



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?

**THE
NUMBERS
DON'T
LIE**

80%
of adults read a
community newspaper
EVERY week!

20,000
local adults are
reached in your
area each week.

70%
of adults find
newspapers helpful
with their purchasing
decisions.

82%
of New Yorkers think local
newspapers are the best
source of information
about their community.

2.33
is the number of people
our readers share our
newspaper with.

73%
read most or all of the
newspaper and spend
almost 40 minutes
reading it.

40%
of readers keep
the newspaper for
6 or more days.

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?**



TIMES
COMMUNITY NEWSPAPERS OF THE HUDSON VALLEY

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.



Wallkill Valley Times

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



Mid-Hudson Times

Serving the city of and Town of Newburgh and New Windsor



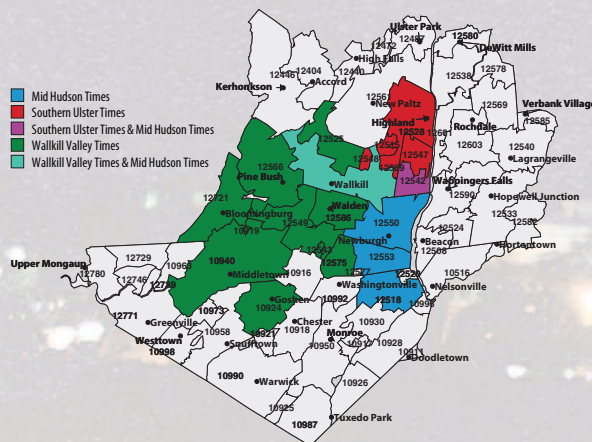
Southern Ulster Times

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

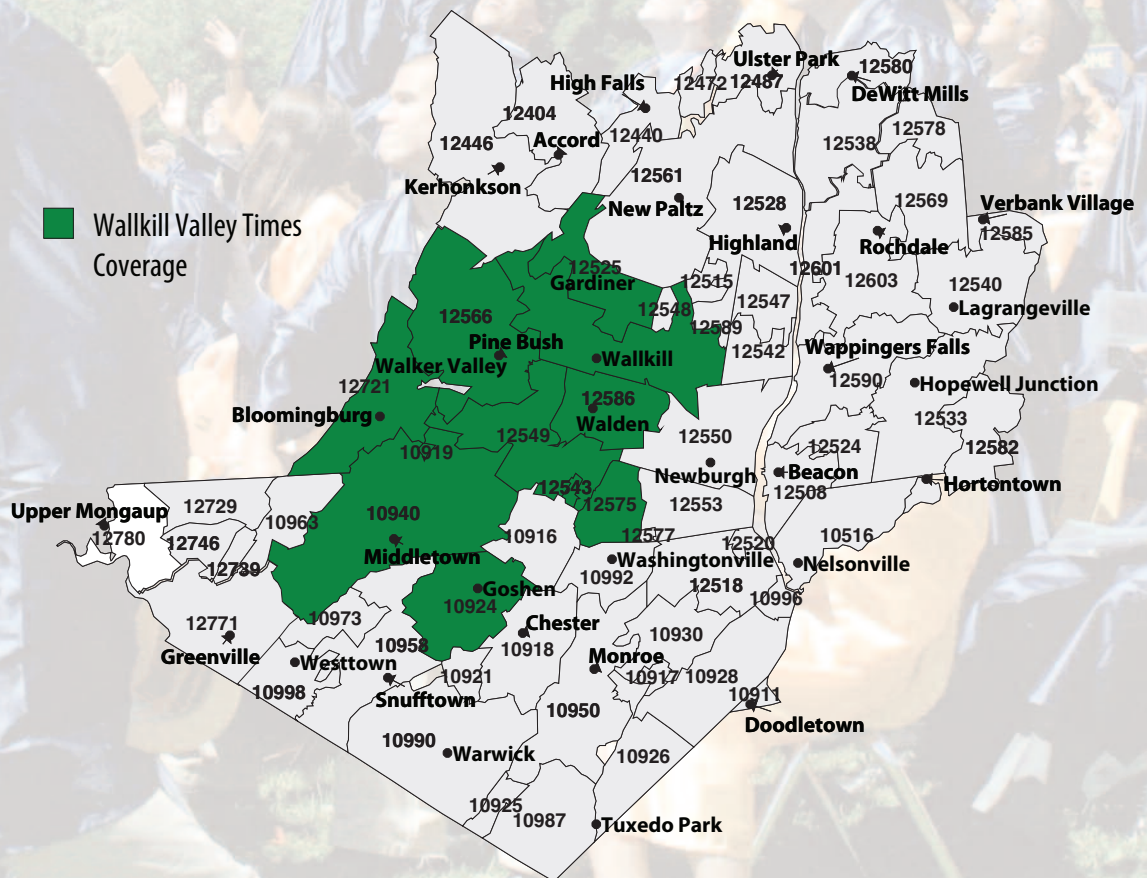
Zip codes: 10919, 10915, 10924, 10940, 10941, 12525, 12543, 12549, 12566, 12575,
12586, 12588, 12589, 12721 and 12722

