

# Rates and Specs

## Display Rates - Per Column Inch

OPEN RATE .....	<b>\$7.00</b>
Non-Profit.....	<b>\$6.50</b>
Political <i>does not qualify for bulk rate</i> ...	<b>\$7.00</b>

### Bulk Rate Discounts

21-40 column inches .....	<b>\$6.75</b>
41-79 column inches .....	<b>\$6.50</b>
80-99 column inches .....	<b>\$6.25</b>
100-199 column inches .....	<b>\$6.00</b>
200-447 column inches .....	<b>\$5.75</b>
448 column inches .....	<b>\$5.50</b>

**Consecutive Week Discount:** Any ad 4" column inches or larger running 13 weeks consecutively that does not meet the Bulk Rate Discounts will receive..... **10% OFF**

## Classified Rates

10 Words .....	<b>\$7.00</b>
Commercial Rate for 10 Words.....	<b>\$8.00</b>
Each Additional Word .....	<b>10¢</b>
Words in All Caps .....	<b>10¢</b>
Outline Border.....	<b>\$3.00</b>
Blind Box <i>plus postage</i> .....	<b>\$6.00</b>
Tearsheet.....	<b>\$2.00</b>

*Bulk rate discounts are awarded within a monthly billing cycle. Bulk rate is only good if paid within 10 days of receipt of billing. If an account is past due future bills will reflect the revision of charges to open rate.*

**Payment Policy:** New advertisers are expected to prepay their first four ads. (need not be all at once can be done on a per ad basis). Thereafter, customers will be put on an account and billed monthly. Payment terms are NET 30 DAYS FROM BILLING DATE. Once an account has reached 60 days past due, advertising will not be accepted without payment for current ad as well as payment toward balance due. Bulk rate discounts will not apply. Any account with a recurring history of being 60-90 days past due will revert to pre-payment status for all advertising.

**Color Printing:** Full color is available on a limited basis. Call the office at 607-569-2622 or your sales representative to inquire on pricing.

**Deadlines:** Deadline for display advertising is 12:00 noon Friday (the week prior to publication date). If copy is submitted and a proof is required deadline is 5:00 pm Thursday. Deadline for classifieds is 5:00 pm Thursday (the week prior to publication date). Deadline for cancellations or changes to any ad is 5:00 pm Thursday.

**Mechanical Specs:** Tabloid format with full page image area 10 3/8" wide x 16" deep (*Gutter is available on a double truck ad*). A full page is divided into 7 columns with the widths including gutter space being as follows: 1 column, 1 3/8"; 2 column, 2 7/8"; 3 column 4 3/8"; 4 column 5 7/8"; 5 column 7 3/8"; 6 column 8 7/8"; 7 column 10 3/8".

**Tearsheets:** Required for Co-op advertising or by your billing department can be included with your billing or can be emailed.

**Pre-Printed Inserts:** Contact our office at 607-569-2622 or ads@the-shopper.com for pricing information. Delivery of inserts is required by the Thursday prior to insertion date to 1 Myrtle Ave., Hammondsport, NY 14840. Zoned delivery is available upon request. Zoning must include an entire zip code, no route zoning is available.