

THE REPORTER Since 1881

39 Elm Street, Delhi, NY 13753 ▶ (607) 464-4009 ▶ Fax (607) 746-6272
info@the-reporter.net ▶ www.The-Reporter.net

2021 Advertising Rates

ROP RATES

Copy Deadline: Friday by 5 pm

Display

Open rate.....	\$10.65
Non-Profit rate.....	\$9.10

ANNUAL CONTRACT RATES

Advertising Units	Unit Rate
100 to 224.....	\$9.90
225 to 499.....	\$8.95
500 to 749.....	\$8.65
750 to 1,749.....	\$8.25

Display Classified

Open rate.....	\$8.15
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ANNUAL CONTRACT RATES

Advertising Units	Unit Rate
100 to 224.....	\$7.75
225 to 499.....	\$7.30
500 to 749.....	\$6.90
750 to 1,749.....	\$6.80
1,750 +.....	\$6.10

*All display rates are per advertising unit. All rates are net.
Accredited advertising agencies providing camera-ready copy and
pre-payment with the ad may discount our open rate by 15%. No
further discounts are allowed.*

MECHANICAL INFORMATION

DISPLAY COLUMN WIDTHS

1 Column	1.87 inches
2 Column	3.90 inches
3 Column	5.93 inches
4 Column	7.97 inches
5 Column	10.0 inches

DISPLAY CLASSIFIED COLUMN WIDTHS

1 Column	1.53 inches
2 Column	3.22 inches
3 Column	4.92 inches
4 Column	6.61 inches
5 Column	8.31 inches
6 Column	10.0 inches
Full Page.....	10 inches wide by 19.5 inches deep

COLOR RATE

Process color \$3.50 per advertising unit up to \$225.00

DELIVERY DATE – Wednesday

BUSINESS DIRECTORY RATE

\$20.30 per week (4-week minimum run)

CLASSIFIED RATE

Submission deadline: Noon Fridays

\$6.30 for 20 words; 10 cents each additional word

LEGAL ADVERTISING RATES

Submission deadline: Noon Fridays

LINE ADS

First week	\$.385 per agate line
Each additional week	\$.295 per agate line

TABULAR ADS

Length X Width X 10 multiplied by.....	\$.395
Each additional week multiplied by	\$.295
Affidavits.....	\$20.00 per

GENERAL POLICY

Position request will be considered and granted at the discretion of the newspaper. In the event of errors, *The Reporter* shall be liable only for the space occupied by the error, and will supply a letter of correction when requested. All classified ads are restricted to their proper style and classification. No allowance will be made for more than one incorrect insertion. *The Reporter* reserves the right to reject, edit or cancel any advertisement at any time. We do not guarantee the accuracy of any claims made in any advertisement appearing in *The Reporter*. We cannot be responsible for typographical errors or errors of omission, especially on ads submitted as camera ready.

BANNER AD RATES

LEADER BOARD BANNER 728 x 90 pixels.

\$75.00 per week or \$270.00 for four weeks

Appears near the top of every page of the site. Viewable on PC's, tablets and mobile devices. Exclusive to one advertiser.

SMALL BOX

300 X 150 pixels.

\$44.00 per week or \$150.00 for four weeks

Appears on right side of page on computers and bottom of mobile devices.

15% DISCOUNT for a yearly agreement and prepayment.
All banner ads are static ads. Accepted formats are JPG.

COMMISSION AND TERMS OF PAYMENT

All local rates are non-commissionable. All advertising is payable in advance unless a credit account is established. Account balances are due on the 25th of the month after statement date. Past due balances will be charged a finance fee at the rate of 1.5% per month on any unpaid balance, minimum \$5.00 charge. Accounts that are 60 days past due will not be able to advertise until the past due balance is paid.

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DISTRIBUTION

The Reporter distributes Approximately 4,498 copies throughout Delaware County and Surrounding areas

ZONE 1	3,930 pieces
Afton	13730
Andes	13731
Arkville	12406
Bainbridge	13733
Bloomville	13739
Bovina Center	13740
Davenport	13750
Davenport Center	13751
DeLancey	13752
Delhi	13753
Denver	12421
Deposit	13754
Downsville	13755
East Branch	13756
East Meredith	13757
Fishs Eddy	13774
Fleischmanns	12430
Franklin	13775
Grand Gorge	12434
Halcottsville	12438
Hamden	13782
Hancock	13783
Harpersfield	13786
Hobart	13788
Jefferson	12093
Jeffersonville	12748
Liberty	12754
Livingston Manor	12758
Long Eddy	12760
Margaretville	12455
Masonville	13804
Meridale	13806
New Kingston	12459
Onondaga	13820
Otego	13825
Parksville	12768
Roscoe	12776
Roxbury	12474
Sidney	13838
Sidney Center	13839
South Kortright	13842
Stamford	12167
Treadwell	13846
Trout Creek	13847
Unadilla	13849
Walton	13856

ZONE 2 568 pieces
Other New York and Out of State

PRE-PRINT RATES

Tab Size / Weight Rate per 1,000

Single Sheet to 8 Tab up to 0.55 oz\$70
12 Tab weighing 0.56 oz to 0.82 oz\$75
16 – 20 Tab weighing 0.83 oz to 1.36 oz\$80

Call for pricing on flyers weighing over 1.36 oz.

- Size of flyer not to exceed 10 1/2" X 11"
- Quarter folding fee \$17 per thousand
- Frequency discounts available
- Inserts must arrive 7 days prior to insertion date
- Inserts must be delivered to address below between 8 AM and 3 PM Monday through Friday

PRE-PRINT DELIVERY ADDRESS

The Reporter
c/o Times Union
645 Albany Shaker Road
Albany, NY 12211
Attn: George Phillips PH: 518-454-5713
Hours: Mon. – Fri. 7:30am – 4pm



Flash Freeze...

The day finished with a snowfall of 2 to 3 inches, with temperatures dropping to between 17 and 20 degrees below zero. The snow was not enough to stop the winter weather, however. The snow was not enough to stop the winter weather, however. The snow was not enough to stop the winter weather, however.

Firefighters Battle Flames And Frigid Temps

Firefighters battled a large fire at night in the town of Walton. The fire was caused by a faulty furnace. The firefighters were able to contain the fire, but the damage was significant. The firefighters were able to contain the fire, but the damage was significant. The firefighters were able to contain the fire, but the damage was significant.

Winter Weather Breaks Records

The winter weather broke records in the town of Walton. The snow was not enough to stop the winter weather, however. The snow was not enough to stop the winter weather, however. The snow was not enough to stop the winter weather, however.

Where Flint Fails Walton Wins

Walton won the Flint Fails competition. The competition was held in the town of Walton. The competition was held in the town of Walton. The competition was held in the town of Walton.

Substance Abuse is a Disease

Substance abuse is a disease, according to the latest research. The research was conducted by the National Institute of Mental Health. The research was conducted by the National Institute of Mental Health. The research was conducted by the National Institute of Mental Health.

BY THE NUMBERS

41%	22.41 million	83.7%	3.6%
Number of Delaware County residents who are self-employed	Average commute time for employees who live in Delaware County	Percentage of capacity Carverville Reserve	Number of Delaware County residents born outside the U.S.