

ABOUT US: THE AUTO MARKET

— A free paper — Over 7,500 copies distributed throughout New York's Southern Tier (north to Oneonta, west to Elmira, South to Apalachin, Vestal, Binghamton, Conklin; Hallstead and Montrose, PA; East to Windsor, Deposit and Hancock.) All Advertising: Cars, Trucks, Campers— anything that runs on an engine or wheels—Boats, motorcycles, trailers, dealers and private, individual sales.

DISPLAY RATES THE AUTO MARKET

AD PRICE IS BY SIZE, NOT COLUMN INCH

- Personal Ad 2 weeks/blk/white, \$35 with picture furnished by advertiser
- 1/8 page blk/wht \$35/week
- 1/4 page blk/wht \$55/week
- 1/2 page blk/wht \$80/week
- FULL PAGE blk/wht \$135/week
- FRONT PAGE (color) \$175/week
- BACK PAGE (color) \$150/week
- TWO PAGES (black & white) \$225/week
- CENTER PAGE (color) \$225/week
- CENTER TWO PAGES (color) \$350/week



DEADLINE: noon Friday prior to publication

BC PENNYSAVER —

FREE PAPER, 8,500 copies distributed throughout Broome County and its neighboring areas.

Display Advertising, Classified Ads
Calendar of Events

Advertising is by column inch

\$5.00 per column inch black/white

\$6.50 per column inch color

Deadline-Tuesday noon week of publication



Tier Traditions DISPLAY AD RATES

AD PRICE IS BY SIZE, NOT COLUMN INCH

- 1/2 page \$50
- FULL PAGE \$100



Layout Specifications:

- We are Tabloid Format
- A full page = 10.25 inches wide X 16 inches high
- 1/16 page ad = 5 inches wide X 2 inches tall
- 1/8 page ad = 5 inches wide X 4 inches tall

TIER TRADITIONS

A free magazine— 10,000 copies distributed monthly throughout New York's Southern Tier. Pages of tasteful dining, timeless treasures & distinctive hospitality. Let us help you taste the Flavor of the Southern Tier. Every month we offer menus to tempt your taste buds. You will find there is a restaurant for every occasion. We will also guide you to many speciality shops and events—both in the Greater Binghamton area and throughout the Southern Tier. Serving residents in the Southern Tier and also guests to the area, the magazine is available at hotels, restaurants, grocery and convenience stores.



THE VESTAL TOWN CRIER

Providing Hometown News for over 20 years

Covering news and events in the Town of Vestal and the Vestal Central School District Reporting local government, town, school and community news and sports.

Paid Subscription paper: 1,300 subscribers
Day of Publication: Weekly on Wednesdays

Ad/Copy Deadline

Friday the week before desired publication



THE COUNTRY COURIER

Providing Hometown News for over 31 years

News about Conklin, Kirkwood, Town of Binghamton; Susquehanna Valley School District and Windsor Central School District. Covering local government, town, school and community news and sports.

Paid Subscription Paper: 1,400 subscribers

Day of Publication: Weekly on Wednesday

Ad/Copy Deadline-Friday

the week before desired publication



THE WINDSOR STANDARD

Providing Hometown News for over 127 years

News about Windsor, West Windsor, Colesville and Kirkwood; Windsor School District and Harpursville School District; Covering local government, town, school and community news and sports.

Paid Subscription Paper: 1,500 subscribers

Day of Publication: Weekly on Wednesday

Ad/Copy Deadline-Friday the week before desired publication

- 1/4 page ad = 5 inches wide X 8 inches tall (or 24 column inches)
- 1/2 page= 10.25 inches wide X 8 inches tall
- FULL PAGE = 10.25 inches wide X 16 inches tall