

2024  
**THE EVENING SUN**

*Serving communities in Chenango, Madison and Otsego Counties.*

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**EFFECTIVE JANUARY 1, 2024**

**• ROP DISPLAY RATES**

per advertising unit

**Local open rate.....\$12.50**

*All display ads will incur an additional \$5.00 on-line ad fee.*

**• ANNUAL CONTRACT RATES**

Minimum Advertising Unit	Unit Rate
150.....	\$9.70
300.....	\$9.25
600.....	\$8.70
1200.....	\$8.05
3000.....	\$7.40
6000.....	\$6.75
8000.....	\$6.10

**• 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) .....\$.385 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.....	\$70 per 1000
24 to 32 pages.....	\$90 per 1000
32 to 40 pages.....	\$105 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 607-337-3093.