Reach Thousands of Visitors!

Target Potential Customers Interested In

- Restaurants
- Shopping
- Tourist Destinations
- Motels, B&Bs & Cabins
- New Home Purchases
- Health Care
- Liquor Stores
- Hockey Arenas
- Financial Institutions
- Major Employers

Distributed throughout St. Lawrence County at:
Motels • Airports • College Admissions Offices • Tourist Destinations • Camps • Campgrounds
Chambers of Commerce • Economic Developers' Offices • Hockey Arenas

All Ads Appear Online for Free at NorthCountryNow.com

St. Lawrence County Visitor’s Guide
Canton • Cranberry Lake • Gouverneur • Massena • Ogdensburg • Potsdam

Deadline for Fall/Winter 2017/2018 issue
October 18
Repeat Your Ad in the Next Issue, and
SAVE 30%*

Fall / Winter 2017-18
12,000 Copies
Advertising Deadline: October 18 • Distribution by November 4

Spring / Summer 2018
17,000 Copies
Advertising Deadline: April 12 • Distribution by May 4

ADVERTISING RATES

<table>
<thead>
<tr>
<th>Format</th>
<th>One Issue</th>
<th>Second Issue</th>
<th>Average Cost with 2 Ads</th>
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<tbody>
<tr>
<td>Full Page (10.42&quot; x 14&quot;)</td>
<td>$529</td>
<td>$370</td>
<td>$450</td>
</tr>
<tr>
<td>Three Quarter Page (10.42&quot; x 10.46&quot; or 7.77&quot; x 14&quot;)</td>
<td>$423</td>
<td>$296</td>
<td>$360</td>
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<tr>
<td>Junior Page (7.77&quot; x 10.6&quot;)</td>
<td>$366</td>
<td>$256</td>
<td>$311</td>
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<tr>
<td>Half Page (10.42&quot; x 6.9&quot; or 5.125&quot; x 14&quot;)</td>
<td>$326</td>
<td>$228</td>
<td>$277</td>
</tr>
<tr>
<td>Three Eighths Page (5.125&quot; x 10.46&quot; or 10.42&quot; x 5.178&quot;)</td>
<td>$264</td>
<td>$184</td>
<td>$224</td>
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<tr>
<td>Quarter Page (5.125&quot; x 6.9&quot; or 10.42&quot; x 3.38&quot;)</td>
<td>$196</td>
<td>$137</td>
<td>$167</td>
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<tr>
<td>3/16 Page (5.125&quot; x 5.178&quot;)</td>
<td>$152</td>
<td>$106</td>
<td>$129</td>
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<tr>
<td>Eighth Page (5.125&quot; x 3.38&quot; or 2.479&quot; x 6.9&quot;)</td>
<td>$114</td>
<td>$  79</td>
<td>$ 97</td>
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<tr>
<td>Sixteenth Page (2.479&quot; x 3.38&quot; or 5.125&quot; x 1.62&quot;)</td>
<td>$  67</td>
<td>$  47</td>
<td>$ 57</td>
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5% Discount off above rates for payment by ad copy deadline

Add FULL PROCESS COLOR for Extra Impact!

- Full Page $195, Three Quarter Page $175, Junior Page $140, Half Page $125, Three-Eighth Page $90, Quarter Page $65, 3/16 Page $55, Eighth Page $45

*First ad will be billed at “One Issue” price; second ad will be billed at “Second Issue” price

St. Lawrence County
Visitor’s Guide
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To advertise, call 315-265-1000 and ask for John Basham, ext. 25; Julie Spadaccini, ext. 22; Sean McNamara, ext. 63 or Cathy Whalen, ext. 32
Fax: 315-268-8701 • Email: thisweek@NorthCountryNow.com

St. Lawrence County Visitor’s Guide is published by North Country This Week
19 Depot St., P.O. Box 975, Potsdam, NY 13676
Reach Visitors, Tourists and Business People!
Restocked Every 2 Months!

MOTELS
Canton
• Best Western University Inn
• Cascade Inn
• Comfort Suites
Gouverneur
• Clearview Motel
• Lawrence Manor Motel
Massena
• Blue Spruce Motel
• Econo-Lodge
• Hillside Motel & Kampground
• Lakeview Motel
• Massena Quality Inn
• Red Carpet Inn
• Super 8 Motel
Hogansburg
• Comfort Inn
• Wolfclan Motel

HOCKEY ARENAS
(Odd Year Only)
• St. Lawrence Centre, Massena
• St. Lawrence University
• Ogdensburg Visitor Center

COLLEGE & UNIVERSITIES
(Reach Visiting Families & Prospective Students)
• SUNY Potsdam Admissions Office
• SUNY Potsdam Student Union
• Clarkson University Admissions Office

FOOD:
• SUNY Canton Admissions Office
• French Hall (French Hall)

AIRPORTS
• Ogdensburg International Airport
• Massena International Airport

TOURIST SITES
• St. Lawrence Centre, Massena
• Akwesasne Mohawk Casino
• Remington Art Museum, Ogdensburg
• SCUH Hockey Arenas

ECONOMIC DEVELOPERS & MAJOR EMPLOYERS
• Economic Development Offices in Canton, Massena, Potsdam
• Akwesasne Museum

MAJOR CAMPGROUNDS
• Riverside Campground, Brasher Falls
• Coles Creek, Waddington

CHAMBERS OF COMMERCE
• St. Lawrence County Chamber of Commerce
• Canton Chamber of Commerce
• Massena Chamber of Commerce

BED & BREAKFASTS
• Felician House B & B
• Misty Meadows
• 319 Yorkville Road, Massena

STAYED IN KENSINGTON CENTER
• 21 Depot St., P.O. Box 975, Potsdam, NY 13676
• 17,000 Copies
• 12,000 Copies

SEEN IN THIS ISSUE
• Cedar Grove Camps
• Lakeside Treasure & Marine
• Bird’s Nest
• Clearview Motel
• Lawson’s Motel
• The Nest Egg B & B
• Hidden Meadow B & B
• Off the Hook B & B
• 24 E. Main St. B & B

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The St. Lawrence County Visitor’s Guide is published by North Country This Week, a community newspaper serving the Greater Potsdam-Canton area. “This Week” has developed a reputation for producing high-quality publications and received awards for design excellence from the New York Press Association. “This Week” has been honored by the Potsdam Chamber of Commerce with the “Business of the Year” Award. “This Week” also hosts NorthCountryNow.com, which has received several first place awards from the New York Press Association and the Syracuse Press Club. NorthCountryNow.com is the county’s most viewed local information website.