

# TIMES-JOURNAL

The News of Schoharie County

P.O. Box 339

108 Division Street, Cobleskill, New York 12043

www.timesjournalonline.com

Phone: (518) 234-2515

FAX: (518) 234-7898

email: tjournalads@yahoo.com

Published Weekly - Wednesdays

Press Run 7100

Mailing - 2nd Class Permit



## RATE CARD

Effective January 1, 2010

### PERSONNEL:

Publisher: Jim Poole • Editor: Patsy Nicosia • Sales Manager: Kathleen Rivenburg

Account Representative: Catherine Brown

Account Representative: Peter Lazorchak

Classifieds/Subscriptions: Denise Smith

### OPEN DISPLAY RATES:

Open Rate \$7.57 per SAU inch, (2" minimum). • Spot Color - \$108 • Process Color - \$185

### 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 5 pm Monday and Second Section 5 pm Friday.

### YEARLY BULK RATES:

#### Column Inches

|               |        |                 |        |
|---------------|--------|-----------------|--------|
| 50-100 -----  | \$7.21 | 700-899 -----   | \$6.83 |
| 100-299 ----- | \$7.15 | 900-1499 -----  | \$6.67 |
| 300-499 ----- | \$7.07 | 1500-1999 ----- | \$6.41 |
| 500-699 ----- | \$6.91 | 2000+ -----     | \$6.17 |

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 \$6.20 minimum/20 words or less, .26¢ each additional word.

#### CLASSIFIED DISPLAY RATES:

Rate \$7.25 per column inch (2 inch minimum). Classified pages run on a 9-column format.

### PRE-PRINTED INSERT RATES:

|                          |         |
|--------------------------|---------|
| Single Sheet -----       | \$42/M  |
| 8 page tab/4 B.S. -----  | 47.25/M |
| 12 page tab/6 B.S. ----- | 52.50/M |
| 16 page tab/8 B.S. ----- | 57.75/M |

• Inserts printed by the Times-Journal receive an additional discount (on the cost of insertion only). That rate is \$36.75. per thousand for insertion (please call or stop in for printing rates). We are a full service printer.

### ADVERTISING POLICIES:

Alcoholic Beverage and Tobacco advertising accepted. 30-day notice on any rate change.

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, Clipper, Kwikkee Auto and PMS 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   | Tabloid   | Classified Display                                  |
|--|---|---|
| One Column ----- 1 <sup>1</sup> / <sub>16</sub> "  | One Column ----- 1 <sup>13</sup> / <sub>16</sub> "    | One Column ----- 1 <sup>1</sup> / <sub>8</sub> "    |
| Two Columns ----- 3 <sup>1</sup> / <sub>4</sub> "  | Two Columns ----- 3 <sup>13</sup> / <sub>16</sub> "   | Six Columns ----- 7 <sup>1</sup> / <sub>2</sub> "   |
| Three Columns ----- 5"                             | Three Columns ----- 5 <sup>13</sup> / <sub>16</sub> " | Two Columns ----- 2 <sup>1</sup> / <sub>2</sub> "   |
| Four Columns ----- 6 <sup>5</sup> / <sub>8</sub> " | Four Columns ----- 7 <sup>13</sup> / <sub>16</sub> "  | Three Columns ----- 3 <sup>3</sup> / <sub>4</sub> " |
| Five Columns ----- 8 <sup>3</sup> / <sub>8</sub> " | Five Columns ----- 9 <sup>13</sup> / <sub>16</sub> "  | Four Columns ----- 4 <sup>1</sup> / <sub>8</sub> "  |
| Six Columns ----- 10 <sup>1</sup> / <sub>8</sub> " | Five Columns wide                                     | Five Columns ----- 5 <sup>1</sup> / <sub>4</sub> "  |
| Six Columns wide by 21.5" deep                     | by 10" deep   | Eight Columns ----- 10"                             |

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