



THE LOCAL NEWS THAT MATTERS TO YOU.

TIMES COMMUNITY NEWSPAPERS
THE HUDSON VALLEY'S MOST HONORED COMMUNITY 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 magazines or daily newspapers and more likely to reach their intended target audience than Facebook or other social media ads.
- 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



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.

WALKILL 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

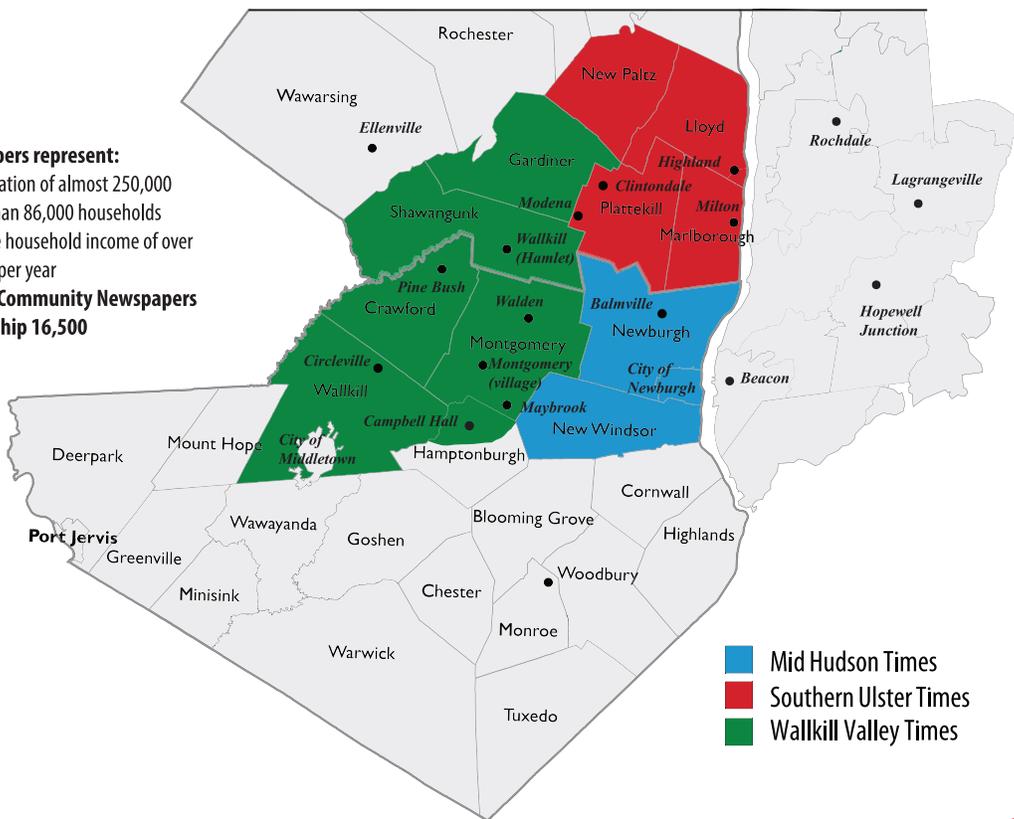
SOUTHERN ULSTER TIMES

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**



Blue Mid Hudson Times
Red Southern Ulster Times
Green Wallkill Valley Times



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 \$11.00 column/inch
150 - 499 col/ins 10.25 col/in
500 - 1999 col/ins 9.50 col/in
2000+ col/ins 9.00 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

Any 2 Newspaper
Open Rate \$12.00 column/inch
150 - 499 col/ins..... 11.25 col/in
500 - 1999 col/ins..... 10.75 col/in
2000+ col/ins..... 9.00 col/in
Consecutive Rates
4 Weeks \$11.50 column/inch
8 Weeks 11.25 col/in
13 Weeks 11.00 col/in
26 Weeks 10.75 col/in
52 Weeks 10.25 col/in

