



# TIMES

COMMUNITY NEWSPAPERS OF THE HUDSON VALLEY



# THE LOCAL NEWS THAT MATTERS TO YOU.

**TIMES COMMUNITY NEWSPAPERS**  
THE HUDSON VALLEY'S MOST HONORED WEEKLY NEWSPAPER GROUP.

PERENNIAL WINNER OF THE NEW YORK PRESS ASSOCIATION'S PRESTIGIOUS "PAST PRESIDENTS' AWARD FOR GENERAL EXCELLENCE," AND RECOGNIZED ANNUALLY AS ONE OF THE MOST HONORED NEWSPAPERS IN THE HUDSON VALLEY.

## WHY ADVERTISE IN THE TIMES COMMUNITY NEWSPAPERS?



### IMPORTANT FACTS:

- Our readers shop local, are more likely to make a purchase from an advertisement and are active in their communities.
- Weekly newspaper ad prices are a fraction of the cost of an ad in a daily newspaper.
- We offer FREE professional graphic design and ad campaign planning.

### DID YOU KNOW?

Community newspaper readers are more likely to purchase:

- hardware and building supplies
- furniture or appliances
- lawn and garden supplies
- computer equipment and supplies
- jewelry
- and take a vacation

**WILL THEY SEE YOUR AD?**

#### Contact Us:

Times Community Newspapers  
300 Stony Brook Court  
Newburgh, NY 12550

Phone: (845) 561-0170

Fax: (845) 561-3967

advertising@tcnewspapers.com  
www.timescommunitypapers.com

## TIMES COMMUNITY FAMILY OF NEWSPAPERS

The Times Community Newspapers of the Hudson Valley have been serving the local communities for almost 30 years! We live, work and care about the communities we serve. Times Community Newspapers offer reliable reporting, local news and events, themed special sections and targeted advertising packages to reach the communities you want.



### Walkkill Valley Times

Serving Bloomingburg, Crawford, Gardiner, Maybrook, Montgomery, Pine Bush, Shawangunk, Walden and Walkill



### Mid-Hudson Times

Serving the city of and Town of Newburgh and New Windsor



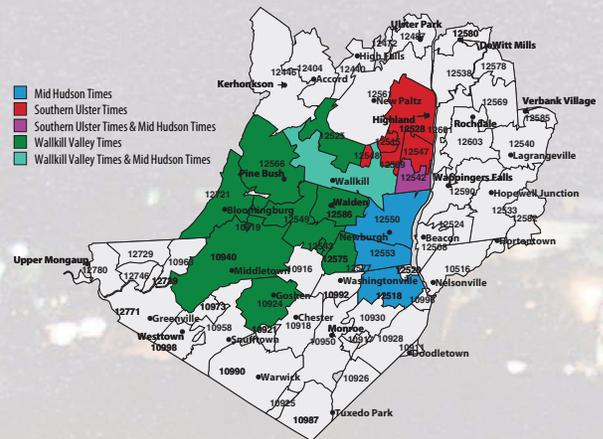
### Southern Ulster Times

Serving the Towns of Lloyd, Marlborough and Plattekill and the hamlets of Highland, Marlboro, Milton, Modena and Clintondale

### All 3 papers represent:

- a population of almost 250,000
- more than 86,000 households
- average household income of over \$50,000 per year
- **Times Community Newspapers Readership 15,869**

You can advertise in all 3, 2 or just 1 of our papers. Using local media will help you stretch your advertising budget while being focused on only the communities you want. We'll even design your ad and help you plan your ad campaign at no additional charge.



	Advertise in all 3 papers (no contract, open rate)	Advertise in 2 Papers	Advertise in 1 Papers
1/8 Page	\$94.50	\$86.63	\$78.75
1/4 Page	\$193.50	\$178.00	\$161.25
1/2 Page Horizontal	\$387.00	\$354.75	\$322.50
1/2 Page Vertical	\$396.00	\$363.00	\$330.00
Full Page	\$792.00	\$726.00	\$660.00

Discounted rates are available for contract advertisers. Other ad sizes are available. We also offer themed sections and special booklets throughout the year. Please see special section inserts and the rate card for more information.