Population 127,209

Households 43,810

Average Household Income \$60,742

Wallkill Valley Times Readership 8,442 Adult Readers



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

Households 34,780

Average Household Income \$61,383

Mid Hudson Times Readership 4,448 Adult Readers



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SOUTHERN ULSTER TIMES

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

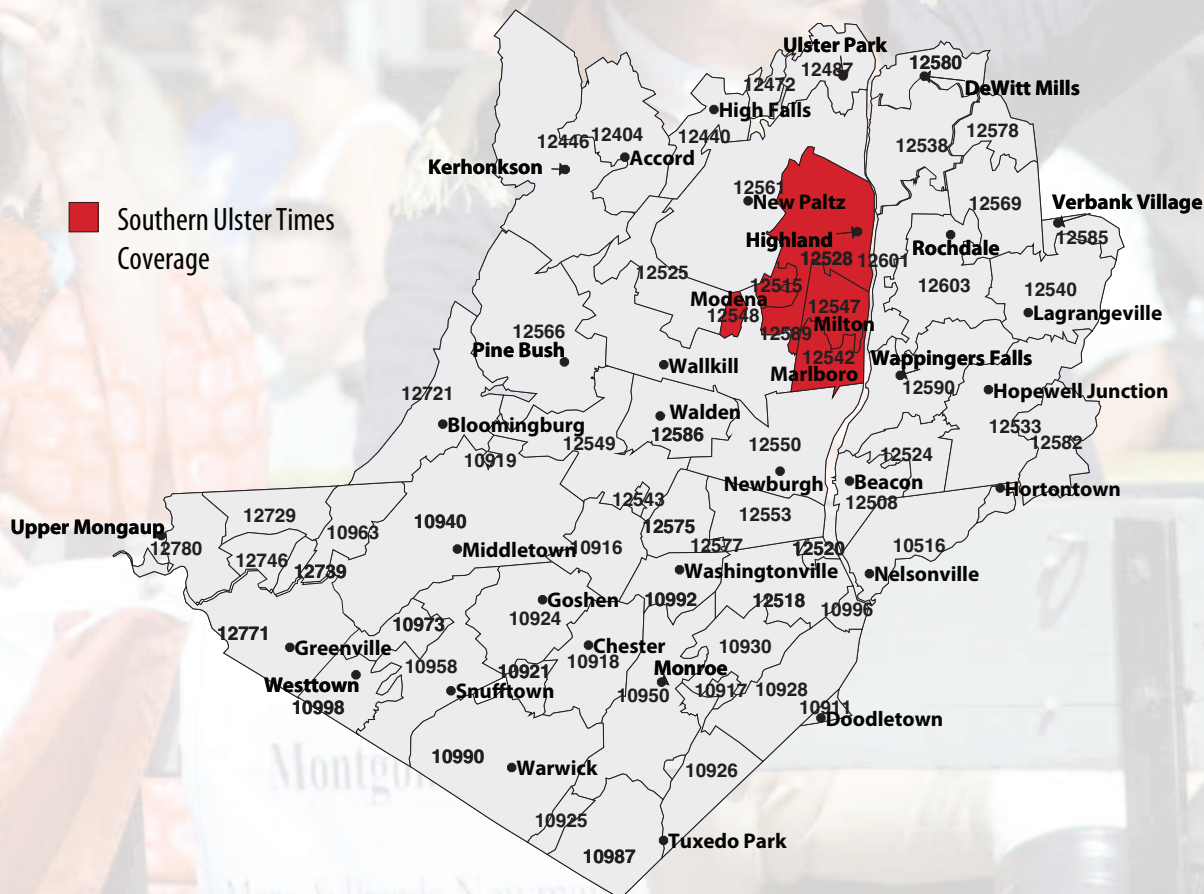
Zip codes: 12515, 12528, 12542, 12547, 12548 and 12568

