

# The PATRIOT

*Allegany County's Community Newspaper*

## ADVERTISING RATE CARD

**OPEN RATE: \$8.15 per col. inch**

Rates Effective January 1, 2010

### Contract Rates

- 2 Weeks - \$7.45/col. inch
- 6 Weeks - \$7.15/col. inch
- 12 Weeks (EOW 6 months) - \$6.15/col. inch
- 25 Weeks (EOW one year) - \$5.65/col. inch
- Weekly (one year) - \$5.15/col. inch

**Half Page (40 col. inches) = \$280.00**

**Full Page (80 col. inches) = \$499.00**

### SIZE & PRICE EXAMPLES:

1 col. x 2.....	\$16.30
1 col. x 3.....	24.45
1 col. x 4.....	32.60
1 col. x 5.....	40.75
1 col. x 6.....	48.90
1 col. x 7.....	57.05
2 col. x 2.....	32.60
2 col. x 3.....	48.90
2 col. x 4.....	65.20
2 col. x 5.....	81.50
2 col. x 6.....	97.80
2 col. x 7.....	114.00
3 col. x 3.....	73.35
3 col. x 4.....	97.80
3 col. x 5.....	122.25
3 col. x 6.....	146.70
3 col. x 7.....	171.15

### Non-Profit Rate

\$7.15/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  
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Graphics - Colleen Bunk  
graphics@cubapatriot.com

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