

Hi-Lites

Combo

SENECA COUNTY AREA
SHOPPER**Advertising Rate**
(per column inch)

\$8.25

\$14.00

\$7.25

Premium Rates
(includes full color)
OPEN\$575
Front Cover
\$500
Back Cover\$950
Front Cover
\$850
Back Cover\$425
Front Cover
\$395
Back Cover**Premium Rates**
(includes full color)
13 ISSUES\$525
Front Cover
\$450
Back Cover\$875
Front Cover
\$725
Back Cover\$400
Front Cover
\$350
Back Cover**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\$65(per thousand)

Full Circulation (8,500 Copies)..... 26-51 Wks..\$55(per thousand)

Partial Circulation (1,000 Copies)... 26-51 Wks..\$75(per thousand)

Full Circulation (8,500 Copies)..... 1-25 Wks\$65(per thousand)

Partial Circulation (1,000 Copies)... 1-25 Wks\$85(per thousand)

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****Column Width Information**

1 column...9.5 picas.....1.5625"
 2 column ...20 picas3.3125"
 3 column ...30 picas.....5"
 4 column ...41 picas.....6.875"
 5 column ...51.5 picas8.5"
 6 column ...62 picas10.25"

Rate Card 2020



Hi-Lites
OF SCHUYLER COUNTY

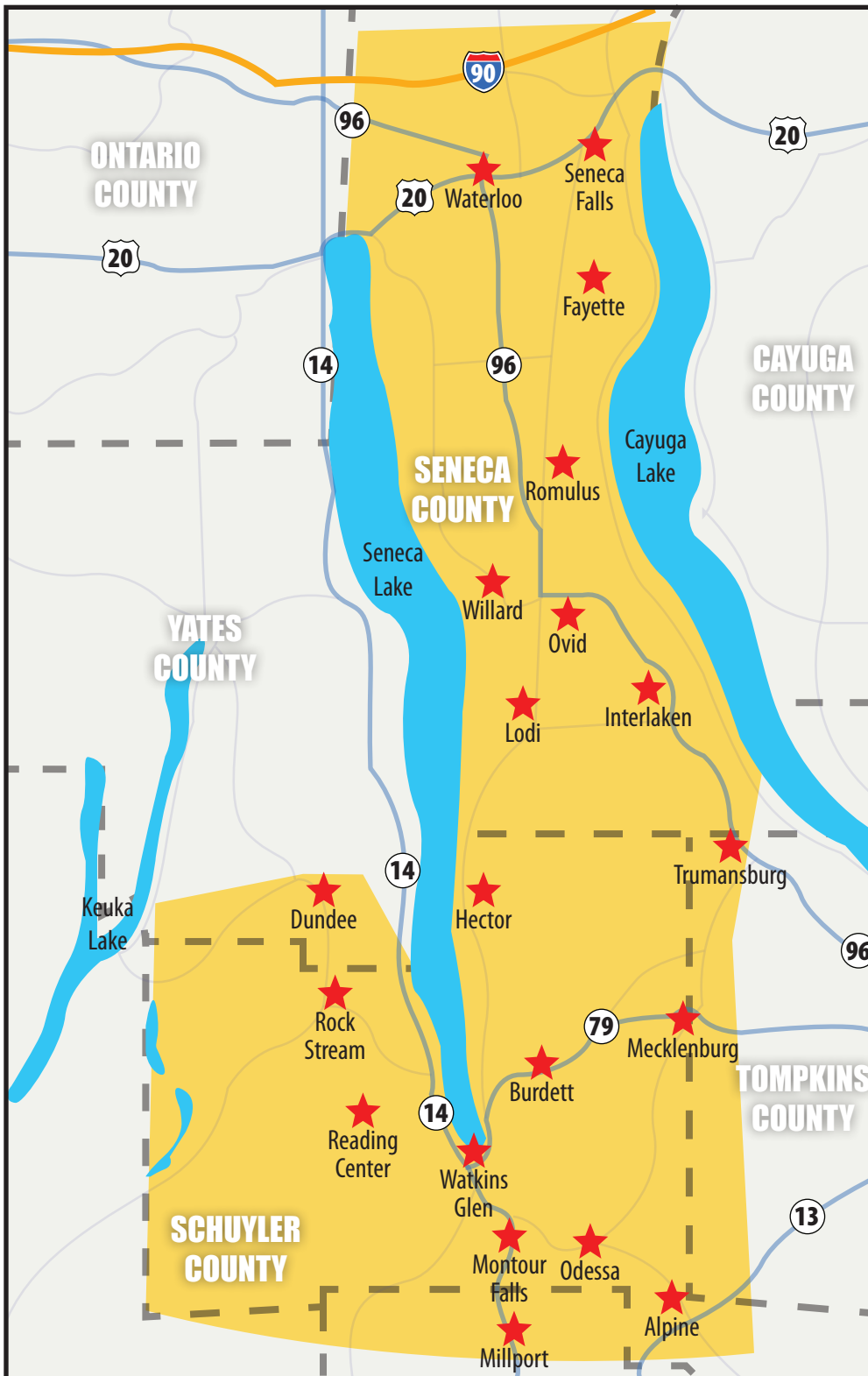
217 N. Franklin Street, Watkins Glen, NY 14891
 P: 607-535-9866 • F: 607-535-2939
 hilites217@gmail.com • www.HiLites.net

 **SENECA COUNTY AREA
SHOPPER**

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!

Reach Every Home Between the Lakes!



SENECA COUNTY AREA SHOPPER

Zone	Zip Code	Circulation
Fayette, NY	13065	25
Hector	14841	80
Interlaken, NY	14847	1,090
Lodi, NY	14860	525
Ovid, NY	14521	1,290
Romulus, NY	14541	985
Seneca Falls, NY	13148	1,975
Trumansburg, NY	14886	2,420
Waterloo, NY	13165	2,010
Willard, NY	14588	75
TOTAL before drop		10,475
Bulk Drop Locations		525
TOTAL		11,000

Hi-Lites

Zone	Zip Code	Circulation
Alpine, NY	14805	475
Beaver Dams, NY	14812	1,405
Burdett, NY	14818	790
Hector, NY	14841	415
Mecklenburg, NY	14863	60
Millport, NY	14864	550
Montour Falls, NY	14865	1,250
Odessa, NY	14869	600
Reading Center, NY	14876	30
Rock Stream, NY	14878	290
Watkins Glen, NY	14891	2,170
TOTAL before drop		8,035
Bulk Drop Locations		465
TOTAL		8,500

Please call for yearly
discounted rates
and special promotions!

**Total Combined
USPS Mail Circulation
18,510**