

# 2018 THE GAZETTE

*Serving The Unadilla & Butternut Valleys Continuously Since 1871*

29 Lackawanna Ave., Norwich, N.Y. 13815 • (607) 847-6131 • 334-3276 • FAX (607) 334-8273

*www.evesun.com • Editor: news@evesun.com • Production: jsmith@evesun.com*

## EFFECTIVE JANUARY 1, 2018

### • ROP DISPLAY RATES

per advertising unit

**Open rate**.....\$4.00

**National rate**.....\$4.70

*Advertising agencies are allowed a 15% discount from our National Advertising Rate for camera-ready copy. No further discounts are allowed.*

### • COMMERCIAL CLASSIFIED RATE

\$3.00 for first 20 words  
25¢ each additional word

### • STATE AND NATIONAL CLASSIFIED NETWORKS

Call us for rates and information.

### • MISCELLANEOUS RATES

Legal (first insertion) .....\$.385 per agate line  
National Rate.....\$4.35 per unit

### • PRE-PRINTED CIRCULAR DELIVERY RATES

up to 24 page tab.....\$65 per 1000  
up to 32 page tab.....\$85 per 1000  
up to 40 page tab.....\$100 per 1000

*\* Finished size to insert must be*

*8 1/2"x11", must arrive 7 days prior to insertion.*

*Prices are based on full run. Partial zoning available.*

*Frequency discounts available. These rates do not apply to groups or associations.*

### • COLOR ADVERTISING

Spot color is available at a cost of \$75 per color, per page, per paper.

Process color available at a cost of \$225 per page, per paper.

### • MECHANICAL INFORMATION

- Printed by photo-offset process
- Page size - 6 columns wide by 16" deep
- 96 advertising units per page
- Column width is 1 5/8" or 10 picas (for mechanical requirements)

• There will be an additional charge for E-mailing of finished ads to other publications. See your sales representative for details and pricing.

### • COMMISSIONS / 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 15 days after invoice date, balances not paid before end of month are subject to a delinquency charge. For billing inquiries, call (607) 334-3276.

### • DELIVERY DATES FRIDAY

Copy deadlines for regular editions

Classified ads: Monday at noon

Display ads: Monday at 5 pm

### • GENERAL POLICY

Position request will be considered and granted at the discretion of the newspaper. In the event of errors, *The Gazette* 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 Gazette* reserves the right to reject or edit all copy. We reserve the right to edit or cancel any advertisement at any time. We do not guarantee the accuracy of any claims made in any advertisement appearing in *The Gazette*. We cannot be responsible for typographical errors or errors of omission.

### • DISTRIBUTION

*The Gazette* distributes 508 copies in Chenango and Otsego Counties including the towns & villages of: New Berlin, South New Berlin, Edmeston, South Edmeston, Burlington Flats, West Burlington, West Edmeston, Pittsfield, Morris, Gilbertsville, Garrattsville, Mt. Upton, Norwich, Butternuts, New Lisbon, Sherburne and Columbus.