

Free Trader

FRANKLIN COUNTY EDITION ~ Established June 11, 1980

246 Poplar Road • Constable, NY 12926-3502

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DEADLINE: Tuesdays at 4 PM, published every Thursday & available online Wednesday evenings

Franklin County total circulation: **15,000** copies (10,000+/week annual average printed, plus over 5,000 electronic copies downloaded or e-mailed via our subscription service) St. Lawrence County Free Trader circulation: **17,300** = **TOTAL: 32,200+**

TOTAL READERSHIP 80,000+ (based on NAA estimated 2.5 readers per copy)

RATE SHEET (Rates as of September 1, 2016)

Advertising rates are per week. Each page is 5 columns, 2" wide and 14" tall.

COLUMN INCHES	BASE RATE ^o	2-3 WEEK	4 WEEK	13 WEEK	13 WEEK NO CHANGE \$6.00	COMMUNITY*	2 PAPER**	FRONT PAGE
1.5	\$9.25	\$8.75	\$8.25	\$6.50	\$6.00	\$5.75	\$12.00	\$14.00
1.5	13.88	13.13	12.38	9.75	9.00	8.75	18.50	21.00
2	18.50	17.50	16.50	13.00	12.00	11.50	24.50	28.00
3	27.75	26.25	24.75	19.50	18.00	17.25	36.75	42.00
4	37.00	35.00	33.00	26.00	24.00	23.00	48.00	56.00
5	46.25	43.75	41.25	32.50	30.00	28.75	61.25	70.00
6	55.50	52.50	49.50	39.00	36.00	34.50	73.50	84.00
7	64.75	61.25	57.75	45.50	42.00	40.25	85.75	98.00
8	74.00	70.00	66.00	52.00	48.00	46.00	98.00	112.00
9	83.25	78.75	74.25	58.50	54.00	51.75	110.25	126.00
10	92.50	87.50	82.50	65.00	60.00	57.50	122.50	140.00
11	101.75	96.25	90.75	71.50	66.00	63.25	134.75	154.00
12	111.00	105.00	99.00	78.00	72.00	69.00	147.00	168.00
13	120.25	113.75	107.25	84.50	78.00	74.75	159.25	182.00
14	129.50	-	115.50	91.00	84.00	80.50	171.50	196.00
15	138.75	-	-	97.50	90.00	86.25	183.75	210.00
16	148.00	-	-	104.00	96.00	92.00	196.00	224.00
17	157.25	-	-	-	102.00	97.75	-	238.00
¼ page	185.00	135.00	-	-	-	105.00	240.00	275.00
½ page	275.00	235.00	-	-	-	205.00	440.00	375.00
Full Page	400.00	375.00	-	-	-	325.00	700.00	500.00

AD SIZING EXAMPLE:

This space is 4" wide by 2" tall (about the size of a business card), we would call it a 2x2 (two (2") columns wide by 2" tall) and the price would start at \$37.00 for 1 week.

*Community rate refers to community service organizations, non/not-for profit organizations, or fund raisers.

1/4 pg.-1/2 pg. rate: \$6.50 pci; 1/2 pg. - full pg. rate: \$6.00 pci •
inside requested placement surcharge: 15%
Back Page Rate: -10% of Front Page Rate

BOLD CLASSIFIED ADS:
\$5.00 for 20 words, then \$0.20 for each word over 20.
(We do not exchange Bold Classified ads with SLC, they must be contacted directly)

INSERTS:

\$65 per 1,000 (5,000 minimum), full run **\$650**
Full Run FC & SLC: \$1,630

FULL FRONT PAGE: \$500 • FULL BACK PAGE: \$450 • CENTER SPREAD: \$650

COLOR RATES (in addition to the cost of the ad) SLC color only available for Full Page Ads:
8" or less: \$50 • 8+" to 15": \$75 • 15+" & under 70": \$85 • Full Page: \$100 • Front or Back: \$150

**2 paper rate is the 13 week rate plus the community rate (rounded up to \$0.25), excluding color, requested placement or other additional services.

^oFor Net30 accounts, if past due, only the base rate is available unless other arrangements have been made.