All 3 Newspapers
Open Rate \$13.00 column/inch
150 - 499 col/ins..... 12.75 col/in
500 - 1999 col/ins..... 12.25 col/in
2000+ col/ins..... 11.50 col/in
Consecutive Rates
4 Weeks \$12.50 column/inch
8 Weeks 12.00 col/in
13 Weeks 11.50 col/in
26 Weeks 11.00 col/in
52 Week..... 10.50 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 \$13.50 column/inch
4 Weeks 13.00 col/in
8 Weeks 12.50 col/in
13 Weeks 12.00 col/in
26 Weeks 11.50 col/in
52 Weeks 11.00 col/in

Classifieds Line Ads (All 3 Papers)
Minimum 20 words, \$15 plus 50¢ per additional word per week.
2 weeks, 20 words \$20.00
3 weeks, 20 words \$22.50
4 weeks, 20 words \$25.00

Color Rates & Data
Process color..... \$50

Pre-printed Inserts. . . . Cost per 1,000 - per insertion
8,500 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

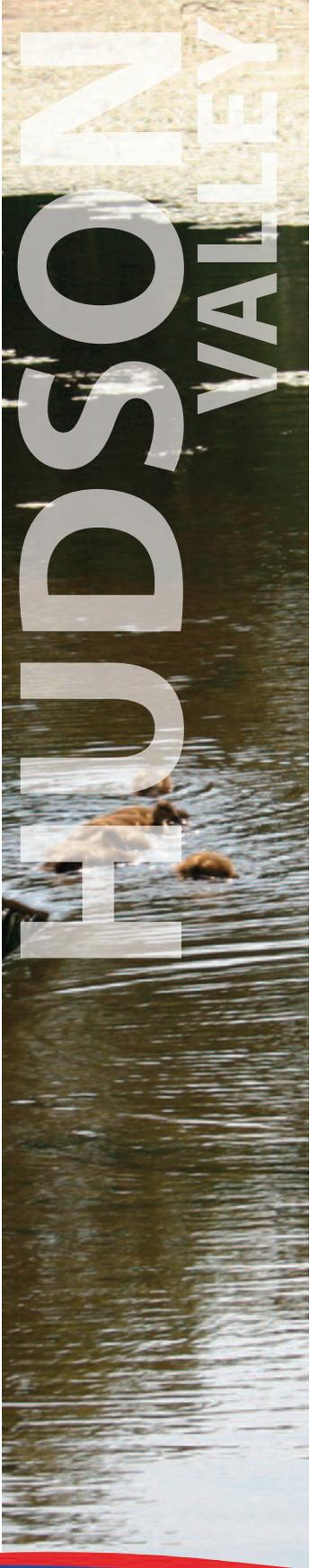
Must meet Periodicals postal requirements
Must not be designed for mailing
Deadline: Friday preceding publication
Delivery address for all inserts:

Wallkill Valley Times
c/o The Times Union
645 Albany Shaker Road,
Albany NY 12211



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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 or e-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

Walkill Valley Times

Established: 1983
 Price: \$1.50 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: \$1.50 per issue.
 Audit: PO
 Paid: Call for latest figures
 Zip Codes:
 12550, 12551, 12552, 12553, 12518, 12584, 12589

Southern Ulster Times

Established: 2003
 Price: \$1.50 per issue.
 Audit: PO
 Paid: Call for latest figures Zip Codes:
 12515, 12528, 12542, 12547, 12548, 12568