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# WALLKILL VALLEY TIMES

Serving Bloomingburg, Crawford, Gardiner, Maybrook, Montgomery, Pine Bush, Shawangunk, Walden and Wallkill

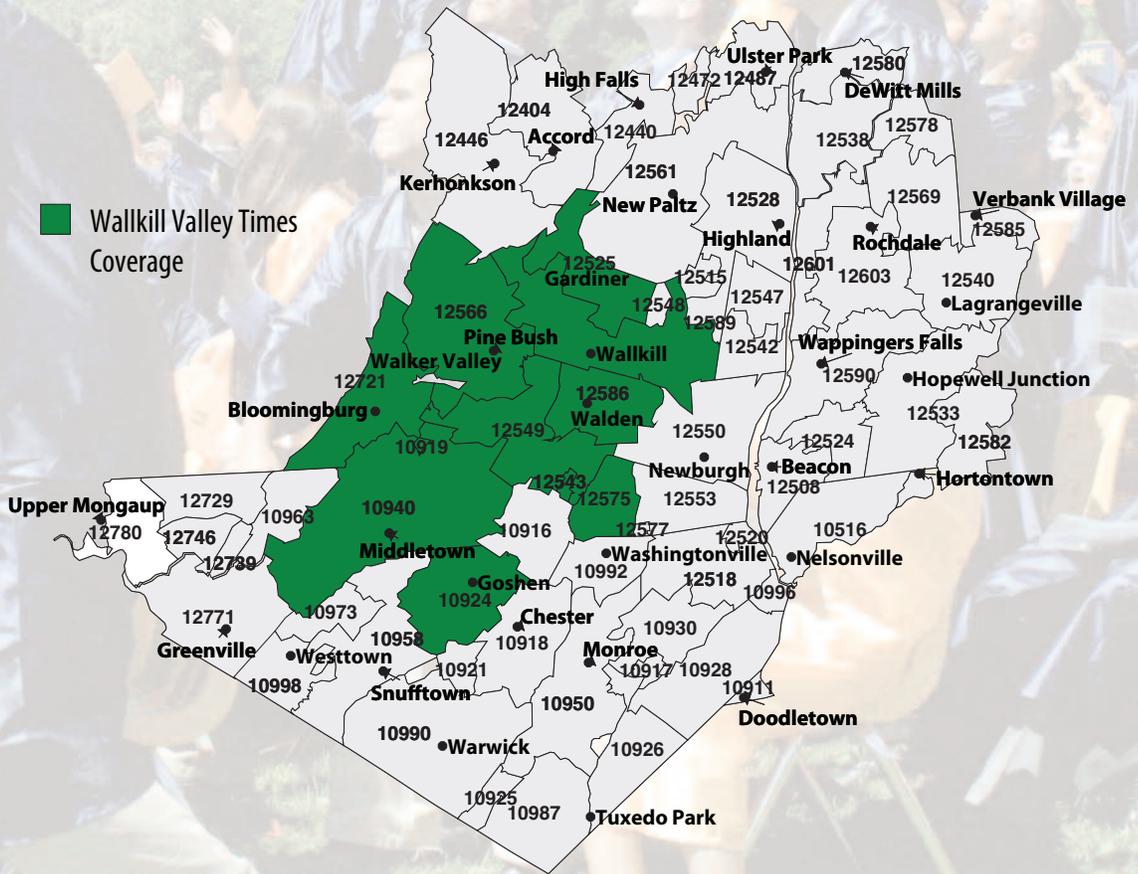
Zip codes: 10919, 10915, 10924, 10940, 10941, 12525, 12543, 12549, 12566, 12575, 12586, 12588, 12589, 12721 and 12722

