



**MAILED CIRCULATION IN
STEBEN AND YATES COUNTIES, NEW YORK**

SOUTHERN TIER

SHOPPER

**PO BOX 416
8478 State Route 54
Hammondsport, New York 14840
Office: 607.569.2622 Fax: 607.569.2624
ads@the-shopper.com the-shopper.com**

DISPLAY RATES - PER COLUMN INCH

EFFECTIVE
AS OF
7/1/22

Columns Wide x Inches High x Rate = \$ Cost

OPEN RATE - \$7.75/inch - NET

NON-PROFIT RATE: \$7.25 per column inch • POLITICAL RATE: \$7.75 per column inch

13 WEEK MINIMUM DISCOUNT: A 4 Column Inch ad for 13 Weeks will receive 10% Off

TOTAL ACCUMULATED INCHES IN A BILLING PERIOD QUALIFY FOR A LOWER RATE!

Bulk Rates - 21" - 40" \$7.50 • 41"-79" - \$7.25 • 80"-99" - \$7.00 • 100"-199" - \$6.75 • 200"-447" - \$6.50 • 448"+ - \$6.25

THE MORE YOU RUN PER MONTH THE MORE YOU SAVE!

EXAMPLE SIZES	OPEN RATE	1 WEEK RUN Cost Per Week	2 WEEK RUN Cost Per Week	3 WEEK RUN Cost Per Week	4 WEEK RUN Cost Per Week
3 Col. x 5 Inch	\$116.25	\$116.25	\$112.50	\$108.75	\$108.75
4 Col. x 7 Inch	\$217.00	\$210.00	\$203.00	\$196.00	\$189.00
7 Col. x 8 Inch	\$434.00	\$406.00	\$378.00	\$378.00	\$364.00
7 Col. x 16 Inch	\$868.00	\$756.00	\$728.00	\$728.00	\$700.00

SAVINGS
BASED ON
4 WEEKS

\$30.00

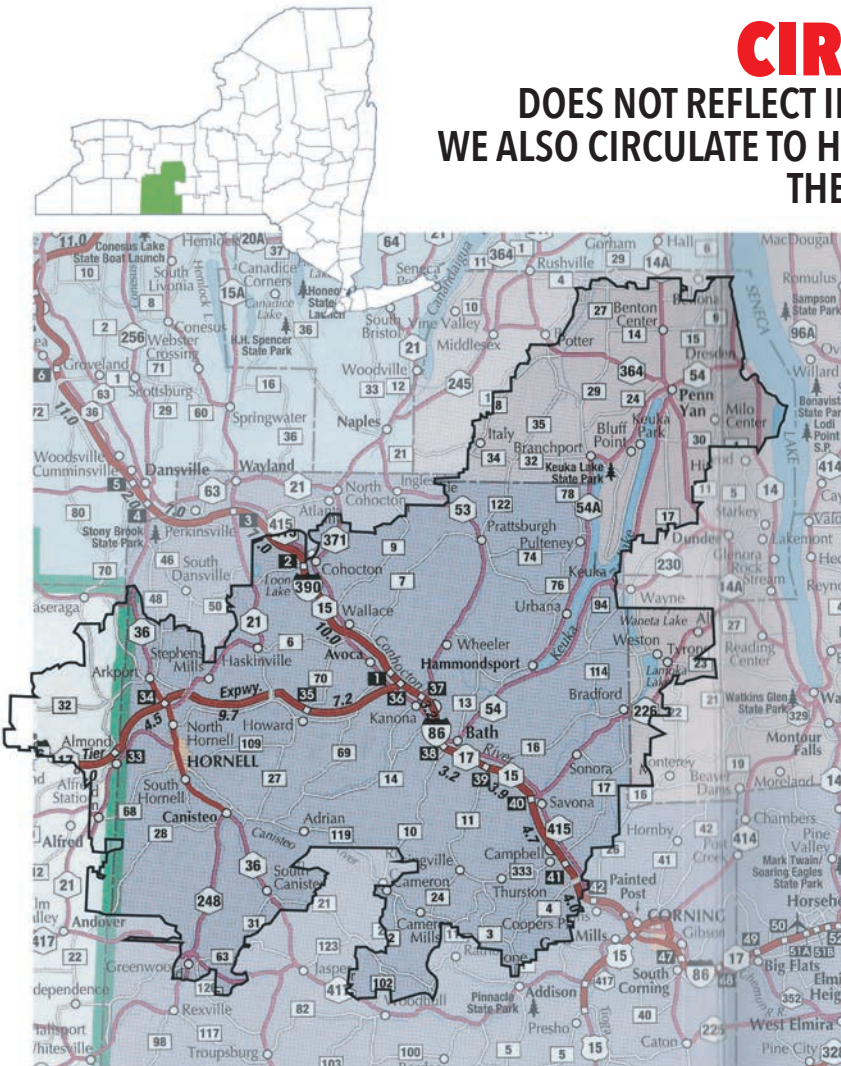
\$112.00

\$280.00

\$672.00

CIRCULATION

DOES NOT REFLECT INDIVIDUALLY ADDRESSED PAPERS
WE ALSO CIRCULATE TO HIGH TRAFFIC LOCATIONS THROUGHOUT
THE OUTLINED AREA



ARKPORT 14807	333
AVOCA 14809	1089
BATH 14810	5721
BRANCHPORT 14418	596
BRADFORD 14815	469
CAMERON MILLS 14820	561
CAMPBELL 14821	1465
CANISTEO 14823	632
COHOCTON 14826	955
COOPERS PLAINS 14827	71
HAMMONDSPORT 14840	1588
HORNELL (RURAL)	1462
KANONA 14856	100
PENN YAN 14527Q	6241
PRATTSBURGH 14873	1111
PULTENY 14874	149
SAVONA 14879	967
TYRONE 14887	74
WAYNE 14893	68

Parts of Branchport covers Keuka Park but not the Box Holders. The City of Hornell is not included in Hornell totals.

