

Hi-Lites

Combo

SENECA COUNTY AREA
SHOPPER**Advertising Rate**
(per column inch)

\$8.25

\$14.00

\$7.50

Premium Rates
(includes full color)
OPEN\$575
Front Cover
\$500
Back Cover\$950
Front Cover
\$850
Back Cover\$450
Front Cover
\$400
Back Cover**Premium Rates**
(includes full color)
13 ISSUES\$525
Front Cover
\$450
Back Cover\$875
Front Cover
\$725
Back Cover\$400
Front Cover
\$350
Back Cover**Color Charge According to size - Check for availability****Classified/Reader Ad Rates**

First 10 Words \$9.00
 Each Additional Word 10¢
 Bold 50¢
 Border \$1.00
 Larger Heading \$1.00

6 Columns Tabloid - 15 3/4" Length
96 Column Inches Per Page

Inserts

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

Rates:

Full Circulation (8,500 Copies)..... Full Year\$45(per thousand)
 Partial Circulation (1,000 Copies)... Full Year\$65(per thousand)

Full Circulation (8,500 Copies)..... 26-51 Wks..\$55(per thousand)
 Partial Circulation (1,000 Copies)... 26-51 Wks..\$75(per thousand)

Full Circulation (8,500 Copies)..... 1-25 Wks\$65(per thousand)
 Partial Circulation (1,000 Copies)... 1-25 Wks\$85(per thousand)

Camera Ready Artwork

Print-ready artwork supplied on a usb drive or email should be in PDF, JPG or TIFF format.

Please ensure that all fonts and images are embedded and that the correct dimensions are used.

Display Advertising Design

Should you require a display advert to be designed, please contact us to discuss requirements and a quote.

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.

SCA Shopper Deadline: Friday at 3pm

Hilites Deadline: Friday at 3pm

Column Width Information

1 column...9.5 picas.....1.5625"
 2 column ...20 picas3.3125"
 3 column ...30 picas.....5"
 4 column ...41 picas.....6.875"
 5 column ...51.5 picas8.5"
 6 column ...62 picas10.25"

Rate Card

2023



Hi-Lites
OF SCHUYLER COUNTY

217 N. Franklin Street, Watkins Glen, NY 14891
 P: 607-535-9866 • F: 607-535-2939
 hilites217@gmail.com • www.HiLites.net