**Population 127,209**

**Households 43,810**

**Average Household Income \$60,742**

**Wallkill Valley Times Readership 8,442 Adult Readers**



# MID HUDSON TIMES

Serving the city of and town of Newburgh and New Windsor

Zip codes: 12518, 12550, 12551, 12552, 12553 and 12584

**Population 100,361**

**Households 34,780**

**Average Household Income \$61,383**

**Mid Hudson Times Readership 4,448 Adult Readers**



# SOUTHERN ULSTER TIMES

Serving the towns of Lloyd, Marlborough, Plattekill, Milton and Modena

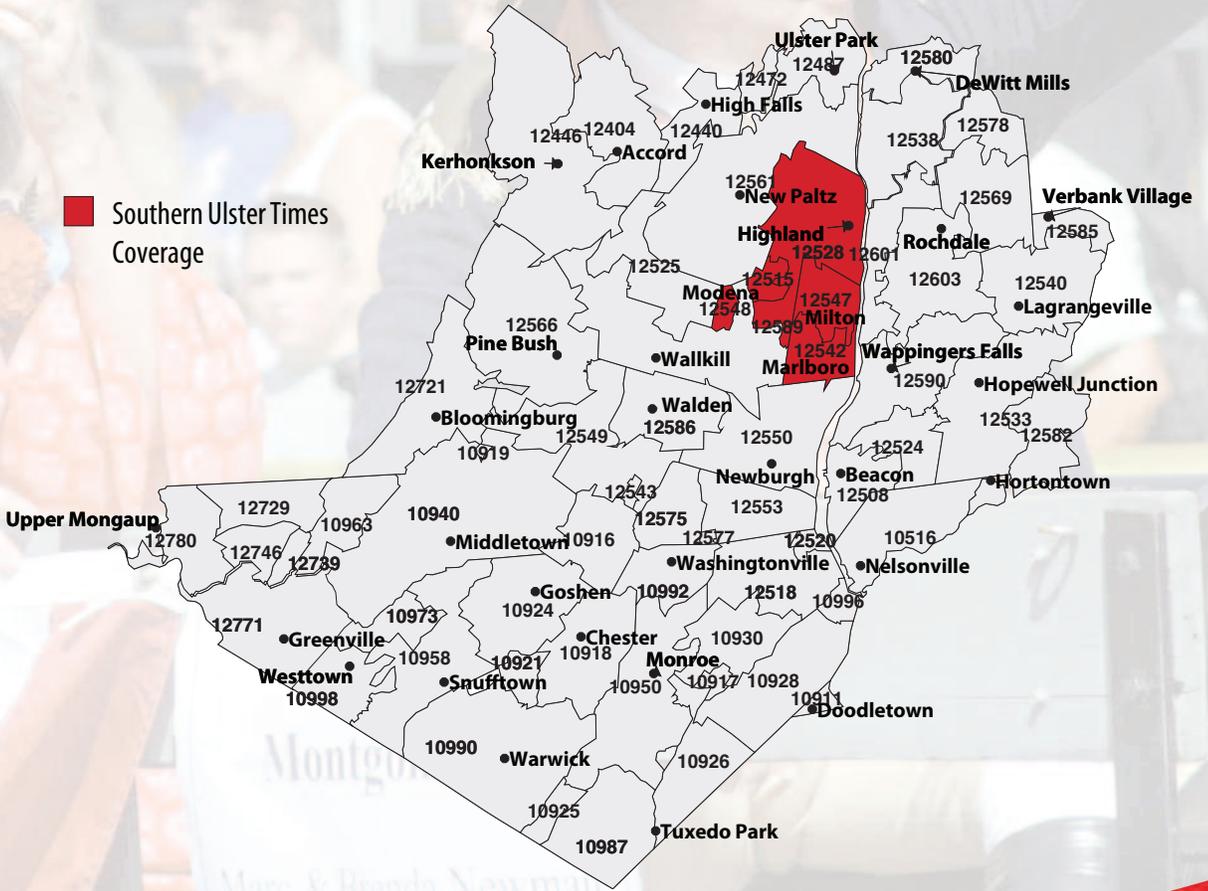
Zip codes: 12515, 12528, 12542, 12547, 12548 and 12568

**Population 20,430**

**Households 7,492**

**Average Household Income \$56,462**

**Southern Ulster Times Readership 2,979 Adult Readers**



## RATE CARD

### Publisher:

Carl J. Aiello

### Representatives:

New York Press Service  
1681 Western Avenue  
Albany, NY 12203-4307  
518-464-6483

### Commission and Terms of Payment:

Agency rate: Add 15% to open rate. Accounts are due in full 30 days from invoice. Late Fees of 1.5% will be applied.

### Advertising Rate Policy

Alcoholic Beverage and Tobacco Advertising accepted.  
30 days notice to agency on rate change. Advertising sold in individual papers or in all papers.

