

THE EVENING SUN

Serving communities in Chenango, Madison and Otsego Counties.

P.O. Box 151, 29 Lackawanna Ave., Norwich, NY 13815 • (607) 334-3276 FAX (607) 334-8273
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EFFECTIVE JANUARY 1, 2011

• ROP DISPLAY RATES

per advertising unit

Local open rate.....\$10.85
National rate.....\$12.75

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

• ANNUAL CONTRACT RATES

Minimum Advertising Unit	Unit Rate
150.....	\$8.90
300.....	\$8.45
600.....	\$7.95
1200.....	\$7.40
3000.....	\$6.80
6000.....	\$6.20
8000.....	\$5.55

• ROP and CLASSIFIED DISPLAY FREQUENCY DISCOUNTS

A frequency discount will be given to any advertiser who repeats an ad without correction or alteration within the same week. Advertisement must be 4 advertising units or larger.

Discount on 2nd insertion.....50%
 Discount on 3rd, 4th and 5th insertions.....60%

• MISCELLANEOUS RATES

Legal (first insertion)\$.405 per agate line

- There will be an additional charge for E-mailing of finished ads to other publications.
See your retail advertising consultant for details and pricing.

• PREPRINT RATES

We offer full run or zoned distribution of your preprinted insert.

Tab Size	Open Rate
Card to 24 pages.....	\$60 per 1000
24 to 32 pages.....	\$80 per 1000
32 to 40 pages.....	\$95 per 1000

Price is based on a full run in *The Evening Sun*. Frequency discounts available. Partial zoning available. These rates do not apply to groups or associations.

• COLOR RATES

Add To Space Charges

Color commands extra attention. Adding one color to a newspaper ad increases the number of people who will see your ad.

Process spot color.....\$75 per page
 Full process.....\$225 per page

• 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) 337-3072.

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

607-334-3276

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• 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.