Classified Rates and Ad Specs

Classified Rates

Personal .... $7.00/10 words	**Each Word All Caps** 10¢
Commercial ...... $8.00/10 words	**Outline Border** $3.00
Each Additional Word ...... 10¢	**Blind Box**..................$6.00*

All classifieds other than Run Til Further require prepayment. Run Til Further classifieds will be billed monthly with an additional $2.00 per week/per ad billing charge.

*Blind Box responses can be picked up or faxed to you. If mailed, required postage will be added to charge.

Camera Ready Ads: Can be emailed to ads@the-shopper.com in either .pdf or .jpg (300 dpi resolution) formats.

Payment Policy: New advertisers are expected to prepay their first four ads (need not be done all at one can be done on a per ad basis). Thereafter, customers will be put on an account and billed monthly. Payment terms are NET 30 DAYS FROM BILLING DATE. If an account reaches 60 days past due, advertising will not be accepted without payment for current ad as well as payment toward balance due. Bulk rate discounts will not apply to past due accounts. Any account with a recurring history of being 60-90 days past due will revert to pre-pay status for all advertising.

Color Printing: Full color is available on a limited basis. Call the office at 607-569-2622 or your sales representatives to inquire on pricing.

Deadlines: Deadline for display advertising is 12:00 noon on the Friday prior to the publication issue you require. If copy is submitted and a proof is required, deadline is 5:00 pm on Thursday. Deadline for classifieds is 5:00 pm on Thursday.

Mechanical Specs: Tabloid format with full page image area of 10 3/8" wide x 16" tall. (Inquire on gutter for double truck ad using the center spread). A full page is divided into 7 columns with the widths being as follows: 1 column, 1 3/8"; 2 column, 2 7/8", 3 column, 4 3/8", 4 column, 5 7/8", 5 column, 7 3/8", 6 column, 8 7/8"; 7 column, 10 3/8".

Inserts: Are available for full circulation or zoned by Zip Code. Prices vary depending on size and weight of insert. Please call the office at 607-569-2622 to discuss pricing. Inserts must be delivered to plant office at: 1 Myrtle Avenue, Hammondsport, NY 14840 at least 1 full week before publication date for insertion (unless other arrangements are made).