Population 20,430

Households 7,492

Average Household Income \$56,462

Southern Ulster Times Readership 2,979 Adult Readers



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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: \$1.00 per issue

Audit: PO

Paid: Call for latest figures Zip Codes:

12528, 12542, 12548, 12568

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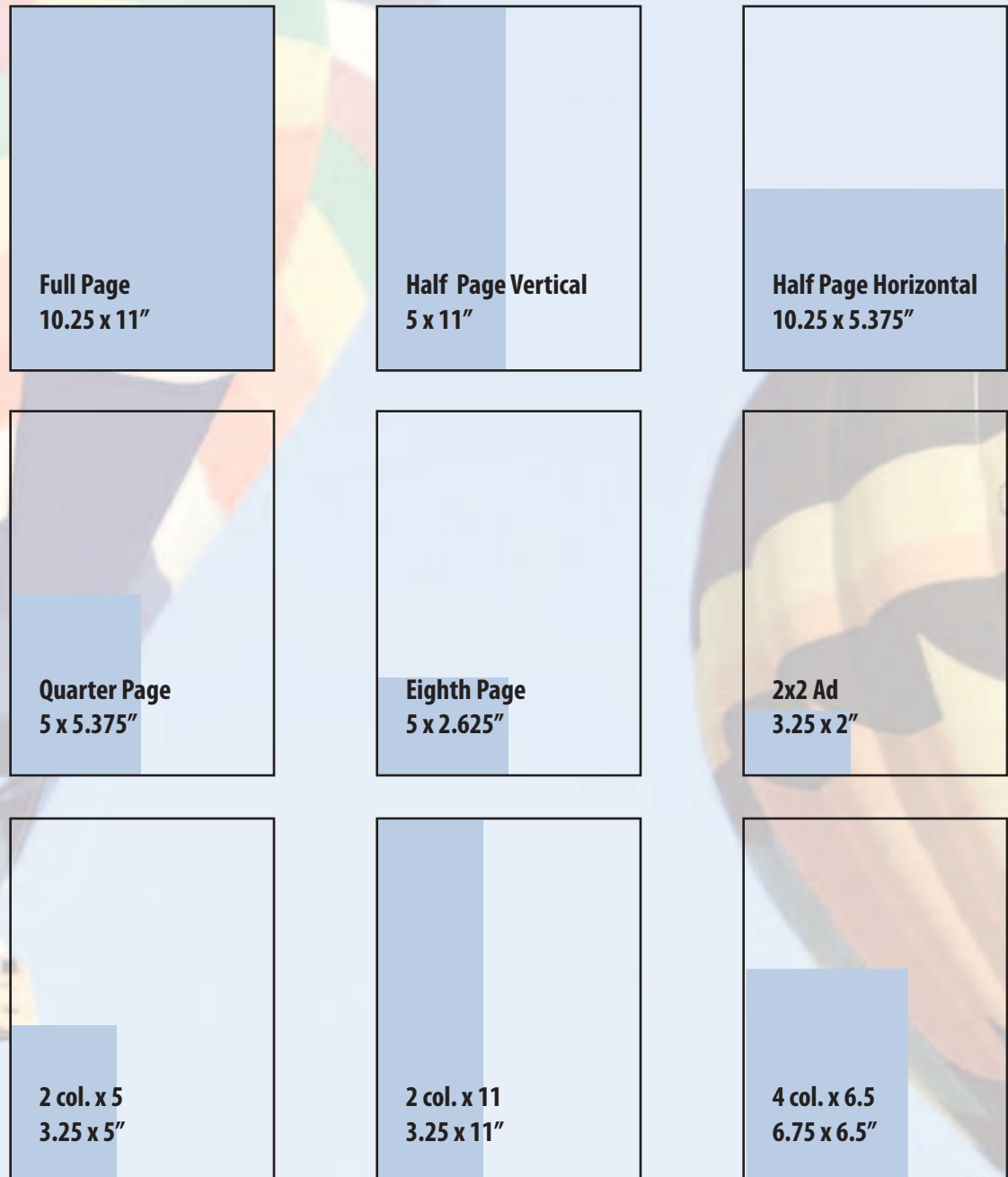
Fax: (845) 561-3967

