



PATRIOT and Free Press

Allegany County's community newspaper

PATRIOT and FREE PRESS • Cuba Industrial Mall • 34 Water Street • Cuba, NY 14727-1490
585-968-2580 • Toll-free NYS 1-800-924-1123 • FAX 585-968-2622

Advertising Rate Card

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Published Wednesdays, 50 times a year. Advertising deadline Thursday 5 pm

Circulation PAID - 70% mailed subscriptions and 30% newsstand sales.
4,703 paid households, over 22,308 READERS. 4,800 preprints required for full insertion.

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Format Tab, 5-column. Advertising page size: 10" wide, 16" deep, 5 columns to the page. One column is 1.891" wide; Two columns are 3.91" wide; Three columns are 5.96" wide; Four columns are 8.009" wide; Five columns are 10" wide. Trough is 0.165". Half page is 40 column inches; Full page is 80 column inches.

Net Display Advertising Rates:

<u>Open Rate</u> \$7.75/ col. inch	<u>2 Weeks</u> \$6.95/ col. inch	<u>6 Weeks</u> \$6.50/ col. inch
<u>12 Weeks (EOW 6 months)</u> \$5.75/ col. inch	<u>25 Weeks (EOW one year)</u> \$5.50/ col. inch	<u>Weekly (one year)</u> \$5.00/ col. inch
Half Page (40 col. inches) - \$275.00		Full Page (80 col. inches) - \$485.00

Bulk Contract Rates available by arrangement with the publisher.

Guaranteed Placement - is on a first come, first served basis. Add 25%.

Pre-printed Inserts: \$48/M for up to 4 page broadsheet. Supply sample for quote on larger (heavier) inserts.

\$10/order sorting fee for fewer inserts than full print run. Bulk rates available. Inserts must be received at our office by Thursday prior to publication date.

Spot Color: One color - \$70; Specially-mixed colors - \$85.

Full Process Color: \$210.00. -Special 'standby' pricing available.

Advertising Features:

MONTHLY FEATURES: Golden Years, Wheels, Open House

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

CHURCH DIRECTORY Annual contract. Call for rates, terms.

TERMS:

Credit is subject to approval by the publisher. Major credit cards accepted for payment. Credit customers will be billed upon publication.

Payment is due within 30 days of billing date. Pre-payment expected for out-of-state advertisers unless credit has been approved by the publisher. Receipt of this advertising rate card is considered acceptance of these terms and prices.

All discount and contract rates are offered/accepted with the understanding that unfulfilled contracts will be back-billed at open rate. Rates quoted are NET, Only one discount rate applies to any contract. Publisher reserves the right to accept or reject any advertising. Customers are encouraged to submit the highest quality ad materials in time to request a faxed proof before publication. Publisher is only responsible for the value of the space occupied by an error.

By accepting this rate card, customer agrees that any subsequent litigation will take place in Allegany County, New York.