

# Advertising Rate Card

Effective January 1, 2017  
Published Weekly - Fridays  
Community Newspapers  
Serving Eastern Orange County, N.Y.

THE CORNWALL LOCAL

THE NEWS of the HIGHLANDS

P.O. Box 518  
55 Quaker Ave., Suite 204  
Cornwall, N.Y. 12518

P.O. Box 45  
Highland Falls, N.Y. 10928

Phone: 845-534-7771 • FAX: 845-534-3855

Primary Circulation covering Towns of Cornwall, Highlands and United States Military Academy at West Point, NY

## 1. PERSONNEL

Joseph V.Gill, Vice President and General Manager

## 2. The News of the Highlands, Inc.

55 Quaker Avenue, Suite 204  
Post Office Box 518  
Cornwall, New York 12518  
845-534-7771 -- Fax 845-534-3855

## 2.A REPRESENTATIVES

New York Press Service  
621 Columbia Street Ext., Suite 100  
Cohoes, N.Y. 12047  
518-464-6483

## 3. COMMISSION AND TERMS OF PAYMENT

Agency rates: Add 15% to Open Rate.  
Accounts are due in full 30 days from invoice.

## 4. ADVERTISING RATES THE CORNWALL LOCAL AND THE NEWS OF THE HIGHLANDS

OPEN Rate -- \$9.15 Col. inch  
Multi Insertion Discounts Available.

## 5. BUSINESS DIRECTORY

\$180.00 (3 months)

## 6. CLASSIFIED

Maximum 20 words or less - \$16.00  
4 weeks - \$48.00  
Additional words 25¢ each word

## 7. DISPLAY CLASSIFIED RATE THE CORNWALL LOCAL AND THE NEWS OF THE HIGHLANDS

OPEN RATE - \$10.00 Col. inch  
7 Col. Format

## 8. COLOR RATES AND DATA

Rates available on request

## 9. PREPRINTED INSERT RATES

Rates available on request  
Size not to exceed 10 1/2 x 13  
Deadline - Call For Details  
Delivery of Inserts - Call For Details

## 10. SPECIAL SECTIONS

Call For Details

## 11. R.O.P. MAKEUP REQUIREMENTS

Minimum ad size for display 1 column by 2 inch

## 12. CONTRACT AND COPY REGULATIONS

1. Publisher reserves the right to reject or cancel any advertisements at any time.

2. Cancellations will not be accepted by publisher after closing date.

3. Publisher not bound by any terms or conditions, printed or otherwise, appearing on order blanks, advertiser's forms or copy instruction when in conflict with terms and conditions on publisher's rate card or policies.

4. Advertiser and advertising agency will indemnify and hold harmless The News of the Highlands, Inc., its officers, agents, employees and contractors, for all contents supplied to publisher, including text, representations, and illustrations of advertisements printed, and for defamation, invasion of privacy, copyright infringement and plagiarism.

5. The News of the Highlands, Inc. shall not be liable for failure to print, publish or circulate all or any part of any issue in which an advertisement accepted by the publisher is contained if failure is due to acts of God or government, strikes, accidents, lack of newsprint or other circumstances beyond the control of The News of the Highlands, Inc.

6. Publisher's liability for errors: The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for others errors or omissions in connection with any advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.

7. Position cannot be guaranteed. No credit or allowances for position given.

8. All advertising set to simulate editorial content, must bear the word "Advertisement."

## 13. CLOSING TIMES: The Cornwall Local and The News of the Highlands

Tuesday at 11:00 A.M. is deadline for copy and cancellation.

## 14. MECHANICAL REQUIREMENTS

(6 Columns x 21")

1 Col. - 1.625"  
2 Col. - 3.5"  
3 Col. - 5.375"  
4 Col. - 7.25"  
5 Col. - 9.125"  
6 Col. - 11"

CLASSIFIED

(7 Columns x 21")

1 Col. - 1.4306"  
2 Col. - 3.0278"  
3 Col. - 4.6111"  
4 Col. - 6.2083"  
5 Col. - 7.7917"  
6 Col. - 9.3889"  
7 Col. - 11"

## 15. SPECIAL CLASSIFICATION/RATES

No position guaranteed

Political rates based on Open Rates

Cash in advance only

**16. CIRCULATION**

Publication Name	Yr. Est.	Pub. Day	Price	Audit	Total Circulation	Zip Codes Served (major)
THE CORNWALL LOCAL	1888	Friday	Paid Circulation	P.O.	Statement Available	12518, 12520, 12584, 12553, 10917, 10953, 10930, 12577
THE NEWS OF THE HIGHLANDS	1891	Friday	Paid Circulation	P.O.	Statement Available	10928, 10996, 10922

**News of Distinction  
Serving Eastern Orange County, N.Y.**