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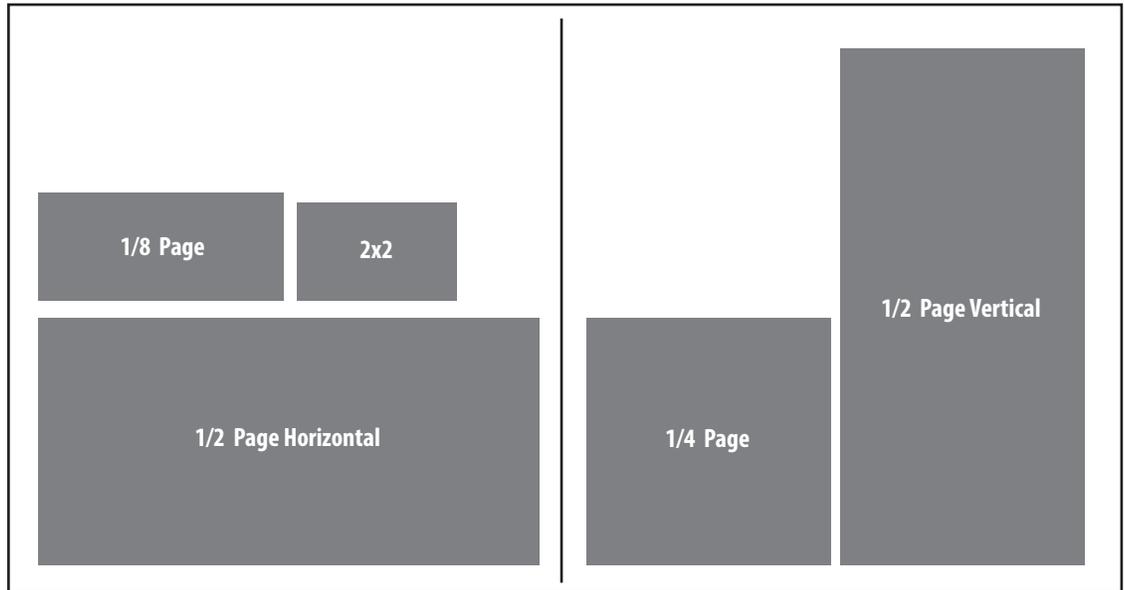


POPULAR AD SIZES

ADD COLOR FOR AN ADDITIONAL \$50 PER INSERTION

	Advertise in 1 Paper	Advertise in 2 Papers	Advertise in all 3 papers (no contract, open rate)
1/8 Page (4.625" w x 2.25" h)	\$82.50	\$90	\$97.50
1/4 Page (4.625" w x 4.625" h)	\$169.13	\$184.50	\$200
1/2 Page Horizontal (9.5" w x 4.625" h)	\$338.25	\$369	\$400
1/2 Page Vertical (4.625" w x 9.5" h)	\$346.50	\$378	\$409.50
Full Page (9.5" w x 9.5" h)	\$693	\$756	\$819

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.



EXAMPLE

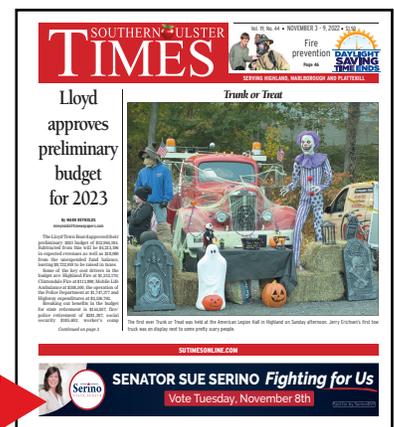
BANNER SPECIAL

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**



Banner size - 9.5" w x 1.5" h

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.

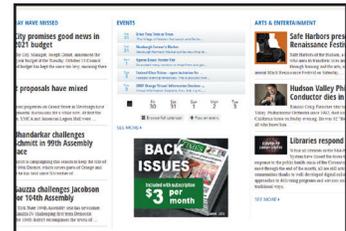
300x250

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

300x100

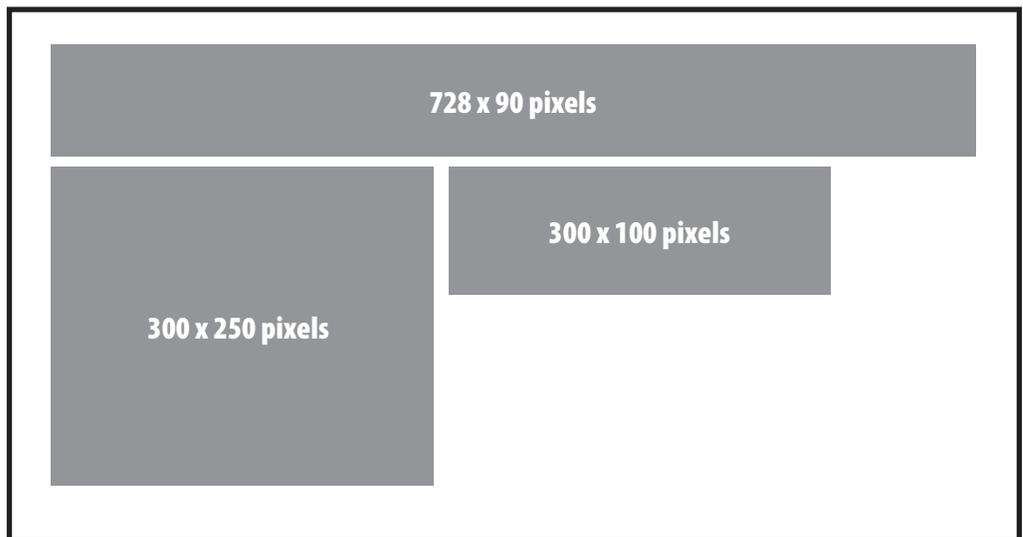
Mobile Only. Middle of story location and top of articles. Available with png, jpeg w/ link.

