



THE LOCAL NEWS THAT MATTERS TO YOU.

TIMES COMMUNITY NEWSPAPERS

THE HUDSON VALLEY'S MOST HONORED
WEEKLY NEWSPAPER GROUP.

HONORED BY THE NATIONAL NEWSPAPER
ASSOCIATION AND THE NEW YORK PRESS
ASSOCIATION FOR GENERAL EXCELLENCE



WHY ADVERTISE IN THE TIMES COMMUNITY NEWSPAPERS?

THE NUMBERS DON'T LIE	80% of adults read a community newspaper EVERY week!	20,000 local adults are reached in your area each week.	70% of adults find newspapers helpful with their purchasing decisions.
82% of New Yorkers think local newspapers are the best source of information about their community.	2.33 is the number of people our readers share our newspaper with.	73% read most or all of the newspaper and spend almost 40 minutes reading it.	40% of readers keep the newspaper for 6 or more days.

IMPORTANT FACTS:

- Our readers shop local, are more likely to make a purchase from an advertisement and are active in their communities.
- Weekly newspaper ad prices are a fraction of the cost of an ad in a daily newspaper.
- We offer FREE professional graphic design and ad campaign planning.

DID YOU KNOW?

Community newspaper readers are more likely to purchase:

- hardware and building supplies
- furniture or appliances
- lawn and garden supplies
- computer equipment and supplies
- jewelry
- and take a vacation

WILL THEY SEE YOUR AD?

Contact Us:

Times Community Newspapers
500 Stony Brook Court Suite 2
Newburgh, NY 12550

Phone: (845) 561-0170

Fax: (845) 561-3967

advertising@tcnewspapers.com

www.timeshudsonvalley.com

TIMES COMMUNITY FAMILY OF NEWSPAPERS

The Times Community Newspapers of the Hudson Valley have been serving the local communities for more than 35 years! We live, work and care about the communities we serve. Times Community Newspapers offer reliable reporting, local news and events, themed special sections and targeted advertising packages to reach the communities you want.

WALLKILL VALLEY
TIMES

Wallkill Valley Times
Serving Bloomingburg, Crawford, Gardiner, Maybrook, Montgomery, Pine Bush, Shawangunk, Walden and Wallkill

Zip codes: 10919, 10915, 10940, 10941, 12525, 12543, 12549, 12566, 12575, 12586, 12588, 12589, 12721 and 12722

MID HUDSON
TIMES

Mid-Hudson Times
Serving the City and Town of Newburgh and New Windsor

Zip codes: 12518, 12550, 12551, 12552, 12553 and 12584

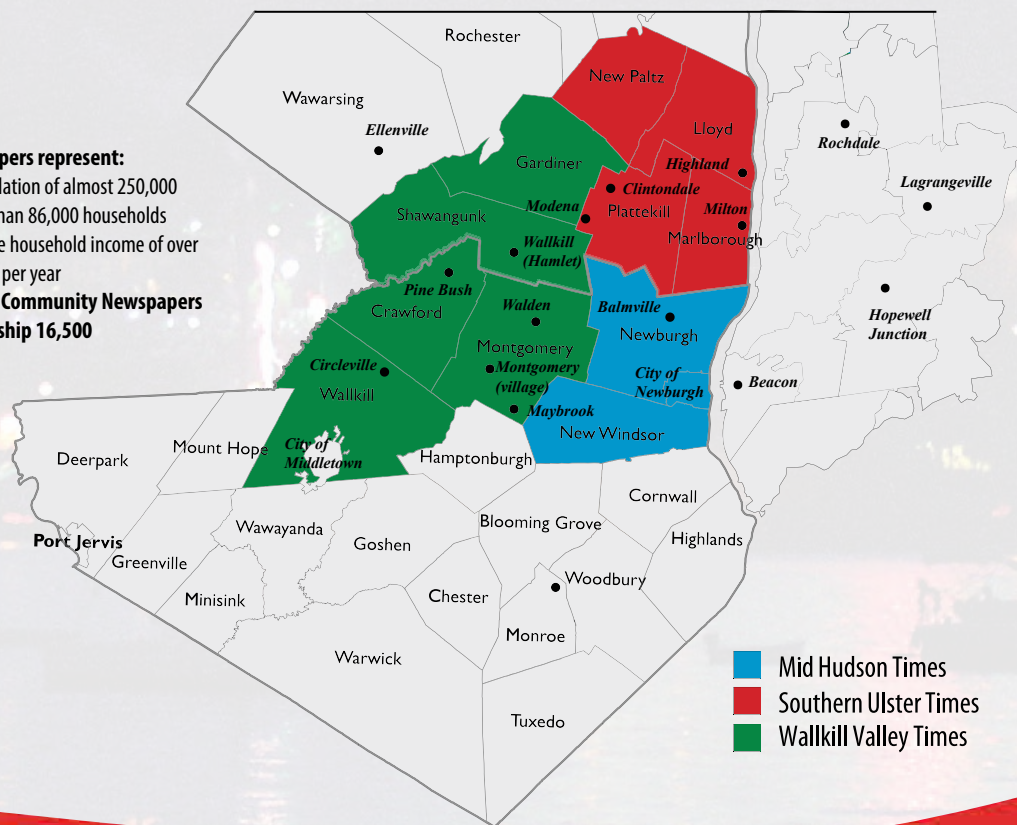
SOUTHERN ULSTER
TIMES

Southern Ulster Times
Serving the Towns of Lloyd, Marlborough and Plattekill and the hamlets of Highland, Marlboro, Milton, Modena and Clintondale

Zip codes: 12515, 12528, 12542, 12547, 12548 and 12568

All 3 papers represent:

- a population of almost 250,000
- more than 86,000 households
- average household income of over \$50,000 per year
- **Times Community Newspapers Readership 16,500**



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RATE CARD

Publisher:

Carl J. Aiello

Representatives:

New York Press Service
621 Columbia St. Ext.
Cohoes, NY 12047
518-464-6483

Commission and Terms of Payment:

Agency rate: Add 15% to open rate. Accounts are due in full 30 days from invoice. Late Fees of 1.5% will be applied.

Advertising Rate Policy

Alcoholic Beverage and Tobacco Advertising accepted.
30 days notice to agency on rate change. Advertising sold in individual papers or in all papers.

Advertising Rates

Any single newspaper:

Open Rate	\$10.00 column/inch
150 - 499 col/ins	9.25 col/in
500 - 1999 col/ins	8.50 col/in
2000+ col/ins	8.00 col/in

Consecutive Rates

4 Weeks	\$9.50 column/inch
8 Weeks	9.25 col/in
13 Weeks	9.00 col/in
26 Weeks	8.75 col/in
52 Weeks	8.25 col/in

Any 2 Newspaper

Open Rate	\$11.00 column/inch
150 - 499 col/ins	10.25 col/in
500 - 1999 col/ins	9.75 col/in
2000+ col/ins	8.00 col/in

Consecutive Rates

4 Weeks	\$10.50 column/inch
8 Weeks	10.25 col/in
13 Weeks	10.00 col/in
26 Weeks	9.75 col/in
52 Weeks	9.25 col/in

All 3 Newspapers

Open Rate	\$12.00 column/inch
150 - 499 col/ins	11.75 col/in
500 - 1999 col/ins	11.25 col/in
2000+ col/ins	10.50 col/in

Consecutive Rates

4 Weeks	\$11.50 column/inch
8 Weeks	11.00 col/in
13 Weeks	10.50 col/in
26 Weeks	10.00 col/in
52 Week	9.50 col/in

Service Directory

4 column/inches	\$100.00 per/month
4 column/inches color	\$125.00 per/month

Classified Display (All 3 Papers)

Open Rate	\$12.50 column/inch
4 Weeks	12.00 col/in
8 Weeks	11.50 col/in
13 Weeks	11.00 col/in
26 Weeks	10.50 col/in
52 Weeks	10.00 col/in

Classified Line Ads (All 3 Papers)

Minimum 20 words, \$10 plus 25¢ per additional word per week.	
2 weeks, 20 words	\$12.00
3 weeks, 20 words	\$16.00
4 weeks, 20 words	\$20.00

Color Rates & Data

Process color	\$50
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Pre-printed Inserts Cost per 1,000 - per insertion
10,000 inserts needed for full circulation

SIZE	OPEN	6X	12X	24X	52X	SIZE	OPEN	6X	12X	24X	52X
8.5"x11"	\$50	\$47	\$44	\$42	\$40	16p tab	\$66	\$63	\$60	\$58	\$56
4 p tab	\$54	\$50	\$46	\$44	\$42	20p tab	\$70	\$67	\$65	\$63	\$61
8p tab	\$56	\$53	\$50	\$48	\$46	24p tab	\$75	\$73	\$70	\$68	\$66
12p tab	\$60	\$57	\$54	\$52	\$50	Odd sizes	\$84	\$80	\$77	\$76	\$75

Must meet Periodicals postal requirements

Must not be designed for mailing

Deadline: Friday preceding publication

Delivery address for all inserts:

c/o The Record
100 Commons Way
Rockaway, NJ 07866

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RATE CARD (CONTINUED)

Contract and Copy Regulations

1. Publisher reserves the right to reject or cancel any advertisements at any time.
2. Cancellations will not be accepted by the publisher after closing date.
3. Publisher not bound by any terms or conditions printed or otherwise appearing in order blanks, advertiser's forms or copy instructions when in conflict with terms and conditions on publisher's rate card or policies.
4. Advertiser and advertising agency should indemnify and hold harmless Times Community Newspapers, its officers, agents, employees and contractors, for all contents supplied to publisher, including text, representations and illustrations of advertisements printed, and for defamation, invasion of privacy, copyright infringement, plagiarism, and in case of pre-printed insert, deficient postage.
5. Times Community Newspapers shall not be liable for failure to print, publish or circulate all or part of any issue in which an advertisement accepted by the publisher is contained if failure is due to acts of God or government strikes, accidents, lack of newsprint or other circumstances beyond the control of Times Community Newspapers.
6. Times Community Newspapers shall not be liable for errors or omissions in, or a failure to insert, any advertisement for which it may be responsible, beyond the cost of actual space occupied or to have been occupied by item in which error or omission or failure to insert occurred. Advertiser will be entitled to refund of advertisement price or insertion in next issue, at advertiser's option.
7. Position cannot be guaranteed. No credit or allowance for position given.

Special R.O.P Units - Does not apply.

Split Run - Does not apply.

Special Services

Clip art available at no charge
Proofs shown on request within deadline
Tearsheets available on request
Complete copy of publication available on request.

R.O.P Makeup Requirements

Minimum Ad size for display: 2 columns by 2 inches

Closing Times

Deadline for space reservation, copy and cancellation - Friday at 5pm.

Mechanical Measurements: Main Section

1 column	1.375"
2 columns	3"
3 columns	4.625"
4 columns	6.25"
5 columns	7.75"
6 columns	9.5"

Special Classification/Rates

No position guaranteed

Political rates are based on open rate - cash in advance only

Circulation

Wallkill Valley Times

Established: 1983

Price: \$1.00 per issue.

Audit: PO

Paid: Call for latest figures

Zip Codes:

10915, 10919, 10940, 10941, 12525, 12543, 12549,
12566, 12575, 12586, 12588, 12589, 12721, 12722

Mid Hudson Times

Established: 1989

Price: \$1.00 per issue

Audit: PO

Paid: Call for latest figures

Zip Codes:

12550, 12551, 12552, 12553, 12518, 12584, 12589

Southern Ulster Times

Established: 2003

Price: \$1.00 per issue

Audit: PO

Paid: Call for latest figures Zip Codes:

12515, 12528, 12542, 12547, 12548, 12568

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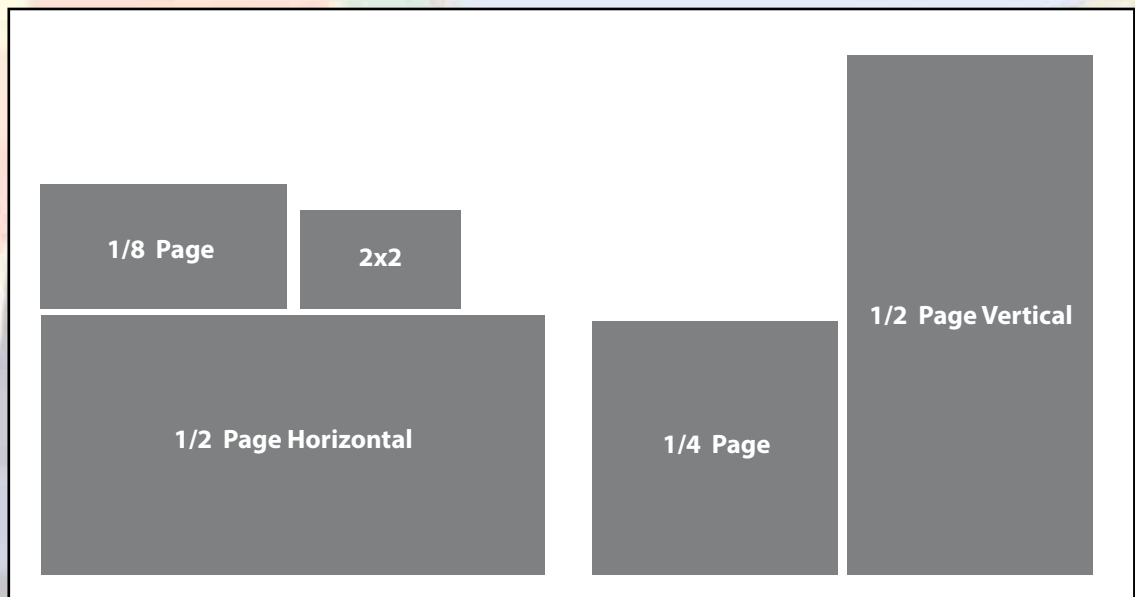
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POPULAR AD SIZES

	Advertise in 1 Paper	Advertise in 2 Papers	Advertise in all 3 papers (no contract, open rate)
1/8 Page (4.625" w x 2.5" h)	\$75	\$82.50	\$90
1/4 Page (4.625" w x 5.125" h)	\$153.75	\$169.13	\$184.50
1/2 Page Horizontal (9.5" w x 5.125" h)	\$307.50	\$338.25	\$369
1/2 Page Vertical (4.625" w x 10.5" h)	\$315	\$346.50	\$378
Full Page (9.5" w x 10.5" h)	\$630	\$693	\$756

Discounted rates are available for contract advertisers. Other ad sizes are available. We also offer themed sections and special booklets throughout the year. Please see special section inserts and the rate card for more information.



BANNER SPECIAL

**GUARANTEE
YOUR AD TO
BE SEEN!**

**Includes free
online banner!**

Front Page Banner Special.
Place your advertisement on
the front page of our print
editions for a week. There is
no better spot in the paper.

1 paper \$570
2 papers \$620
3 papers \$670



EXAMPLE

DIGITAL ADVERTISING

Great Deals to Advertise online.

The online advertising business has been growing each year, reaching an entirely new audience of readers, from Facebook to timeshudsonvalley.com to our new digital newspapers. Ask your advertising representative about our online advertising offers and bring your product to the world.

ONE PRICE, MULTIPLE AD LOCATIONS

728x90

Top ad location featured on every page.
Available with png, jpeg w/ link.

300x250

Multiple zones throughout the site. Available
with png, jpeg w/ link, Customer-supplied
video.

300x100

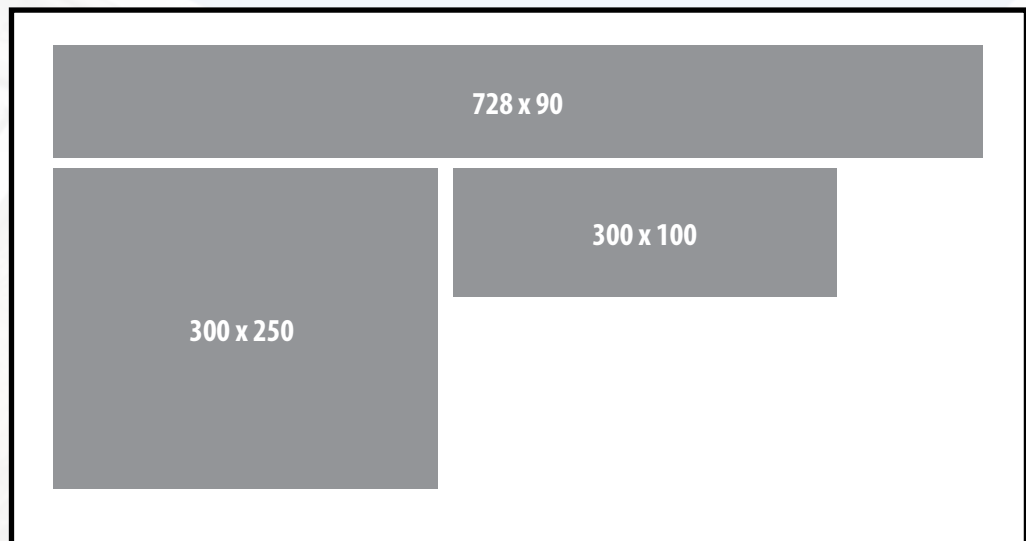
Mobile Only. Middle of story location and top
of articles. Available with png, jpeg w/ link.

Any in-house gif creation: +\$25



**\$75
A WEEK**

**\$25
A WEEK WITH PRINT
AD PURCHASE**



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HEALTH MATTERS

Yoga



Learn Yoga

All levels are welcome. In all classes, whether you have practiced yoga for years or have never tried it, Yoga on the Wallkill will meet your needs. Each class includes: centering meditation, breath work, yoga exercises, and deep relaxation.

Weight loss



Physician-Supervised Weight Loss Program

At FirstCare, we've designed a program that is highly effective and guaranteed to work if followed correctly. Large amounts of weight can be lost in a short period of time, and keep the weight off for a lifetime.

Physical therapy



Feeling Your Best

ONLINE ADVERTISING MATTERS

**It's new.
It's simple.
It's affordable.**

**Reach your target audience
right where they're looking**

We'll put your ad right next to the stories your potential customers are reading – on designated pages of the Wallkill Valley Times, Mid Hudson Times and Southern Ulster Times, with themed articles.

Our themes include: **Health, Pets, Family and Food**. This offers a higher chance of visibility and specified target marketing.

Put your ad right where your prospects are reading for as little as \$25 per month!

RUN LENGTH	MONTHLY	TOTAL	PRELAUNCH BONUS
Monthly	\$30	\$30*	Get 2 WEEKS FREE!
3 months	\$28.50	\$85.50**	Get 1 MONTH FREE!
6 months	\$27	\$162**	Get 2 MONTHS FREE!
12 months	\$25	\$300**	Get 3 MONTHS FREE!

* Auto billed each month

** Paid in advance

Go to our website to view or place an ad.

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SPECIAL SECTIONS 2021

Targeted Advertising

Throughout the year, Times Community Newspapers offers special advertising sections. Take advantage of these highly-targeted and more comprehensive look at specific subjects, such as Home Improvement, Holiday Gift Giving, Seasonal and much more. Review the list below to see which sections would work best for your business!

Section	Publication Date	Deadline
Financial Planner	January 14	January 8
*AD PAGES: "The Big Game"	TBA	TBA
**AD PAGES: Valentine's Day	February 4, 11	January 29
Wallkill Valley Almanac	February 25	February 9
**AD PAGES: St. Patrick's Day	March 4, 11	February 26
Women Today	March 25	March 19
*AD PAGES: Easter	April 1	March 26
Spring Home & Garden	April 22	April 16
*AD PAGES: Mother's Day	May 6	May 1
KIDS	May 20	May 14
†SPONSORSHIP PAGE: Memorial Day	May 27	May 21
*AD PAGES: Father's Day	June 10	June 4
Summer Times	June 24	June 18
†SPONSORSHIP PAGE: Salute to Graduates	July 1	June 25
All About Us: Business Profiles	July 29	July 23
New Windsor Community Day	TBA	TBA
Remember 9-11	September 9	September 3
Fall Home Improvement	September 16	September 10
Life After 50	September 23	September 17
Salute to 1st Responders	October 28	October 22
Salute to Veterans	November 11	November 5
Holiday Gift Guide I	November 25	November 19
Holiday Gift Guide II	December 2	November 26
Holiday Gift Guide III	December 9	December 3
Holiday Gift Guide IV	December 16	December 10
*AD PAGES: Holiday Greetings	December 23	December 17
*AD PAGES: New Year's Eve Dinig & Ent.	December 30	December 24

*2x3 ads under a common banner. \$75 each.

** Two-week special 2x3 ads for \$100.

† Single line listing for \$25.



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