

Newspaper Publishers LLC

Mailing Address/Fed-Ex/UPS

P.O. Box 208,
1035 Conklin Road, Conklin, NY 13748
(Conklin Road is also NYS Route 7)



ADVERTISING

Copy Requirements

Telephone: 607-775-0472

Fax: 607-775-5863

e-mail: deinstein@stny.rr.com

Ad reservations must be made by Friday the week before desired publication for subscription papers; Tuesday week of for free papers; Advertising contracts available upon request

ADVERTISING POLICIES

NEWSPAPER PUBLISHERS is not responsible for incorrect ad copy submitted by the advertiser. On ads prepared by the publisher, the publisher is not responsible for typographical errors or poor picture scanning quality that does not lessen the value of the ad. However, we want our work to be of the best quality and we want our customers to be very satisfied. We will work with you to make you happy.

Liability for omitted ads shall be limited to publishing the ad in a subsequent issue.

First-time advertisers must pay in advance before additional credit and terms are arranged.

Ad copy may be submitted in writing. Ads may also be faxed, delivered via e-mail as a PDF.

When using the E-mail address, please call and let us know you are sending. We may give you a different email address. Please keep in mind that pictures, graphics or logos sent via fax machine are not of a quality useful for reproduction. A hard copy or digital transmission of the picture, graphic or logo is best. Every now and then technology fails us. It is ALWAYS a good idea to follow up transmission with a good, old-fashioned telephone call to be sure the document was received.

Agency commissions must be added on by the agency. Sorry, but Newspaper Publishers LLC does not pay agency commissions.

Advertising that simulates editorial copy must bear the label "Advertisement" and carry a distinctive border to separate it from editorial copy.

Political ads must conform to all state, federal and local regulations and must be paid for in advance.

Tier Traditions

Half Page ~ \$50 Full page ~ \$100

Full page measures 9 1/2 x 7 1/2 inches

Layout Specifications:

- We are Tabloid Format
- A full page is 10.25 inches wide and 16 inches high (please leave room for a page number)
- A **column inch** is 1 1/2 inches wide and 1 inch tall
- Two columns = 3 1/4 inches wide



DISPLAY RATES

**The Country Courier,
Windsor Standard, Vestal Town Crier,
The Baptist Voice**

Column Inch Rates

\$4.00 blk/white one paper;	\$5.50 color
\$6.50 blk/wht any two papers	\$9.75 color
\$8.50 any three papers	\$12.25 color
\$10.00 all four papers	

DEADLINE: noon Friday prior to publication

DISPLAY RATES

THE BC PENNYSAVER

Column Inch Rates

\$5.00 one paper blk/white	\$6.50 color
\$7.00 BC Pennysaver & one more;	\$10.75 color
\$9.00 BC Pennysaver & two more;	\$12.75 color
\$11.00 BC Pennysaver & three more;	\$15.75 color
\$12.00 BC Pennysaver & four more	

DEADLINE: TUESDAY prior to publication



INSERTS/PREPRINTS

1-4 pages, \$75 per thousand —

Country Courier, Vestal Town Crier,
Windsor Standard, Baptist Voice.
or BC Pennysaver

Conditions

- Complete shipment is to arrive by Friday prior to run date

Preprints should be shipped to

**ATTN: NEWSPAPER PUBLISHERS LLC, C/O Our Press,
41 Kattleville Road, Chenango Bridge, NY 13745**

- Maximum size 8 -1/2" X 11 when folded

CLASSIFIED ADS

**The Windsor Standard, The Country Courier
The Vestal Town Crier
BC Pennysaver**

Business Classified/Reader Ads

\$6.00 for the first paper (20 words, 10¢ each additional word. Classified ads must be prepaid the first time ad is placed. Prepayment establishes credit for future classified placement. **After the first paper, it is only \$2.50 more per paper**

Personal Classified/Reader Ads

\$5.00 for the first paper (20 words, 10¢ each additional word. Classified ads must be prepaid.)

After the first paper, it is only \$2.50 more per paper

- Three columns = 5 inches wide
- Four Columns = 6 3/4 inches wide
- Five columns = 8 1/4 inches wide
- Six columns = full width of page (10.25 inches)
- 1/4 page = 5 inches wide by 8 inches tall (24 col. inches)
- One Half Page = 10 in wide by 8 in. tall or 6 col. x 8 in. tall