



**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: Friday at 3pm

Hilites Deadline: Friday at 3pm

Hi-Lites	Combo	SENECA COUNTY AREA SHOPPER
\$8.50	\$15.00	\$8.00
\$575 Front Cover	\$950 Front Cover	\$450 Front Cover
\$500 Back Cover	\$850 Back Cover	\$400 Back Cover
\$525 Front Cover	\$875 Front Cover	\$400 Front Cover
\$450 Back Cover	\$725 Back Cover	\$350 Back Cover
Color Charge According to size - Check for availability		
Classified/Reader Ad Rates		
First 10 Words \$10.00		
Each Additional Word10¢		
Bold50¢		
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\$55(per thousand)		
Partial Circulation (1,000 Copies)...Full Year\$75(per thousand)		
Full Circulation (8,500 Copies).....26-51 Wks..\$65(per thousand)		
Partial Circulation (1,000 Copies)...26-51 Wks..\$85(per thousand)		
Full Circulation (8,500 Copies).....1-25 Wks\$75(per thousand)		
Partial Circulation (1,000 Copies)...1-25 Wks\$95(per thousand)		

**Column Width
Information**

1 column.....	9.5 picas.....	1.5625"
2 column ...	20 picas	3.3125"
3 column ...	30 picas.....	5"
4 column ...	41 picas.....	6.875"
5 column ...	51.5 picas	8.5"
6 column ...	62 picas	10.25"

Rate Card 2026



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

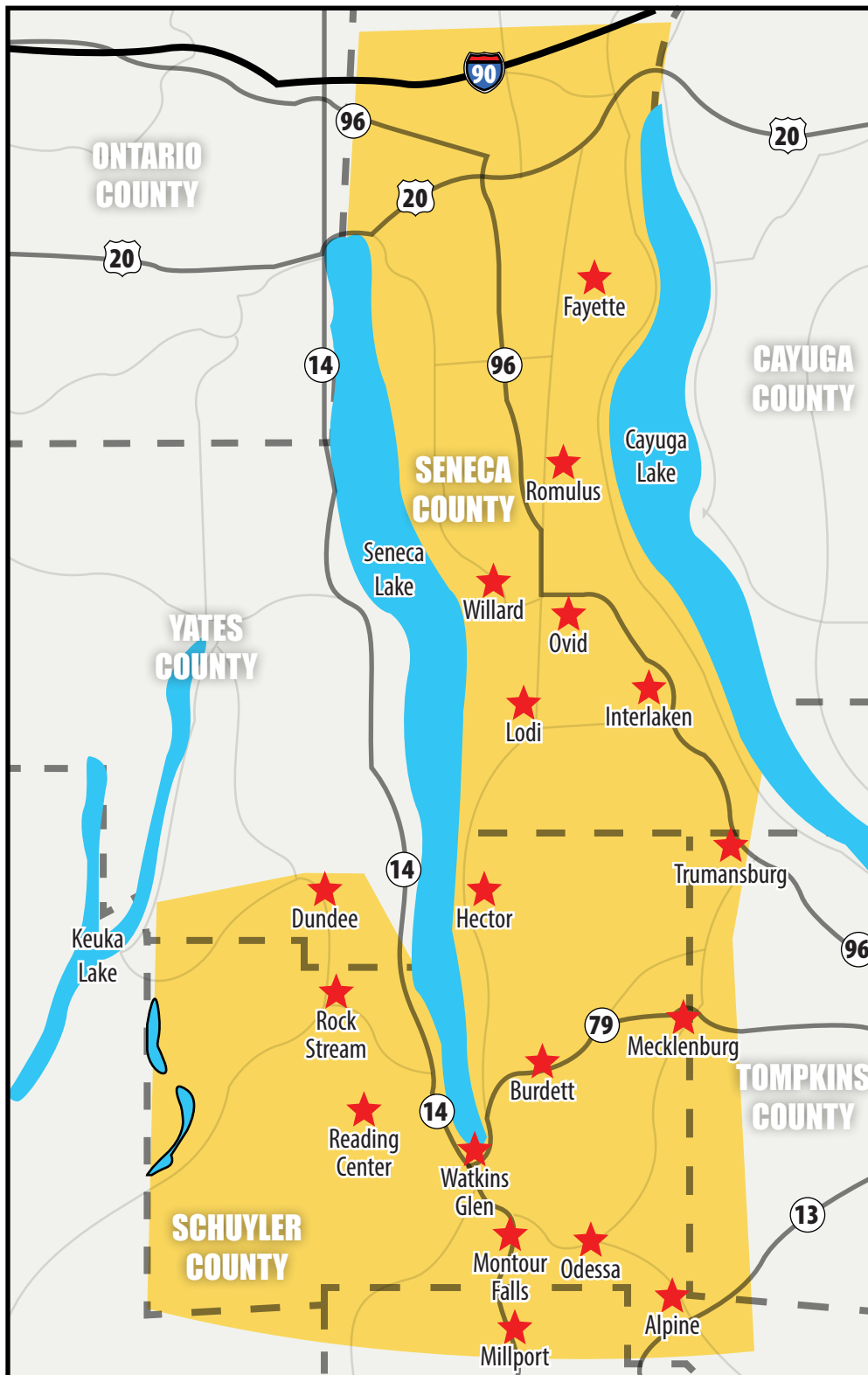
P: 607-869-4091 • F: 607-869-9851

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
Hector.....	14841	110
Interlaken, NY	14847	1,225
Lodi, NY	14860	575
Ovid, NY.....	14521.....	1,200
Romulus, NY	14541.....	980
Trumansburg, NY	14886.....	2,450
Willard, NY	14588	50
TOTAL before drop		6,590
Bulk Drop Locations		610
TOTAL		7,200

Hi-Lites

Zone	Zip Code	Circulation
Alpine, NY.....	14805	475
Beaver Dams, NY	14812	1,305
Burdett, NY.....	14818	700
Hector, NY.....	14841	300
Mecklenburg, NY.....	14863	25
Millport, NY.....	14864.....	500
Montour Falls, NY.....	14865.....	1,200
Odessa, NY	14869	625
Reading Center, NY	14876	25
Rock Stream, NY.....	14878	300
Watkins Glen, NY.....	14891	2,200
TOTAL before drop		7,655
Bulk Drop Locations		445
TOTAL		8,100

Please call for yearly
discounted rates
and special promotions!

**Total Combined
USPS Mail Circulation
14,245**