Any in-house gif creation: +\$25



**\$75
A WEEK**

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



EXAMPLE

NEW ADVERTISING OPTIONS

ADVERTISING GIFT CERTIFICATES

A great way to help our local business community thrive is with an advertising gift certificate. Any new business, favorite business or struggling business would welcome the opportunity to advertise their products and services.

Advertising packages can include:

- ▶ Color displays ads to appear in all 3 publications
- ▶ Digital banner ads on our website the same week as print ads



Conditions: Ads must be scheduled sometime during the 2022 calendar. No more than one (1) print ad to appear per issue in any editions of the paper. Banner ads must run same week as corresponding print ads.

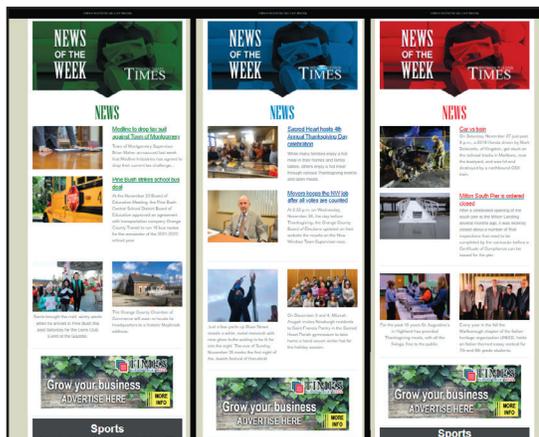
WEEKLY EMAIL BLAST

Our growing service of weekly email blasts offers direct marketing sent to active subscribers interested in receiving emails with links to our top stories and weekend events. Communicating directly to active readers this way offers a unique opportunity to ensure your message is always seen- we offer an ad link to your business for \$25/week.

Weekly email blasts include:

- ▶ Top Story teasers and links for each newspaper's weekly edition (Customers sign up by newspaper)
- ▶ Local weekend events sent to all active contacts

\$25/week
Includes Direct Marketing Banner (DMB) with a web link



WEDNESDAYS - TOP STORIES



FRIDAYS - WEEKEND EVENTS

DMB size - 500 x 200 px

NEWSPAPERS

SERVICE DIRECTORY

12 issues a month in 3 newspapers (print and online)
 Covering Newburgh to Bloomingburg
 and New Windsor to Highland

\$100/Month
 Ads run every
 week in 3 papers for
 the entire month

- The Service Directory runs weekly in the Walkill Valley Times, Mid Hudson Times and Southern Ulster Times - in print and online
- Ads are 3" wide by 2" deep
- Color ads are an additional charge of \$25

Find it IN THE Service Directory
 Visit us at timeshudsonvalley.com

BUY COINS AND JEWELRY
 PRIVATE COLLECTOR
LOOKING TO BUY COINS, GOLD & SILVER JEWELRY
 APPRAISALS
 CASH PAID

HOME IMPROVEMENT
LT CONSTRUCTION
 845-236-1334
 Serving the Hudson Valley for over 25 years
 Residential • Commercial Construction & Repairs
 Additions • Renovations • Kitchens • Baths • Decks
 Porches • Sidewalks • Patios • Retaining Walls
 Chimneys • Concrete • Brick • Block • Stone
 Interlocking Pavers and Wall Systems
 Professional, Reliable, Fully Insured
 Ken Alberg

