

SUBURBAN CORTLAND-ITHACA

THE SHOPPER

Advertising Rate Schedule

Non-Profit Rate

Circulation: **24,351**

Effective June 1st 2014
Non-Commissionable

Open Rate

Circulation: **24,351**

Effective June 1st 2014
Commissionable

Local Rate

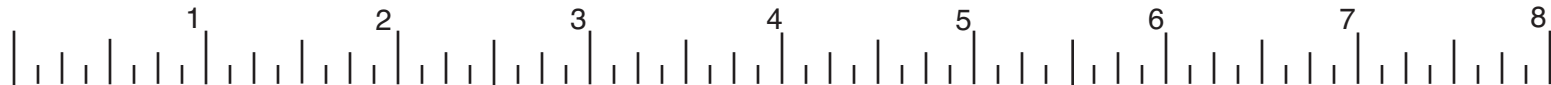
Circulation: **24,351**

Effective June 1st 2014
Non-Commissionable

\$7.25 col. in.		\$6.70 col. in.		\$6.45 col. in.		\$6.20 col. in.	
COLUMN INCHES	COST	COLUMN INCHES	COST	COLUMN INCHES	COST	COLUMN INCHES	COST
3-	\$21.75	24-	\$160.80	48-	\$309.60	72-	\$446.40
4-	29.00	25-	167.50	49-	316.05	73-	452.60
5-	36.25	26-	174.20	50-	322.50	74-	458.80
6-	43.50	27-	180.90	51-	328.95	75-	465.00
7-	50.75	28-	187.60	52-	335.40	76-	471.20
8-	58.00	29-	194.30	53-	341.85	77-	477.40
9-	65.25	30-	201.00	54-	348.30	78-	483.60
10-	72.50	31-	207.70	55-	354.75	79-	489.80
11-	79.75	32-	214.40	56-	361.20	80-	496.00
12-	87.00	33-	221.10	57-	367.65	81-	502.20
13-	94.25	34-	227.80	58-	374.10	82-	508.40
14-	101.50	35-	234.50	59-	380.55	83-	514.60
15-	108.75	36-	241.20	60-	387.00	84-	520.80
16-	116.00	37-	247.90	61-	393.45	85-	527.00
17-	123.25	38-	254.60	62-	399.90	86-	533.20
18-	130.50	39-	261.30	63-	406.35	87-	539.40
19-	137.75	40-	268.00	64-	412.80	88-	545.60
20-	145.00	41-	274.70	65-	419.25	89-	551.80
21-	152.25	42-	281.40	66-	425.70	90-	558.00
22-	159.50	43-	288.10	67-	432.15	91-	564.20
23-	166.75	44-	294.80	68-	438.60	92-	570.40
		45-	301.50	69-	445.05	93-	576.60
		46-	308.20	70-	451.50	94-	582.80
		47-	314.90	71-	457.95	95-	589.00
						96-	595.20

\$10.10 col. in.		\$9.55 col. in.		\$9.15 col. in.		\$8.80 col. in.	
COLUMN INCHES	COST	COLUMN INCHES	COST	COLUMN INCHES	COST	COLUMN INCHES	COST
3-	\$30.30	24-	\$229.20	48-	\$439.20	72-	\$633.60
4-	40.40	25-	238.75	49-	448.35	73-	642.40
5-	50.50	26-	248.30	50-	457.50	74-	651.20
6-	60.60	27-	257.85	51-	466.65	75-	660.00
7-	70.70	28-	267.40	52-	475.80	76-	668.80
8-	80.80	29-	276.95	53-	484.95	77-	677.60
9-	90.90	30-	286.50	54-	494.10	78-	686.40
10-	101.00	31-	296.05	55-	503.25	79-	695.20
11-	111.10	32-	305.60	56-	512.40	80-	704.00
12-	121.20	33-	315.15	57-	521.55	81-	712.80
13-	131.30	34-	324.70	58-	530.70	82-	721.60
14-	141.40	35-	334.25	59-	539.85	83-	730.40
15-	151.50	36-	343.80	60-	549.00	84-	739.20
16-	161.60	37-	353.35	61-	558.15	85-	748.00
17-	171.70	38-	362.90	62-	567.30	86-	756.80
18-	181.80	39-	372.45	63-	576.45	87-	765.60
19-	191.90	40-	382.00	64-	585.60	88-	774.40
20-	202.00	41-	391.55	65-	594.75	89-	783.20
21-	212.10	42-	401.10	66-	603.90	90-	792.00
22-	222.20	43-	410.65	67-	613.05	91-	800.80
23-	232.30	44-	420.20	68-	622.20	92-	809.60
		45-	429.75	69-	631.35	93-	818.40
		46-	439.30	70-	640.50	94-	827.20
		47-	448.85	71-	649.65	95-	836.00
						96-	844.80