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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.



DIGITAL ADVERTISING

Great Deals to Advertise online.

The online advertising business has been growing each year, reaching an entirely new audience of readers, from facebook to www.timescommunitypapers.com to our new digital newspapers. Ask your advertising representative about our online advertising offers and bring your product to the world.

Advertising on timescommunitypapers.com

\$25/week

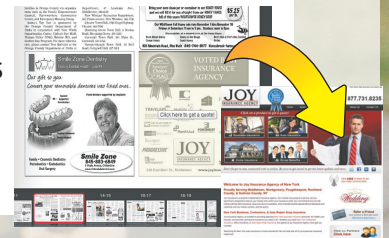
Break through the clutter of advertising by displaying your printed ad on our website. Space is limited, allowing each advertiser prime space to reach our growing online audience. (Available only for print display advertisers. Banner ads will rotate randomly. Max limit: 40 advertisers per week.)



Enhanced Advertising on Digital Newspapers

\$10 per edition

Be the first to take advantage of our digital newspapers. For an extra charge to your display ad, the digital version of your display will work as a link to your facebook page, website or coupon, allowing our online reader increased access to your company's information.



Business Directory on timescommunitypapers.com

\$25/month*

Our online business directory is great for small businesses who don't have a online presence or wish to increase traffic to their website. Seen as a trusted source of local information online, www.timescommunitypapers.com combines all our hardworking businesses by subject, giving our audience a great directory for shopping local.

*** \$10/mo for Service Directory customers**



SPECIAL SECTIONS 2015

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 7	December 31
Wedding Planner	January 28	January 21
Valentine's Day	February 11	February 4
Wallkill Valley Almanac*	February 25	February 13
Spring Car Care	March 11	March 4
Spring Home & Garden	April 22	April 10
Mother's Day	May 6	April 24
Pine Bush UFO Festival **	May 13	May 1
Summer Times**	June 17	June 5
Who's Minding the Store?	July 29	July 17
New Windsor Community Day**	August 20	August 14
Harvest Times**	September 16	September 4
Fall Home Improvement	September 30	September 18
Fall Auto Guide	October 21	October 14
Holiday Gift Guide I	November 18	November 6
Holiday Gift Guide II	December 2	November 20
Holiday Gift Guide III	December 9	November 27
Holiday Gift Guide IV	December 16	December 4
Holiday Greetings	December 23	December 11

Additional sections to be announced!

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

** Booklet. Special rates apply



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