

# THIS WEEK

## Advertising Rates

### 1. PERSONNEL

Editor & Publisher .....Bill Shumway, Ext. 21  
 Office Manager ..... Lisa Hoover, Ext. 33  
 Advertising Consultants..... John Basham, Ext. 25  
 Julie Spadaccini, Ext. 22  
 Sean McNamara, Ext. 28  
 Classifieds / Accts. Receivable... Diane Dockum, Ext. 23  
 Production Manager ..... Georgia Schiavone, Ext. 27  
 News Editor..... Craig Freilich, Ext. 24  
 Associate Editor..... Jimmy Lawton , Ext. 26  
 Circulation Supervisor..... Mike Marino, Ext. 29  
 315-265-1000

### 2. POLICIES, CONDITIONS

- A 5% discount is offered to all advertisers who pay prior to publication. Payment must be received by 5 p.m. Friday to qualify for the discount.
- Payment in advance is required of all advertisers until credit can be established.
- Accounts are due net 30 days from billing date. Accounts unpaid over 30 days are subject to loss of advertising privileges, loss of discounts and the imposition of a 1.5% monthly (18% annual) finance charge.
- In the event of an error in publication of an advertisement, publisher will be liable only to the extent of the space in which the actual error appeared.
- North County This Week reserves the right to reject or cancel any advertisement for any reason at any time.
- It is understood that North County This Week has "exclusive ownership" of all text, drawings and photographs, including design and layout created or produced by its staff. The advertiser will not permit use of the above mentioned creative services to any other media without expressed written consent.

### 3. AD DIMENSIONS

5 columns by 16 inches deep, traditional Standard Advertising Unit (SAU) tabloid. Column widths:  
 1 column .....2.014 inches  
 2 columns .....4.208 inches  
 3 columns .....6.417 inches  
 4 columns .....8.611 inches  
 5 columns .....10.8336 inches  
 All column widths are pre-publication measurements. To accommodate press capacity, all widths are reduced 4% upon publication.

### 4. DEADLINES

- **Potsdam-Canton Edition:** 5 p.m. Friday prior to publication. All ads requiring proofs should be submitted by 5 p.m. Thursday. Cancellations and changes cannot be accepted after 10 a.m. Monday. Paper is dated for Wednesday; distribution begins Tuesday afternoon and is complete by mid-day Wednesday.
- **Massena-Ogdensburg Edition:** 5 p.m. Wednesday prior to publication. All ads requiring proofs should be submitted by 5 p.m. Tuesday. Cancellations and changes cannot be accepted after 10 a.m. Thursday. Paper is dated for Saturday; distribution begins Friday morning and is complete by Friday afternoon.
- **Holidays that fall on weekdays** sometimes cause deadlines to be moved 24 hours earlier.

### 5. DISPLAY ADVERTISING RATES

#### • Potsdam-Canton Edition – Rates Per Column Inch

Inches Per Week	Open Rate	6-Time Rate	Economy Rate	Annual Rate
2 - 7	12.70	11.85	11.55	11.10
8 - 19	12.05	9.85	9.60	9.30
20 - 39	11.20	9.60	9.40	8.70
40 & up	10.60	9.15	8.95	8.25

#### • Massena-Ogdensburg Edition – Rates Per Column Inch

Inches Per Week	Open Rate	6-Time Rate	Economy Rate	Annual Rate
2 - 7	8.15	7.65	7.40	7.15
8 - 19	7.65	7.40	7.20	6.95
20 - 39	7.40	7.20	7.05	6.55
40 & up	7.15	6.85	6.70	6.20

#### • Both Editions – Rates Per Column Inch

Inches Per Week	Open Rate	6-Time Rate	Economy Rate	Annual Rate
2 - 7	16.30	15.30	14.80	14.30
8 - 19	15.30	14.75	14.40	13.90
20 - 39	14.80	14.40	14.10	13.05
40 & up	14.30	13.70	13.40	12.35

To qualify for 6-Time Rate, place 6 ads of any size within 12-week period. To qualify for Economy Rate, advertiser must either run 26 ads of any size during a 52-week period or run ads for 13 consecutive weeks. To qualify for Annual Rate, advertiser must have successfully completed a 6-Time or Economy Rate contract and agree to advertise in all issues during next 52 weeks. All Rates Per Insertion.

#### BULK RATES PER COLUMN INCH

The following rates apply for advertisers who wish to be charged based on total advertising volume within a 52-week period.

