

2021 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, 2021

• ROP DISPLAY RATES

per advertising unit

Open rate.....\$4.95

*All display ads will incur an additional
\$2.00 on-line ad fee.*

• 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.....\$5.60 per unit

• HOMETOWN BUSINESS DIRECTORY

\$9.00 per week / 1 col. x 3 in. ad size

• 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.*

** Folding charge \$25 per 1000.*

• 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) 337-3053.

• DELIVERY DATE THURSDAY

Copy deadlines for regular edition

Classified ads: Prior Friday, 5 pm

Display ads: Prior Friday, 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.

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CIRCULATION BREAKDOWN FOR THE GAZETTE

<input type="checkbox"/>	Burlington Flats.....	13315.....	405
<input type="checkbox"/>	West Burlington.....	13482.....	30
<input type="checkbox"/>	New Lisbon.....	13415.....	35
<input type="checkbox"/>	Edmeston.....	13335.....	595
<input type="checkbox"/>	West Edmeston.....	13485.....	200
<input type="checkbox"/>	Morris.....	13808.....	795
<input type="checkbox"/>	Garrattsville.....	13342.....	50
<input type="checkbox"/>	Individual.....		160
<input type="checkbox"/>	Newsstand Sales.....		150

2420

The Gazette is sold at
store locations in
New Berlin
South New Berlin
Morris and
Edmeston

The Gazette is delivered to homes in
Burlington Flats
Edmeston
West Edmeston
Morris and
New Lisbon

*Additional free vending copies
are available at additional community locations.*