.

### SPECIAL SERVICES:

1. Standard composition and layout included in rate.
2. Clip art at no charge including Metro art services.
3. All ads are sold as ROP. The Times-Journal will make every effort to accommodate ad position request.  
For guaranteed position, the charge is 15%.

### MECHANICAL MEASUREMENTS:

#### Broadsheet

|                              |                                  |
|------------------------------|----------------------------------|
| One Column -----             | 1 <sup>5</sup> / <sub>8</sub> "  |
| Two Columns -----            | 3 <sup>5</sup> / <sub>16</sub> " |
| Three Columns -----          | 5 <sup>3</sup> / <sub>16</sub> " |
| Four Columns -----           | 7"                               |
| Five Columns -----           | 8 <sup>3</sup> / <sub>4</sub> "  |
| Six Columns -----            | 10 <sup>1</sup> / <sub>2</sub> " |
| Six Columns wide by 21" deep |                                  |

#### Tabloid

|                     |                                   |
|---------------------|-----------------------------------|
| One Column -----    | 1 <sup>13</sup> / <sub>16</sub> " |
| Two Columns -----   | 3 <sup>13</sup> / <sub>16</sub> " |
| Three Columns ----- | 5 <sup>13</sup> / <sub>16</sub> " |
| Four Columns -----  | 7 <sup>13</sup> / <sub>16</sub> " |
| Five Columns -----  | 9 <sup>13</sup> / <sub>16</sub> " |
| Five Columns wide   |                                   |
| by 10.5" deep       |                                   |

#### Classified Display

|                     |                                  |                     |                                  |
|---------------------|----------------------------------|---------------------|----------------------------------|
| One Column -----    | 1 <sup>1</sup> / <sub>4</sub> "  | Six Columns -----   | 7 <sup>3</sup> / <sub>4</sub> "  |
| Two Columns -----   | 2 <sup>9</sup> / <sub>16</sub> " | Seven Columns ----- | 9 <sup>1</sup> / <sub>8</sub> "  |
| Three Columns ----- | 3 <sup>7</sup> / <sub>8</sub> "  | Eight Columns ----- | 10 <sup>3</sup> / <sub>8</sub> " |
| Four Columns -----  | 5 <sup>1</sup> / <sub>8</sub> "  |                     |                                  |
| Five Columns -----  | 6 <sup>1</sup> / <sub>2</sub> "  |                     |                                  |

FOR RATES ON ALL SPECIAL SECTIONS AND PUBLICATIONS, PLEASE CONTACT A SALES REPRESENTATIVE.