

**NORTH COUNTRY**  
**THIS WEEK**

**Massena - Ogdensburg Edition**

# Advertising Rates

## 1. PERSONNEL

Editor & Publisher.....Bill Shumway, Ext. 21  
 Asst. General Manager.....Debbie Morgan, Ext. 33  
 Advertising Sales Consultants  
 ..... Sean McNamara, Ext. 28  
 ..... John Basham, Ext. 25  
 ..... Julie Spadaccini, Ext. 22  
 .....Georgia Schiavone, Ext. 27  
 Classifieds/ Accts. Receivable... Diane Dockum, Ext. 23  
 News Editor..... Craig Freilich, Ext. 24  
 Associate Editor..... Jimmy Lawton , Ext. 26  
 Circulation Supervisor..... Mike Marino, Ext. 29  
 315-265-1000 • thisweek@northcountrynow.com

## 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 Country This Week reserves the right to reject or cancel any advertisement for any reason at any time.
- It is understood that North Country 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 .....10.836 inches  
 All column widths are pre-publication measurements. To accommodate press capacity, all widths are reduced 4% upon publication.

## 4. DEADLINES

Space reservations and copy will be accepted until 5 p.m. Wednesday prior to publication. All ads requiring proofs, however, should be submitted by 5 p.m., Tuesday. Holidays that fall on weekdays sometimes cause deadlines to be moved 24 hours earlier. Cancellations and changes cannot be accepted after 9 a.m., Thursday. Paper is dated for Saturdays; distribution begins Friday afternoon and is complete by mid-day Saturday.

## 5. DISPLAY ADVERTISING RATES

**5% DISCOUNT AVAILABLE** off all display rates for payment in advance of publication

<b>Rates Per Column Inch Per Insertion</b>				
<i>10,000 Copies Every Weekend</i>				
<b>Inches per Week</b>	<b>Open Rate</b>	<b>6-Time Rate</b>	<b>Economy Rate</b>	<b>Annual Rate</b>
<b>2 - 7</b>	<b>8.00</b>	<b>7.50</b>	<b>7.25</b>	<b>7.00</b>
<b>8 - 19</b>	<b>7.50</b>	<b>7.25</b>	<b>7.00</b>	<b>6.75</b>
<b>20 - 39</b>	<b>7.25</b>	<b>7.00</b>	<b>6.75</b>	<b>6.50</b>
<b>40 &amp; up</b>	<b>7.00</b>	<b>6.75</b>	<b>6.50</b>	<b>6.25</b>

**Rerun your ad in Potsdam-Canton edition at the same price!**  
*Reach even more potential customers - 10,800 distribution, including 6,318 home delivered!*  
**(25% off normal Potsdam-Canton edition rates).**

**To qualify for the Six Time Rate**, an advertiser must place six ads of any size within a 12-week period. **To qualify for Economy Rate**, an 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**, an advertiser must have successfully completed a 6-Time or Economy Rate contract and agree to advertise in all issues published during next 52 weeks.

### BULK RATES

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

300 - 500 inches .....	\$7.00/col. inch
551 - 1000 inches .....	\$6.80/col. inch
1001 - 1500 inches .....	\$6.60/col. inch
1501 - 2000 inches .....	\$6.40/col. inch
2001 - 2500 inches .....	\$6.20/col. inch
2501 - 3000 inches .....	\$6.00/col. inch
3000+ inches .....	\$5.95/col. inch

Rate is 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 weeks must be scheduled within a 12-week period.

2 - 7 inches .....	\$7.00/col. inch
8 - 19 inches .....	\$6.25/col. inch
20 - 39 inches .....	\$6.05/col. inch
40 or more inches.....	\$5.95/col. inch

### DOUBLE RUN BONUS

An advertisement of at least 20 column inches charged at the open rate can be run again the next week at a 20 percent discount.

### COMMISSIONS

All rates are non-commissionable. Agencies add .1765% to all contract rates.