\$8.80 col. in.		\$8.20 col. in.		\$7.85 col. in.		\$7.45 col. in.	
COLUMN INCHES	COST	COLUMN INCHES	COST	COLUMN INCHES	COST	COLUMN INCHES	COST
3-	\$26.40	24-	\$196.80	48-	\$376.80	72-	\$536.40
4-	35.20	25-	205.00	49-	384.65	73-	543.85
5-	44.00	26-	213.20	50-	392.50	74-	551.30
6-	52.80	27-	221.40	51-	400.35	75-	558.75
7-	61.60	28-	229.60	52-	408.20	76-	566.20
8-	70.40	29-	237.80	53-	416.05	77-	573.65
9-	79.20	30-	246.00	54-	423.90	78-	581.10
10-	88.00	31-	254.20	55-	431.75	79-	588.55
11-	96.80	32-	262.40	56-	439.60	80-	596.00
12-	105.60	33-	270.60	57-	447.45	81-	603.45
13-	114.40	34-	278.80	58-	455.30	82-	610.90
14-	123.20	35-	287.00	59-	463.15	83-	618.35
15-	132.00	36-	295.20	60-	471.00	84-	625.80
16-	140.80	37-	303.40	61-	478.85	85-	633.25
17-	149.60	38-	311.60	62-	486.70	86-	640.70
18-	158.40	39-	319.80	63-	494.55	87-	648.15
19-	167.20	40-	328.00	64-	502.40	88-	655.60
20-	176.00	41-	336.20	65-	510.25	89-	663.05
21-	184.80	42-	344.40	66-	518.10	90-	670.50
22-	193.60	43-	352.60	67-	525.95	91-	677.95
23-	202.40	44-	360.80	68-	533.80	92-	685.40
		45-	369.00	69-	541.65	93-	692.85
		46-	377.20	70-	549.50	94-	700.30
		47-	385.40	71-	557.35	95-	707.75
						96-	715.20



The original 100% U.S.
Mail circulation paper
serving the "between-cities"
market area of Cortland
and Ithaca, N.Y. reaching
over 24,000 Homes.

PREPRINTS / INSERTS: The Shopper carries many preprints (inserts) throughout the year, averaging over 3 per issue. Inserts may cover our entire circulation or be broken down into partial cover-age by zip codes. This can prove to be an economical way to convey much information to a targeted audience. There are minimum numbers required depending on the unit breakdowns. We require prior notice of at least 1 week when inserts are to be included in an issue.

COST OF INSERTS: 5¢ each, plus 60¢ per pound. Inserts are U.S. Mailed within The Shopper.

MINIMUM DISPLAY ADVERTISEMENT:
3 column inches (2 col.x 1 1/2" or 1 col.x 3").

PAGE SIZE: Tabloid.
6 column page 10 1/4" x 16" depth (image size).

COLUMN WIDTHS:
1/4" gutter between columns. 1 col. is 1 1/2";
2 col. is 3 1/4"; 3 col. is 5"; 4 col. is 6 3/4"; 5 col. is 8 1/2"; 6 col. is 10 1/4".

CIRCULATION: Over 24,000 families between Cortland and Ithaca, N.Y. Serving 26 communities and 43 rural routes by U.S. Mail.

THE SHOPPER

9 Main Street, Freeville, N.Y. 13068

607-844-9119

FAX 607-844-3381

www.thefreevilleshopper.com

Your Prime Advertising
Media in the Cortland / Ithaca
Market Assures You of
Maximum Results.



PUBLICATION FREQUENCY: Published every Tuesday throughout the year (subject to holiday change).

DEADLINE: Display and Classified advertisements deadline is Monday, 12 noon, the day before Tuesday distribution. Advertising copy must be in our hands, in our office at 9 Main Street, Freeville, N.Y. 13068.

PAYMENT: Required in advance of publication. Credit may be established. References required. Visa, MasterCard and American Express accepted.

RATE CARD PACKAGE: Complete details and requirements plus map, circulation breakdown, mechanical specifications and policy are contained in our Rate Card Package. We will provide this information by request.

OPEN RATE: Rate applies to advertising agencies. Rate is subject to 15% agency commission on camera ready copy.

LOCAL RATE: Rate applies to local advertisers serviced by The Shopper. Rate includes reasonable layout and typography.

NON-PROFIT RATE: Applies to legitimately qualified non-profit entities such as local government, school districts, churches and fraternal organizations.

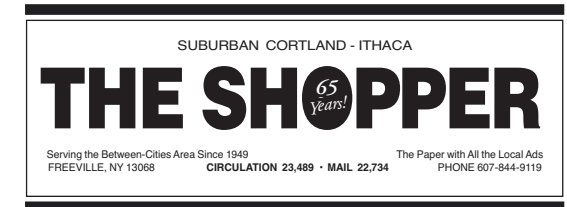
BUSINESS CLASSIFIED: \$9.50 for the first 10 words (minimum), 15¢ each additional word per week.

COLOR: All color locations are subject to availability. Spot Color = \$50, Full Color = \$75. Price is in addition to ad cost.

PREMIUM LOCATIONS: Availability is limited to regular advertisers and advance notice is required. Front/back cost including full color is \$850.

SUBURBAN CORTLAND-ITHACA THE SHOPPER RATE SCHEDULES

New Rates Effective June 1st 2014



WE HAVE EXPANDED!

Now you can reach even more potential customers. We recently started a sister publication— The Hometown Shopper, a weekly Saturday Delivery Paper that cover the communities of Marathon, McGraw, Cincinnatus, Whitney Point and beyond.

Place your ad in both papers and reach
over 35,000 Homes!

*For complete rates and circulation,
or for more information,
Just Call*

607-844-9119

Fax 607-844-3381