### Advertising Rates

#### Any single newspaper:

Open Rate .....	\$10.00 column/inch 150
- 499 col/ins .....	9.25 col/in
500 - 1999 col/ins .....	8.50 col/in
2000+ col/ins .....	8.00 col/in

#### Consecutive Rates

4 Weeks .....	\$9.50 column/inch
8 Weeks .....	9.25 col/in
13 Weeks .....	9.00 col/in
26 Weeks .....	8.75 col/in
52 Weeks .....	8.25 col/in

#### Any 2 Newspaper

Open Rate .....	\$11.00 column/inch
150 - 499 col/ins .....	10.25 col/in
500 - 1999 col/ins .....	9.75 col/in
2000+ col/ins .....	8.00 col/in

#### Consecutive Rates

4 Weeks .....	\$10.50 column/inch
8 Weeks .....	10.25 col/in
13 Weeks .....	10.00 col/in
26 Weeks .....	9.75 col/in
52 Weeks .....	9.25 col/in

#### All 3 Newspapers

Open Rate .....	\$12.00 column/inch
150 - 499 col/ins .....	11.75 col/in
500 - 1999 col/ins .....	11.25 col/in
2000+ col/ins .....	10.50 col/in

#### Consecutive Rates

4 Weeks .....	\$11.50 column/inch
8 Weeks .....	11.00 col/in
13 Weeks .....	10.50 col/in
26 Weeks .....	10.00 col/in
52 Week .....	9.50 col/in

### Service Directory

4 column/inches .....	\$100.00 per/month
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### Classified Display (All 3 Papers)

Open Rate .....	\$12.50 column/inch
4 Weeks .....	12.00 col/in
8 Weeks .....	11.50 col/in
13 Weeks .....	11.00 col/in
26 Weeks .....	10.50 col/in
52 Weeks .....	10.00 col/in

### Classified Line Ads (All 3 Papers)

Minimum 20 words, \$10 plus 25¢ per additional word per week.	
2 weeks, 20 words .....	\$12.00
3 weeks, 20 words .....	\$16.00
4 weeks, 20 words .....	\$20.00

### Color Rates & Data

Process color .....	\$150
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### Pre-printed Inserts .....

\$50.00 per/thousand  
Quantities (please call for current totals)  
Must meet Periodicals postal requirements  
Must not be designed for mailing  
Must purchase entire press run of the paper  
Deadline: Friday preceding publication

Delivery address for all inserts:

Wallkill Valley Times c/o, 20 Smith Road,  
Middletown, NY 10941

### Special Pages/ Features

Calendar, Dining Guide, Classified, Service Directory,  
Worship, Sports, Prime Times

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## RATE CARD (CONTINUED)

### 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 the publisher after closing date.
3. Publisher not bound by any terms or conditions printed or otherwise appearing in order blanks, advertiser's forms or copy instructions when in conflict with terms and conditions on publisher's rate card or policies.
4. Advertiser and advertising agency should indemnify and hold harmless Times Community Newspapers, 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, plagiarism, and in case of pre-printed insert, deficient postage.
5. Times Community Newspapers shall not be liable for failure to print, publish or circulate all or 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 Times Community Newspapers.
6. Times Community Newspapers shall not be liable for errors or omissions in, or a failure to insert, any advertisement for which it may be responsible, beyond the cost of actual space occupied or to have been occupied by item in which error or omission or failure to insert occurred. Advertiser will be entitled to refund of advertisement price or insertion in next issue, at advertiser's option.
7. Position cannot be guaranteed. No credit or allowance for position given.

**Special R.O.P Units** - Does not apply.

**Split Run** - Does not apply.

### Special Services

- Clip art available at no charge
- Proofs shown on request within deadline
- Tearsheets available on request
- Complete copy of publication available on request.

### R.O.P Makeup Requirements

Minimum Ad size for display: 2 columns by 2 inches

### Closing Times

Deadline for space reservation, copy and cancellation - Friday at 5pm.

### Mechanical Measurements: Main Section

1 column.....	1.50"
2 columns .....	3.25"
3 columns .....	5"
4 columns .....	6.75"
5 columns .....	8.5"
6 columns .....	10.25"

### Mechanical Measurements: Classified Section

1 column.....	1.25"
2 column.....	2.75"
3 columns .....	4.25"
4 columns .....	5.875" (5 7/8")

### Special Classification/Rates

No position guaranteed  
Political rates are based on open rate - cash in advance only

### Circulation

#### Wallkill Valley Times

Established: 1983  
Price: \$1.00 per issue.  
Audit: PO  
Paid: Call for latest figures  
Zip Codes:  
10915, 10919, 10924, 10940, 10941, 12525, 12543, 12549, 12566, 12575, 12586, 12588, 12589, 12721, 12722

