

Free Trader

FRANKLIN COUNTY EDITION

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Visit us online at www.freetraderonline.com

Established June 11, 1980

Franklin County Free Trader Circulation: **14,900** (11,700 printed, plus 3,200 electronic copies downloaded or e-mailed via subscription weekly)
St. Lawrence County Free Trader circulation: **18,300 = TOTAL: 33,200**

37,250 Franklin County Readers • 45,750 St. Lawrence Co. Readers TOTAL READERSHIP: 83,000
(based on NAA estimated 2.5 readers per copy)

DEADLINE: Tuesday at 5:00pm • Published Thursdays (online Wednesday evenings)

Advertising Rates Per Week, Effective as of March 1, 2008

Consecutive-week rates based on column inches, each page is 5 columns, columns are SAU 2" wide and 14" tall

COLUMN INCHES	STD RATE \$9.00	BASE \$8.00	4 WEEK \$7.50	13 WEEK \$6.25	13 WEEK NO CHANGE \$5.75	COMMUNITY \$5.00	2 PAPER \$11.25	FRONT PAGE \$13.50
1.5	13.50	12.00	11.25	9.38	8.62	7.50	16.88	20.25
2	18.00	16.00	15.00	12.50	11.50	10.00	22.50	27.00
3	27.00	24.00	22.50	18.75	17.25	15.00	33.75	40.50
4	36.00	32.00	30.00	25.00	23.00	20.00	45.00	54.00
5	45.00	40.00	37.50	31.25	28.75	25.00	56.25	67.50
6	54.00	48.00	45.00	37.50	34.50	30.00	67.50	81.00
7	63.00	56.00	52.50	43.75	40.25	35.00	78.75	94.50
8	72.00	64.00	60.00	50.00	46.00	40.00	90.00	108.00
9	81.00	72.00	67.50	56.25	51.75	45.00	101.25	121.50
10	90.00	80.00	75.00	62.50	57.50	50.00	112.50	135.00
11	99.00	88.00	82.50	68.75	63.25	55.00	123.75	148.50
12	108.00	96.00	90.00	75.00	69.00	60.00	135.00	162.00
13	117.00	104.00	97.50	81.25	74.75	65.00	146.25	175.50
14	126.00	-	105.00	87.50	80.50	70.00	157.50	189.00
15	135.00	-		93.75	86.25	75.00	168.75	202.50
16	144.00	-		100.00	92.00	80.00	180.00	216.00
17	153.00	-		106.25	97.75	85.00	191.25	229.50
¼ Page	160.00	110.00		-	-	90.00	200.00	250.00
½ Page	225.00	200.00		-	-	175.00	375.00	350.00
Full Page	375.00	350.00		-	-	275.00	625.00	475.00

FULL PAGE FRONT: \$475 • FULL PAGE BACK: \$425 • CENTER SPREAD: \$650

¼pg. - ½pg. rate: \$6.25 pci; ½pg. - full pg. rate: \$5.50 pci; inside requested placement surcharge: 15% • Back

Page Rate: \$10.50 pci; Bold Classified Ads: \$5/20 words, then \$.20 each word over 20

Inserts: \$65/1,000 under Full Run (5,000 min.) • Full Run = \$650, Full Run Both Papers \$1,530

Web rates: \$20 banner ad, \$50 page link • Subscription rate: \$5.00 per issue, prepaid

COLOR RATES (in addition to the cost of the ad):

2x4 or less: \$50 • 2x4+ to 15": \$75 • 15+" under 70": \$85 • Full Page: \$100 • Front or Back: \$150