### FRONT PAGE ADVERTISEMENTS

All ads 1 inch tall. Limited availability.

1 column wide.....	\$20
2 columns wide.....	\$39
3 columns wide.....	\$58
5 columns wide.....	\$75

### RELIGIOUS, CIVIC & POLITICAL ORGANIZATIONS

\$6.00 per column inch

- Ask about our Classes, Courses & Workshops Directory

### GUARANTEED PLACEMENT

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

## 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. 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 \$5 per week.

### REGULAR RATES

- \$7.75 per week for first 10 words
- 25¢ for each additional word
- \$1 for bold-face, capitalized line (maximum 25 characters)
- Run same ad three consecutive weeks, get 4<sup>th</sup> ad free
- 10% discount for payment within seven days or with VISA, Mastercard, Discover or American Express
- Logo up to 1/2 inch tall, \$6 additional
- Blind box service, \$6 additional per week
- Add Canton-Potsdam edition for just \$5 additional per week.

### SPECIAL OFFERS

- Autos, Trucks, Vans and 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 AD RATES

■ 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 \$12 per week for first 10 words.

### GARAGE SALE ADS

■ \$9.95 for one-inch tall ads, \$14.95 for two-inch tall ads, \$19.50 for three-inch tall ads and \$23.95 for four-inch tall ads. All ads two inches wide. Run your ad in Potsdam-Canton edition for \$5 additional!

### GOODS & SERVICES DIRECTORY

- \$7.75 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
- 10% discount for payment within seven days or with VISA, Mastercard, Discover or American Express
- Logo up to 1/2 inch tall, \$6 additional
- Run your ad in Potsdam-Canton edition for \$5 additional per week!

## 9. 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.

## 10. BUSINESS & SERVICE DIRECTORY

A low-cost, high-impact way to keep your business name in front of thousands of potential customers. All ads are 2 inches wide by 2 inches tall and feature a variety of typefaces, borders and graphic designs. Limit 20 words. FREE heading.

8 weeks.....	\$12.00/ week
13 weeks.....	\$11.50/ week
26 weeks.....	\$11.00/ week
52 weeks.....	\$10.50/ week

10% discount for payment in advance.

## 11. SPECIAL SECTIONS

North Country This Week runs many special sections and pages designed to provide added value and impact for your advertising dollar. They include: Health Care, Home & Garden, Bride Guide, Living Green, Restaurants, Automotive, North Country Real Estate, Holiday Shopping and others. Please ask for a "Special Issues & Promotions" flier.

### NORTHCOUNTRYNOW.COM

North Country This Week also hosts NorthCountryNow.com, St. Lawrence County's most-viewed local information website since 2000. The site receives more than 32 million page views each year. Please call 315-265-1000 or e-mail [thisweek@NorthCountryNow.com](mailto:thisweek@NorthCountryNow.com) for information about banner advertising.

## 12. CIRCULATION

North Country This Week Massena-Ogdensburg edition is a controlled circulation paper delivered to Massena, Ogdensburg, Morristown, Waddington, Heuvelton, Louisville, Brasher Falls, Winthrop, Black Lake, Flackville and Akwesasne.

## 13. HISTORY

Founded in 1984, North Country This Week has grown to become the most-read paper in the Greater Potsdam-Canton area. The Massena-Ogdensburg edition was started in 2013. Today, 81% of readers of the original Canton-Potsdam edition say they frequently purchase products or services advertised in North Country This Week, according to a recent survey conducted by the Circulation Verification Council. Area residents also turn to us to find out what is going on in their communities with our helpful day-by-day calendar listings, for the popular Sound Off and Letters columns, and to see 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 May 1, 2013.

# NORTH COUNTRY THIS WEEK

## Massena - Ogdensburg Edition

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Fax (315) 268-8701 ■ E-mail: [thisweek@NorthCountryNow.com](mailto:thisweek@NorthCountryNow.com) ■ Website: [NorthCountryNow.com](http://NorthCountryNow.com)