#### Mid Hudson Times

Established: 1989  
Price: \$1.00 per issue  
Audit: PO  
Paid: Call for latest figures  
Zip Codes:  
12550, 12552, 12553, 12518, 12584, 12589, 12542

#### Southern Ulster Times

Established: 2003  
Price: 75¢ per issue  
Audit: PO  
Paid: Call for latest figures Zip Codes:  
12528, 12542, 12548, 12568

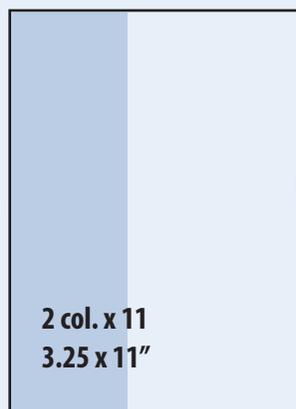
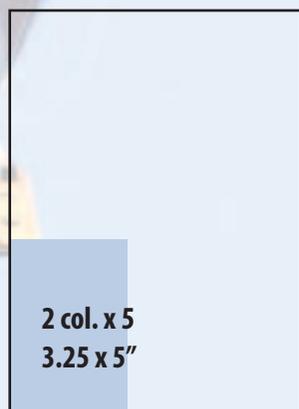
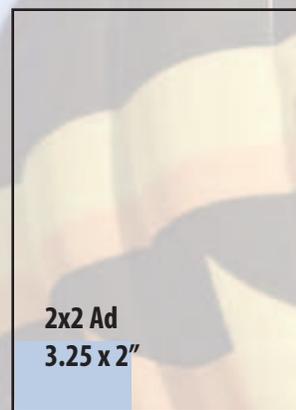
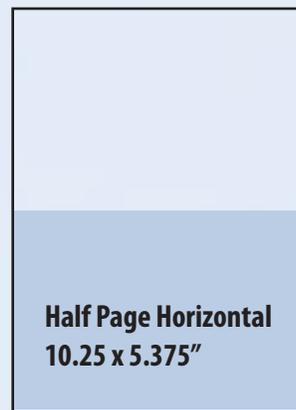
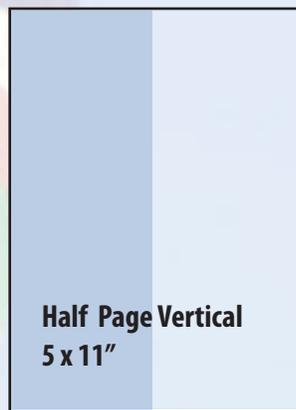
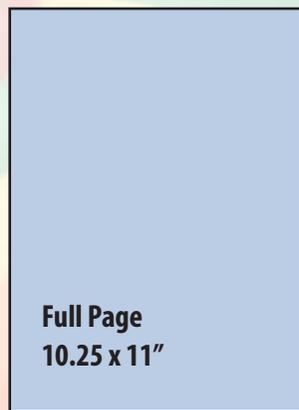
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## POPULAR AD SIZES

The diagram below shows you our most popular ad sizes. However, line and column inch ads are also available to meet all of your advertising needs. Our representatives will be happy to assist you in planning your ad campaign and helping you choose the right sizes ads to make the most impact.



## SPECIAL SECTIONS 2014

### Targeted Advertising

Throughout the year Times Community Newspapers offers special section advertisings. Take advantage of these highly-targeted and more comprehensive look at specific subjects, such as Weddings, Kids, Holiday Gift Giving, Seasonal and much more. Review the list below to see which sections would work best for your business!

Section	Publication Date	Deadline
Health & Fitness	January 8	December 27
Wedding Planner	January 22	January 8
Valentine's Day	February 12	January 29
Wallkill Valley Almanac*	February 26	February 12
Spring Car Care	March 12	February 26
Spring Home & Garden	April 23	April 9
Mother's Day	May 7	April 23
Summer Times**	June 18	June 4
Who's Minding the Store?	July 30	July 18
Harvest Times**	September 10	September 3
Fall Home Improvement	September 24	September 10
Fall Auto Guide	October 15	October 1
Dining**	November 5	October 22
Holiday Gift Guide I	November 19	November 5
Holiday Gift Guide II	December 3	November 19
Holiday Gift Guide III	December 10	November 26
Holiday Gift Guide IV	December 17	December 3
Holiday Greetings	December 24	December 10

Additional sections to be announced!

\* Booklet appears in Wallkill Valley Times only. Special rates apply.

\*\* Booklet. Special rates apply



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