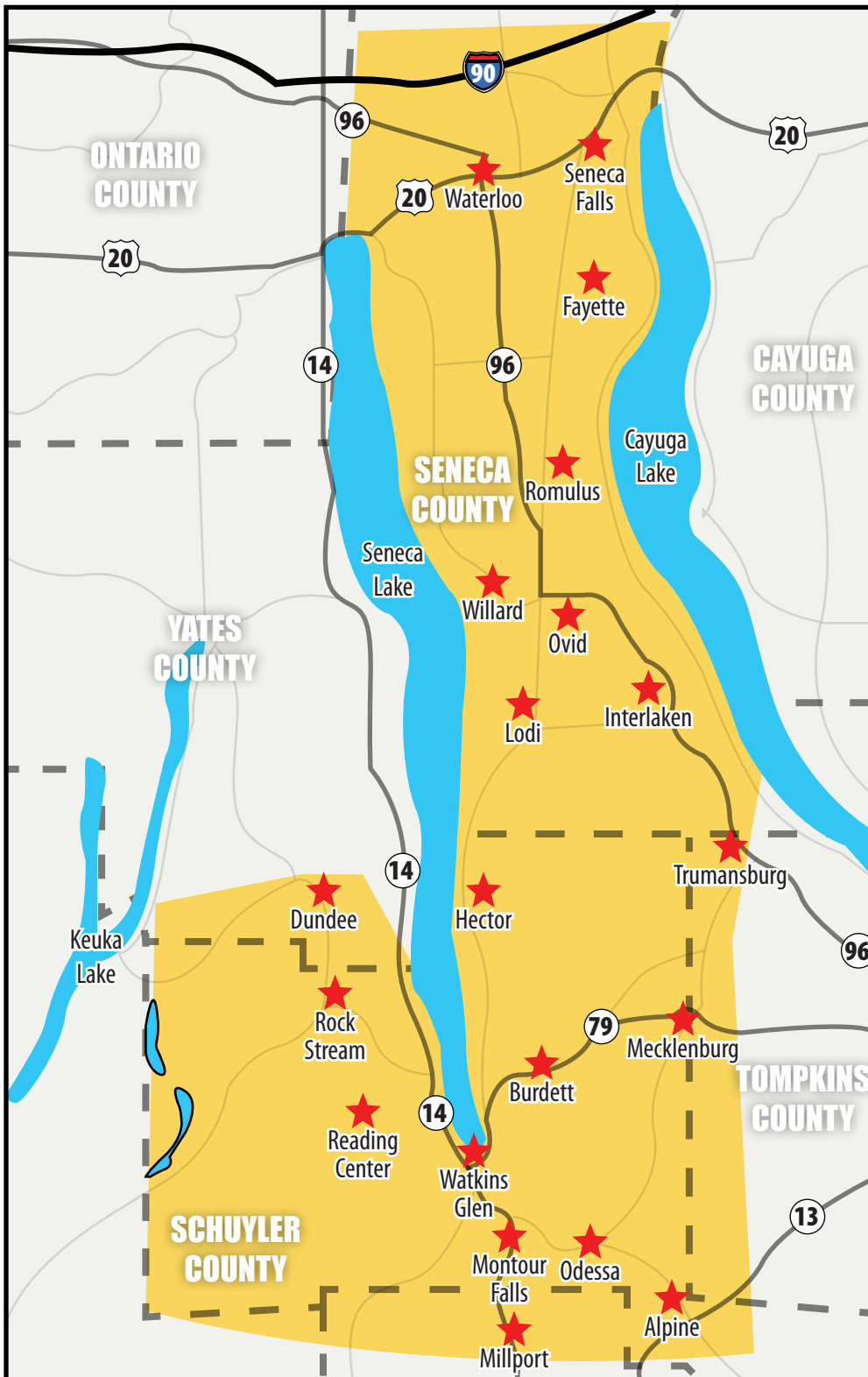
SENECA COUNTY AREA
SHOPPER

1885 Route 96A, Ovid, NY 14521
 P: 607-869-4091 • F: 607-869-9851
 scashopper1885@gmail.com • www.scashopper.com

Serving the heart of the Finger Lakes for over 60 years!



Reach Every Home Between the Lakes!



SENECA COUNTY AREA SHOPPER

Zone	Zip Code	Circulation
Fayette, NY	13065	15
Hector	14841	80
Interlaken, NY	14847	1,125
Lodi, NY	14860	500
Ovid, NY	14521	1,225
Romulus, NY	14541	1,035
Seneca Falls, NY	13148	1,925
Trumansburg, NY	14886	2,470
Waterloo, NY	13165	1,900
Willard, NY	14588	50
TOTAL before drop		10,325
Bulk Drop Locations		575
TOTAL		10,900

Hi-Lites

Zone	Zip Code	Circulation
Alpine, NY	14805	475
Beaver Dams, NY	14812	1,370
Burdett, NY	14818	750
Hector, NY	14841	325
Mecklenburg, NY	14863	25
Millport, NY	14864	550
Montour Falls, NY	14865	1,225
Odessa, NY	14869	600
Reading Center, NY	14876	25
Rock Stream, NY	14878	300
Watkins Glen, NY	14891	2,250
TOTAL before drop		7,895
Bulk Drop Locations		405
TOTAL		8,300

Please call for yearly
discounted rates
and special promotions!

**Total Combined
USPS Mail Circulation
18,220**