Inches Per Year	Pots.-Canton Edition	Mass.-O'Burg Edition	Both Editions
300 - 500	\$9.90	\$7.40	\$14.80
551 - 1000	\$9.70	\$7.25	\$14.50
1001 - 1500	\$9.20	\$6.90	\$13.80
1501 - 2000	\$8.65	\$6.50	\$12.95
2001 - 2500	\$8.20	\$6.15	\$12.30
2501 - 3000	\$7.85	\$5.90	\$11.75
3000+	\$7.35	\$5.50	\$11.00

Rate guaranteed for 12 months from date of contract signing. Failure to fulfill contract will result in rebilling of ads purchased at earned or open rate.

#### DISCOUNTED RATES WITH NO COPY CHANGES

At least 6 ads must be scheduled within 12-week period.

Inches Per Year	Pots.-Canton Edition	Mass.-O'Burg Edition	Both Editions
2 - 7	\$9.90	\$7.15	\$14.30
8 - 19	\$8.25	\$6.20	\$12.35
20 - 39	\$8.00	\$6.00	\$12.00
40 or more	\$7.60	\$5.70	\$11.40

#### RELIGIOUS, CIVIC & POLITICAL ORGANIZATIONS

- Potsdam-Canton Edition: \$7.25 per column inch
- Massena O'Burg Edition: \$6.00 per column inch
- Both Editions: \$11.00 per column inch

#### BOTTOM OF FRONT PAGE ADVERTISEMENTS

- All ads 1 inch tall by 5 columns wide. Limited availability. Ask about availability of smaller sizes.
- Potsdam-Canton Edition .....\$100.00
  - Massena-Ogdensburg Edition.....\$75.00

#### TOP OF FRONT PAGE 'STICKER' ADS

- 3-by 3-inches printed in color directly on top right-hand corner of front page.
- **1-5 Ads Per Year:** \$750 for Potsdam-Canton edition, \$562 for Massena-Ogdensburg, \$1,124 for both editions.
  - **6+ Ads Per Year:** \$639 for Potsdam-Canton edition, \$479 for Massena-Ogdensburg, \$958 for both editions.

#### GUARANTEED PLACEMENT

10% additional to guarantee placement of black and white ads, \$175 additional for color ads.

#### COMMISSIONS

Rates non-commissionable. Agencies add .1765%.

## 6. COLOR RATES

**Color Adds Extra Attention To Your Ad!**  
**Process or Spot Color: (Limited Availability)**

- \$175 per page additional
- When space permits, color is also available for \$3 additional per inch
  - Minimum color charge: \$24 additional
- Color sold by the column inch can not be guaranteed to run. Ad may run in black-and-white without color charge if color space unavailable. Payment of \$175 full page color rate will guarantee a smaller ad will run in color.

## 7. INSERT RATES

**Rates per 1,000 copies:**

Inserts per year	Single Sheet	4-12 Pages	13-24 Pages	24-48 Pages	48-72 Pages	72+ Pages
1-5	\$49	\$59	\$63	\$67	\$72	\$76
6-12	\$46	\$56	\$59	\$62	\$68	\$72
13-25	\$45	\$54	\$56	\$59	\$65	\$68
26+	\$44	\$52	\$54	\$56	\$62	\$66
Zoning charge (zones less than 10,400 papers) ... \$5						
Folding charge						
(for inserts which exceed 8 1/2 x 11 inches) ..... \$8						

## 8. BUSINESS & SERVICE DIRECTORY

A low-cost, way to keep your business name in front of thousands of potential customers. All ads are 2 inches wide. Two sizes are available -- 1 inch tall and 2 inches tall. Ads feature a variety of typefaces, borders and graphic designs. Limit 20 words per inch.

### POTSDAM-CANTON EDITION PRICE PER WEEK

	8 weeks	13 weeks	26 weeks	52 weeks
1 inch tall	\$10.95	\$9.95	\$9.50	\$8.95
2 inches tall	\$16.00	\$15.25	\$14.50	\$14.00

### MASSENA-OGDENSBURG EDITION PRICE PER WEEK

	8 weeks	13 weeks	26 weeks	52 weeks
1 inch tall	\$8.25	\$7.50	\$7.00	\$7.00
2 inches tall	\$12.00	\$11.50	\$11.00	\$10.50

### BOTH EDITIONS PRICE PER WEEK

	8 weeks	13 weeks	26 weeks	52 weeks
1 inch tall	\$16.50	\$15.00	\$14.50	\$14.00
2 inches tall	\$24.00	\$23.00	\$22.00	\$21.00

## 9. CLASSIFIED RATES

All reader ads appear on NorthCountryNow.com at no additional charge! Employment, Real Estate and Auction display ads may run on NorthCountryNow.com for an additional \$7 per week.

### REGULAR RATES

- \$8 per week for first 10 words
- 25¢ for each additional word
- \$1 for bold-face, capitalized line (max. 25 characters)
- Run same ad 3 consecutive weeks, get fourth ad free
- Logo up to 1/2 inch tall, \$7 additional per week
- Blind box service, \$10 additional per week
- Add second edition for just \$5 additional per week (no additional charge for Automotive and Items For Sale ads)

### SPECIAL OFFERS

- Autos, Trucks, Vans & Boats for Sale: Pay for two weeks, then ad will run for FREE for up to two months or until it's sold.
- Items for sale under \$100 (price must be included in ad): Pay for one week, get three weeks FREE.
- Items for sale \$100-\$300 (price must be included in ad): Pay for two weeks, get two weeks FREE.
- FREE ads: Lost & Found and Free Items to give away.

### EMPLOYMENT ADS

- All employment ads run in BOTH editions, providing more coverage in Massena, Ogdensburg, Potsdam & Canton than any other paper! Ad price is the same as regular rates except \$14 for the first 10 words.

### GARAGE SALE ADS

- \$10.25 for one-inch tall ads, \$15.25 for two-inch tall ads, \$19.95 for three-inch tall ads and \$24.50 for four-inch tall ads. All ads two inches wide.

### GOODS & SERVICES DIRECTORY

- \$8 per week for first 10 words
- Free heading of your choice, 4-week minimum
- 25¢ for each additional word
- \$1 additional for bold-face, capitalized line (maximum 25 characters)
- 1 free ad with purchase of 8 weeks; 2 free ads with purchase of 13 weeks; 5 free ads with purchase of 26 weeks
- Logo up to 1/2 inch tall, \$7 additional per week
- Run ad in both editions for just \$5 additional per week

## 10. SPECIAL SERVICES

With hundreds of typefaces and an extensive library of art to work with, our experienced typesetting and layout staff is glad to produce advertising layouts at no additional charge.

North Country This Week can also provide typesetting and layout for tabloid inserts and one-page fliers. Please ask for pricing and additional information.

## 11. WEB SITE

### NORTHCOUNTRYNOW.COM

NorthCountryThisWeek.com also hosts NorthCountryNow.com, St. Lawrence County's most-viewed local news and information website since 2000. The site receives more than 31 million page views each year. Please call 315-265-1000 or e-mail ThisWeek@NorthCountryNow.com for information about banner advertising.

## 12. CIRCULATION

**North Country This Week** is a controlled circulation paper audited by Circulation Verification Council (CVC).

• **The Wednesday Potsdam-Canton Edition** is home delivered to houses and post office boxes in Potsdam, Norwood, Hannawa Falls and West Stockholm with additional copies distributed in Canton, Colton, Norfolk, Madrid, Parishville, Nicholville and DeKalb Junction. Audited circulation totals 11,121 copies -- 10,136 in print plus 985 e-edition copies viewed online at NorthCountryNow.com.

• **The Saturday Massena-Ogdensburg Edition** is distributed in Massena, Ogdensburg, Akwesasne, Louisville, Waddington, Heuvelton, Morristown, Brasher Falls, Winthrop and Lisbon. Audited circulation totals 8,038 -- 7,446 in print plus 592 e-edition copies viewed online at NorthCountryNow.com.

### CIRCULATION AUDIT BY



## 13. HISTORY

Founded in 1984, North Country This Week has grown to become the most-read paper in the Greater Potsdam-Canton area. Today, 81% of readers say they frequently purchase products or services advertised in North Country This Week, according to a recent survey conducted by the Circulation Verification Council. The Massena-Ogdensburg Edition began publication in May 2013. Area residents turn to us to find out what is going on in their communities, and read our helpful day-by-day calendar listings, popular Sound Off and Letters columns, and to view photos of their friends and neighbors. Our staff is the most experienced in the market, and can help businesses and organizations develop cost-effective ad campaigns, budgets and layouts. North Country This Week has received numerous awards for design excellence from the New York Press Association and also hosts NorthCountryNow.com, St. Lawrence County's most-viewed website for news and information.

Rate card effective Aug. 31, 2014

N O R T H C O U N T R Y

**THIS WEEK**

**St. Lawrence County's Most-Read Paper!**

19 Depot St., P.O. Box 975, Potsdam, NY 13676 ■ Phone (315) 265-1000

Fax (315) 268-8701 ■ E-mail: ThisWeek@NorthCountryNow.com ■ Website: NorthCountryNow.com