A digital version of our publication is available on our website and is linked to our Facebook page.

ads@the-shopper.com the-shopper.com 607.569.2622 (After Hours 607.857.1457)

COLOR PRINTING: Process Color is available at the following rates.

4" - 6" - \$15 • 6.5-11.5" ads \$20.00 • 12"-18.5": - \$30.00 • 19"-27.5" - \$40.00
28" - 55.5" - \$50.00 • 56" - 112" - \$75.00

PREPRINT INSERTS: Pricing begins at \$70/M (Net) for standard inserts.

Please call 607-569-2622 with mechanical specifications to determine final pricing. Minimum of 10M. Zoning by full Zip Code is available. Inserts must be delivered to plant office at: 8478 State Route 54, Hammondsport, New York 14840 at least 1 full week before insertion date. Insertion is available weekly on Tuesday. Delivery hours are Monday - Friday, 9:00 am - 4:00 pm. (After hours please call 607.857.1457 for arrangements). Maximum size of 8 1/2" x 11" will be accepted. Anything larger will require to be prefolded or a folding surcharge will be added.

MECHANICAL SPECS: Tabloid format with a full image area of 10 3/8"

wide x 16" tall. WIDTHS ARE AS FOLLOWS • 1 col. - 1 3/8" • 2 col. - 2 7/8"
• 3 col. - 4 3/8" • 4 col. - 5 7/8" • 5 col. - 7 3/8" • 6 col. - 8 7/8" • 7 col. - 10 3/8"
HEIGHTS ARE IN INCREMENTS OF 1/2" FROM 2" - 16"

CAMERA - READY ADS: Must be in .pdf format with fonts embedded, minimum 300 dpi, text must be in standard black (if rich black is used no credit will be given for unreadable text). Ads must meet mechanical specs and contain crop marks if bleeding is required.

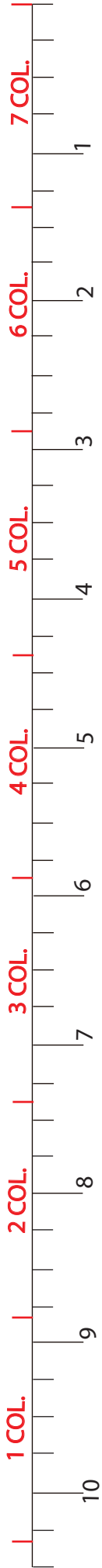
PAYMENT POLICY: New advertisers are required to provide prepayment for their first four advertising insertions. Billing is done on a monthly basis and sliding scale discounts are based on a billing cycle. Bulk rate discounts are in effect if paid within 10 days of receiving your invoice. Payment terms are NET 30 DAYS FROM BILLING DATE. If an account reaches 60 days past due, advertising will not be accepted without payment for current ad. Any account with a recurring history of being 60-90 days past due will convert to pre-pay status. Accounts 30+ days past due will have finance charges added based on 15% of past due amount with a minimum of \$2 per month. Payments made by check with insufficient funds available will have occurring bank charges and an additional \$30 fee added to their account.

CLASSIFIED RATES: Personal: \$7.50/10 words. Commercial: \$8.50/10 words. Each additional word 10¢. Outline \$3.00. Blind Box \$6.00 (Responses can be picked up at office. Faxing or mailing responses will occur an additional delivery charge). All ads other than those running continuously are to be prepaid. Continuous running ads will be billed on a monthly bases and a \$2 per ad/per week charge will be added.



EFFECTIVE AS OF 7/1/2022

MAILED TMC FOR STEUBEN COUNTY, NEW YORK
8478 ST. RT. 54, Hammondsport NY 14840
ads@the-shopper.com the-shopper.com
607.569.2622 (After Hours 607.857.1457)



A digital version of our publication is available on our website and is linked to our Facebook page.

NEED PRINTING?

- BROCHURES
- RACK CARDS
- POSTCARDS
- FLYERS/POSTERS
- BUSINESS CARDS
- WINDOW CLINGS
- NEWSLETTERS
- VINYL STICKERS
- AND MUCH MORE

PROFESSIONAL AND AFFORDABLE PRINTING SERVICE

FREE QUOTES

**CONTACT US AT:
607.569.2622
ads@the-shopper.com**

DISCO
Keuka Lakes
WEST SIDE

Your Next Appointment with
Cheryl Mehlenbacher
M T W T F S _____ /
at _____ AM PM
Headquarter
HAIR AND NAIL SALON
13 E. William St., Bath NY 607.346.5852

Keuka Lake Regular
Persons 16 years and over
except on the
[https://](https://www.eregulation.com)
<http://www.eregulation.com>
Sign up for email updates
Lake Trout, Rain
Bass (max of 1
day. Minimum 1
20), catch and
Northern Pike Season
inches

KEEP PLUMBING
47 W. Steu
607-7

New to the area,
come check us out!
KEUKA VIEW GREENHOUSE

FLAT TOP AUTO
7845 County Route 12, Savona, NY 14
Wayne R. Salisbury
607-346-51
Email: Flattopauto@stry
Excavator Work
Driveways, Small S
Ditches, Sidewalks, etc

Collector of
FINELEVER WINCHESTER
1892-1894
Custom Loading
of Obsolete Calibers
607.583.4716

CUSTOM LOADING
MODERN AND OBSOLETE
CALIBERS
ELLOGG