

Advertising Rates - Minimum Size 2 col. x2" or 4"

	Open
Hi-Lites	\$8.00/inch
Seneca County Area Shopper	\$6.50/inch
Both Editions	\$14.00/inch



Premium Rates - Includes Full Color

Front Page Specs: 8.5" W x 13.5" L

	Open	13 issues
HI-LITES		
Front Cover	\$575	\$525
Back Cover	\$500	\$450
SENECA COUNTY AREA SHOPPER		
Front Cover	\$395	\$375
Back Cover	\$375	\$325
BOTH EDITIONS		
Front Covers	\$900	\$825
Back Covers	\$800	\$725

CLASSIFIED RATES:

10 word.....\$8.00
10¢ each additional word
 Bold50¢ extra
 Border\$1.00 extra
 Large Heading.....\$1.00 extra

MECHANICALS

HI-LITES
 6 Col. Tabloid 15 3/4" length
 96" Column inches per page

SENECA COUNTY AREA SHOPPER
 6 Col., Tabloid 15 3/4" Length
 96" Column inches per page.

COLOR CHARGES

According to size

PRE-PRINTED INSERTS

SIZE: Pre-printed material must not exceed 8-1/2"x11" folded. If material needs to be folded to fit, and extra charge per thousand will be added.

RATES:

Full Circulations 8500 copiesFull Year.....\$45M
 Partial Circulation 1000 copies....Full Year.....\$65M

Full Circulation 8500 copies.....26-51 Weeks ..\$55M
 Partial Circulation 1000 copies....26-51 Weeks ..\$75M

Full Circulations 8500 copies.....1-25 Weeks.....\$65M
 Partial Circulation 1000 copies min1-25 Weeks ..\$85M

Reach Every Home Between The Lakes!!

Hi-Lites

Deadline 12:00pm Thursday

217 N. Franklin Street
 Watkins Glen, NY 14891
 607-535-9866 • Fax 607-535-2939
 e-mail: ads@hilites.net;
 website: www.hilites.net



SENECA COUNTY AREA SHOPPER

Deadline 12:00pm Thursday

1885 Route 96A
 Ovid, NY 14521
 607-869-4091 • Fax 607-869-9851
 Email: shopperads@zoom-dsl.com
 website: www.scashopper.com



HI-LITES ZONE

Alpine, NY
 Beaver Dams, NY
 Burdett, NY
 Cayuta, NY
 Hector, NY
 Mecklenburg, NY
 Millport, NY
 Montour Falls, NY
 Odessa, NY
 Reading Center, NY
 Rock Stream, NY
 Watkins Glen, NY
 Bulk Drop Locations

ZIP CODES

14805
 14812
 14818
 14824
 14841
 14863
 14864
 14865
 14869
 14876
 14878
 14891

CIRCULATION

472
 1360
 833
 299
 415
 70
 564
 1299
 603
 75
 315
 2172
 523
 9000

SENECA COUNTY

AREA SHOPPER ZONE

Fayette, NY
 Romulus, NY
 Ovid, NY
 Hector, NY
 Lodi, NY
 Interlaken, NY
 Seneca Falls, NY
 Waterloo, NY
 Willard, NY
 Trumansburg, NY
 Bulk Drop Locations

13065
 14541
 14521
 14841
 14860
 14847
 13148
 13165
 14588
 14886

95
 1035
 1235
 80
 540
 1110
 2042
 2170
 85
 2479
 529
 11,400

**Total Combined USPS Mail Circulation:
 20,400**

Revised 08/2016

Column Width Information

1 column	9.5 picas	1-9.16 inches
2 column	20 picas	3-5/16 inches
3 column	30 picas	5 inches
4 column	41 picas	6-7/8 inches
5 column	51.5 picas	8-1/2 inches
6 column	62 picas	10-1/4 inches
Full Page	6 column x 16 inches	



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.

Bringing advertisers and
their customers together.



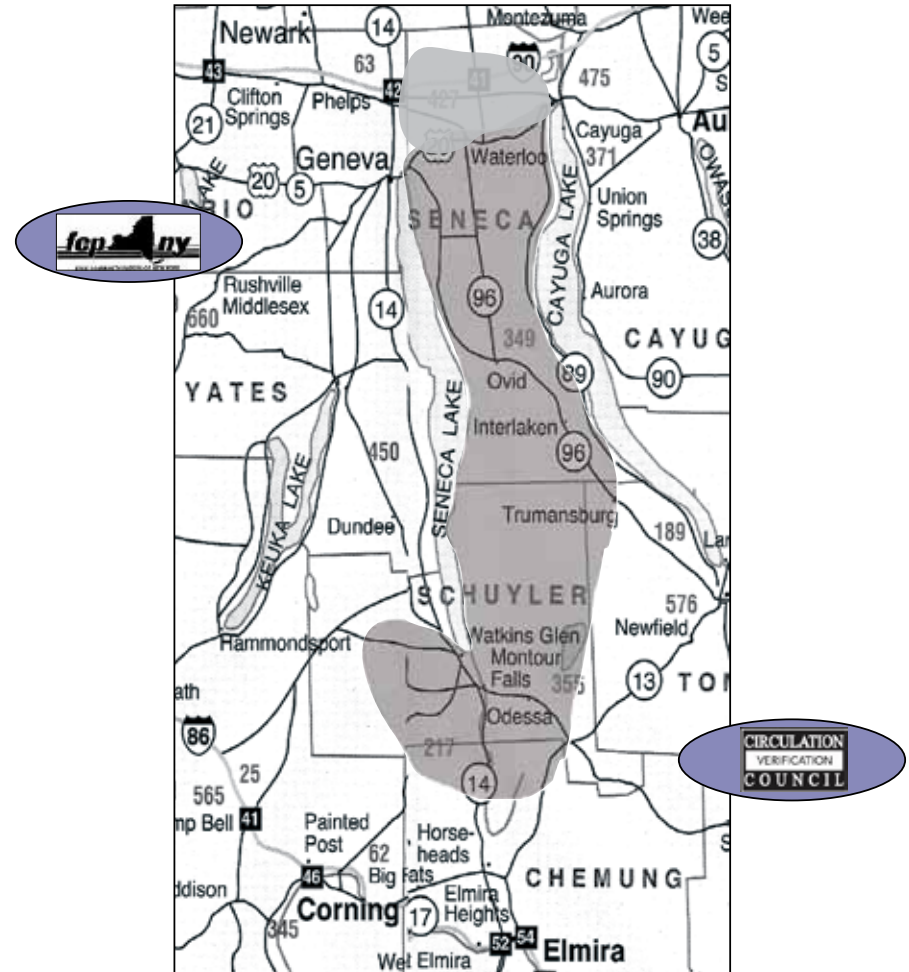
Hi-Lites

and  **SENECA COUNTY AREA SHOPPER**

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Serving The Heart of The Finger Lakes for over 60 Years!



Hi-Lites

SENECA COUNTY AREA
SHOPPER

Publication Day:
Monday
DEADLINE: THURSDAY 12:00PM

Publication Day:
Monday
DEADLINE: THURSDAY 12:00PM

