

THE EVENING SUN

29 LACKAWANNA AVE., NORWICH, N.Y. 13815

607-334-3276

Serving communities in Chenango, Madison and Otsego Counties.

• WEEKLY FEATURES

Monday-Friday - Business/Sports
 Tuesday - Health
 Wednesday - Farm
 Thursday - Lifestyle/Entertainment
 Friday - Religion/On The Town

• COPY DEADLINES

Day of Publication	Deadline
Monday.....	5 pm Thursday
Tuesday.....	5 pm Friday
Wednesday.....	5 pm Monday
Thursday.....	5 pm Tuesday
Friday.....	5 pm Wednesday
Legal Notices.....	3 days prior to insertion

• MECHANICAL MEASUREMENTS

7 Columns by 21 1/2" - full page
 Col. width - 1 5/8" - (10 picas)
 Page width - 12 5/8" - (76 picas)

• MECHANICAL REQUIREMENTS

Minimum display advertisement accepted:
 One advertising unit.

Standard broadsheet page:
 All ads ordered 19 1/2 inches or more in depth will be billed for the full column depth: (21 1/2 inches).

Tabloid page:
 All ads ordered 12 1/2 inches or more in depth will be billed for the full column depth: (13 1/4 inches). Tabloid column sizes are the same as standard pages with 6 columns to the tabloid page.

• SPECIAL SERVICES

Let us design and build your next circular. Quotes are given on a job basis. Full co-op service available. Our advertising department is available to assist with copy, layout and illustration suggestions for a single ad or an entire campaign.

• CLASSIFIED DISPLAY RATES

Per Advertising Unit
OPEN RATE.....\$10.85
NATIONAL RATE.....\$12.75

Note: Non-legal size classified display ad sizes are the same as regular ROP display.
 7 columns by 21.5" - full page
 Col. width 1 5/8" (10 picas)
 Contract rates and frequency discounts available.

• CLASSIFIED LINE RATES

PRIVATE PARTY MERCHANDISE FOR SALE
 4 lines - 3 days...\$6.00 each additional line \$1.00
 4 lines - 5 days...\$9.00 each additional line \$2.00
 Guaranteed results - ad runs until sold.
 4 lines - 10 days...\$11.00 each additional line \$3.00

COMMERCIAL IN-COLUMN LINE ADS
 4 lines - 3 days.....\$7.00 each additional line \$2.00
 4 lines - 5 days...\$11.00 each additional line \$2.50
 4 lines - 10 days..\$19.00 each additional line \$4.50

• STATE AND NATIONAL CLASSIFIED NETWORKS

Call us for rates and information.

• GENERAL POLICY

When space agreements are not fulfilled, the amount of space used will be surcharged at the rate earned.
 Position request will be considered and granted at the discretion of the newspaper.
 In the event of errors, *The Evening Sun* 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 Evening Sun* reserves the right to reject or edit all copy.

• DISTRIBUTION

The Evening Sun distributes approx. 4,380 copies throughout Chenango County and the surrounding area.