MUSIC CENTER
Jacobs Music Center
 "Your Local Full Service Music Center"
 Instruments • Instruction • Band Rentals • Repairs
 Serving the Hudson Valley since 2000
Music Lessons
 Electric Bass • Electric Guitar • Piano • Voice
 Seasonal Professional Instruction
 1 MILTON AVE. - HIGHLAND - (845)691-2700

PAVERS
1st CLASS PAVING
 845-430-4883 • firstclasspaving.com
 Deal with a local family owned company 5 Generations, Josh
 Roadway • Parking lots • Commercial
FIRST CLASS PAVING

JUNK CARS WANTED
WANTED
Junk Cars, Trucks & Vans
FLATBED TOWING: 25' flatbed with 6 ton winch

POOL WATER
MALLEY TRUCKING
POOL & DRINKING WATER
 307 Beaver Dam Rd, Montgomery, NY
 845-457-3429 • In Business Over 30 Years

RUBBISH REMOVAL
 You'll Be Surprised What We
 • House & Garage Clean
 • Appliances & Bulk Item
 • Outbuildings & Pools
 • Construction & Yard Debris
 Nat's Clean
 Visit our website for details
www.natsclean.com
 10 & 15 yard containers for rent (845) 691-2700

POWER WASHING
AIR PRESSURE
House Washing & Cleaning
Window & Gutter Cleaning
Carpet Cleaning
RESIDENTIAL & COMMERCIAL CLEANING
845.629.9946

PLUMBING
PK Songer Plumbing
 Sewer/Drain Cleaning & Septic Services
 New & Repair Plumbing • Sewer & Drain Service
 Septic New & Repair • Water Softeners
 Bathroom Remodeling • Trenchless
 Pipe Relining

SEPTIC
DAWE
 SEPTIC

AN LAWN CARE!
 Installation/Seed/Sod, Trucking,
 Mulch, Hedge Trim, Mulching,
 Snow Plow & Sanding
 742-0733 cell
 Baker St, Walkill
 Fully Insured
 over 30 years
 in business!

PROVEMENT
845 Home Improvement
 • Construction & Installation • Outdoor Home Improvements
 • Repair & Remodeling • Maintenance & Home Services
845-779-3543
 Professional skills at a fair price

DRAKE'S Landscaping
 Relax and enjoy the season while we do all
 Spring & Fall Cleanups • Bed Design & Installation
 Hedge Trimming • Lawn Mowing
 New Lawn Installation • Retaining Walls • Fertilization
 Call 845-236-2887 • Free Estimates



SPECIAL SECTIONS 2024

ADDITIONAL SECTIONS MAY BE ANNOUNCED. DATES SUBJECT TO CHANGE.

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 18	January 12
Valentine's Day	February 8	February 2
Walkkill Valley Almanac	February 29	February 16
*AD PAGES: St. Patrick's Day	March 14	March 8
Life After 50	March 21	March 14
*AD PAGES: Easter	March 28	March 22
Spring Home & Garden	April 11	April 5
*AD PAGES: National Nurse's Day	May 2	April 29
*AD PAGES: Mother's Day	May 9	May 6
**SPONSORSHIP PAGE: Memorial Day	May 23	May 20
Summer Times	TBA	
*AD PAGES: Father's Day	June 13	June 10
**SPONSORSHIP PAGE: Salute to Graduates	June 30	June 27
Wedding Planner	July 26	July 20
All About Us: Business Profiles	August 29	August 26
Fall Home Improvement	September 13	September 9
Harvest Times	TBA	
**SPONSORSHIP PAGE: National First Responders Day	October 24	October 21
Salute to Veterans	November 7	November 4
Holiday Gift Guide I	November 28	November 22
Holiday Gift Guide II	December 5	November 29
Holiday Gift Guide III	December 12	December 6
Holiday Gift Guide IV	December 19	December 13
*AD PAGES: Holiday Greetings	December 26	December 20
*AD PAGES: New Year's Eve Dining & Ent.	December 29	December 23

*AD PAGES: 2x3 ads under a common banner. \$75

**SPONSORSHIP PAGES. Single line listing for \$25



Contact Us: