

WHY SPEND MORE *for* LESS

TO REACH POTENTIAL ST. LAWRENCE COUNTY CUSTOMERS?

North Country This Week reaches 40,232 people • Facebook reaches a maximum of 23,000



NORTH COUNTRY THIS WEEK

Ad Prices Starting at:	Number of St. Law. County People Reached
\$14.30	17,700 (Massena-Ogdensburg edition)
\$22.20	22,530 (Potsdam-Canton edition)
\$28.60	40,232 (Both editions)

Prices are for 1 column x 2 inch black & white ad at annual rates. Total readers based on industry average of 2.2 readers per copy.

facebook.

Cost to "Boost" Facebook Post	Number of St. Law. County People Reached
\$14.30	2,000
\$100	8,200
\$650	23,000

Facebook provides a wide range of estimated people reached. The midpoint is used in all of the above examples. Calculations made on March 27, 2017.

Targeted to all zip codes where North Country This Week is delivered.

NORTH COUNTRY THIS WEEK

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