**Rate Card 2020**

**Hi-Lites**

**OF SCHUYLER COUNTY**

217 N. Franklin Street, Watkins Glen, NY 14891
hilites217@gmail.com • www.HiLites.net

1885 Route 96A, Ovid, NY 14521
P: 607-869-4091 • F: 607-869-9851
scashopper1885@gmail.com • www.scashopper.com

Serving the heart of the Finger Lakes for over 60 years!

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**Advertising Rate**

(per column inch)

<table>
<thead>
<tr>
<th></th>
<th>Hi-Lites</th>
<th>Combo</th>
<th>Shopper</th>
</tr>
</thead>
<tbody>
<tr>
<td>$8.25</td>
<td>$14.00</td>
<td>$7.25</td>
<td></td>
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</tbody>
</table>

**Premium Rates**

(includes full color)

OPEN

<table>
<thead>
<tr>
<th></th>
<th>Premium Rates</th>
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</thead>
<tbody>
<tr>
<td>$575</td>
<td>Front Cover</td>
<td>$950</td>
</tr>
<tr>
<td>$500</td>
<td>Front Cover</td>
<td>$850</td>
</tr>
<tr>
<td></td>
<td>Back Cover</td>
<td>Back Cover</td>
</tr>
</tbody>
</table>

13 ISSUES

<table>
<thead>
<tr>
<th></th>
<th>Premium Rates</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>$525</td>
<td>Front Cover</td>
<td>$875</td>
</tr>
<tr>
<td>$450</td>
<td>Front Cover</td>
<td>$725</td>
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<tr>
<td></td>
<td>Back Cover</td>
<td>Back Cover</td>
</tr>
</tbody>
</table>

Color Charge According to size - Check for availability

- **Classified/Reader Ad Rates**
  - First 10 Words ................. $8.50
  - Each Additional Word .......... 10¢
  - Bold .............................................. 50¢
  - Border .......................................... 1.00
  - Larger Heading .................... 1.00

6 Columns Tabloid - 15 3/4" Length
96 Column Inches Per Page

- **Inserts**
  - Size: Pre-printed material must not exceed 8 1/2"x11" folded. If the material needs to be folded to fit, an extra charge per thousand will be added

- **Rates:**
  - Full Circulation (8,500 Copies) ...... Full Year .... $45 (per thousand)
  - Partial Circulation (1,000 Copies) .... Full Year .... $5 (per thousand)
  - Full Circulation (8,500 Copies) ...... 26-51 Wks ... $55 (per thousand)
  - Partial Circulation (1,000 Copies) .... 26-51 Wks .... $5 (per thousand)
  - Full Circulation (8,500 Copies) ...... 1-25 Wks ...... $65 (per thousand)
  - Partial Circulation (1,000 Copies) .... 1-25 Wks ...... $6 (per thousand)

- **First 10 Words** ................. $8.50
- **Each Additional Word** .......... 10¢
- **Bold** .............................................. 50¢
- **Border** .......................................... 1.00
- **Larger Heading** .................... 1.00

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**Camera Ready Artwork**

Print-ready artwork supplied on a USB drive or email should be in PDF, JPG or TIFF format. Please ensure that all fonts and images are embedded and that the correct dimensions are used.

**Display Advertising Design**

Should you require a display advert to be designed, please contact us to discuss requirements and a quote.

**Important Information**

- Published weekly
- All advertising is payable in advance unless credit has been established.
- Credit payment - all accounts are due upon receipt of billing.
- The Publisher reserves the right to revise or reject, at its option, any advertisement it deems objectionable, with in subject matter, phraseology or illustrations.
- The Publisher does not acknowledge preferred position requested but will make every effort to comply with request.
- The Publication assumes no financial responsibility for errors appearing in advertisement published. Typographical errors will be equitably adjusted between advertiser and management.
- SCA Shopper Deadline: Thursday at 9am
- Hilites Deadline: Thursday at 10am

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**Column Width Information**

- 1 column......9.5 picas......1.5625"
- 2 column......20 picas ......3.0125"
- 3 column......30 picas ......4.5"
- 4 column......41 picas ......5.625"
- 5 column......51.5 picas ...6.875"
- 6 column......62 picas ......8.25"
Reach Every Home Between the Lakes!

Please call for yearly discounted rates and special promotions!

Total Combined USPS Mail Circulation

18,510