

The PATRIOT

Allegany County's Community Newspaper

ADVERTISING RATE CARD

OPEN RATE: \$8.40 per col. inch

Rates Effective January 1, 2011

Contract Rates

- 2 Weeks - \$7.65/col. inch
- 6 Weeks - \$7.35/col. inch
- 12 Weeks (EOW 6 months) - \$6.35/col. inch
- 25 Weeks (EOW one year) - \$5.80/col. inch
- Weekly (one year) - \$5.30/col. inch

Half Page (40 col. inches) = \$288.00

Full Page (80 col. inches) = \$514.00

SIZE & PRICE EXAMPLES:

1 col. x 2.....	\$16.80
1 col. x 3.....	25.20
1 col. x 4.....	33.60
1 col. x 5.....	42.00
1 col. x 6.....	50.40
1 col. x 7.....	58.50
2 col. x 2.....	33.60
2 col. x 3.....	50.40
2 col. x 4.....	67.20
2 col. x 5.....	84.00
2 col. x 6.....	100.80
2 col. x 7.....	117.60
3 col. x 3.....	75.60
3 col. x 4.....	100.80
3 col. x 5.....	126.00
3 col. x 6.....	151.20
3 col. x 7.....	176.40

Non-Profit Rate

\$7.35/col. inch

**Published Wednesdays,
50 times a year**

**Advertising Deadline
Thursday 5 p.m.**

Paid Circulation -
3,870 paid households
4,000 preprints required for
full insertion.

Column and page sizes

- 1 col. = 1.891" wide
- 2 col. = 3.91" wide
- 3 col. = 5.96" wide
- 4 col. = 8.009" wide
- 5 col. = 10" wide
- FULL PAGE = 10" wide x 16" high

Guaranteed Placement is on a
first come, first served basis - Add 20%

WORD CLASSIFIEDS:

\$5.00 for 20 words or less.
10¢ for each additional word.

CALENDAR:

4 col. inch space weekly. \$17/week

CHURCH DIRECTORY:

\$5.50/week-annual contract with
no changes in copy

COLOR:

1-Color Fee: \$70.00
Call for 4-color rate

ADDITIONAL ADVERTISING OPPORTUNITIES

Cuba Lake Book
The Dairy Book • The Garlic Book

INSERTS:

Pre-Printed Inserts: \$50/1,000 for up to 4 pages.
Supply sample for quote on larger (heavier) inserts.
Inserts must be received at our office 10 days prior
to publication date or \$70 delivery charge will be
added. Folding fee: \$50.00

ADVERTISING STAFF:

Advertising Sales - Donna Falandys
sales@cubapatriot.com
Graphics - Colleen Bunk
graphics@cubapatriot.com

(585) 968-2580 or 1-800-924-1123, FAX: 585-968-2622