

	<i>Hi-Lites</i>	Combo	SENECA COUNTY AREA <b>SHOPPER</b>
<b>Advertising Rate</b> <i>(per column inch)</i>	<b>\$8.50</b>	<b>\$15.00</b>	<b>\$7.50</b>
<b>Premium Rates</b> <i>(includes full color)</i> <b>OPEN</b>	<b>\$575</b> Front Cover <b>\$500</b> Back Cover	<b>\$950</b> Front Cover <b>\$850</b> Back Cover	<b>\$450</b> Front Cover <b>\$400</b> Back Cover
<b>Premium Rates</b> <i>(includes full color)</i> <b>13 ISSUES</b>	<b>\$525</b> Front Cover <b>\$450</b> Back Cover	<b>\$875</b> Front Cover <b>\$725</b> Back Cover	<b>\$400</b> Front Cover <b>\$350</b> Back Cover
<b>Color Charge According to size - Check for availability</b>			
<b>Classified/Reader Ad Rates</b>			
<b>First 10 Words ..... \$9.00</b>			
Each Additional Word ..... 10¢			
Bold ..... 50¢			
Border ..... \$1.00			
Larger Heading ..... \$1.00			
<b>6 Columns Tabloid - 15 3/4" Length</b>			
<b>96 Column Inches Per Page</b>			
<b>Inserts</b>			
<b>Size:</b> 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			
<b>Rates:</b>			
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**

<b>Column Width Information</b>	
1 column....	9.5 picas.....1.5625"
2 column ...	20 picas .....3.3125"
3 column ...	30 picas.....5"
4 column ...	41 picas.....6.875"
5 column ...	51.5 picas ....8.5"
6 column ...	62 picas .....10.25"

# Rate Card 2024



*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

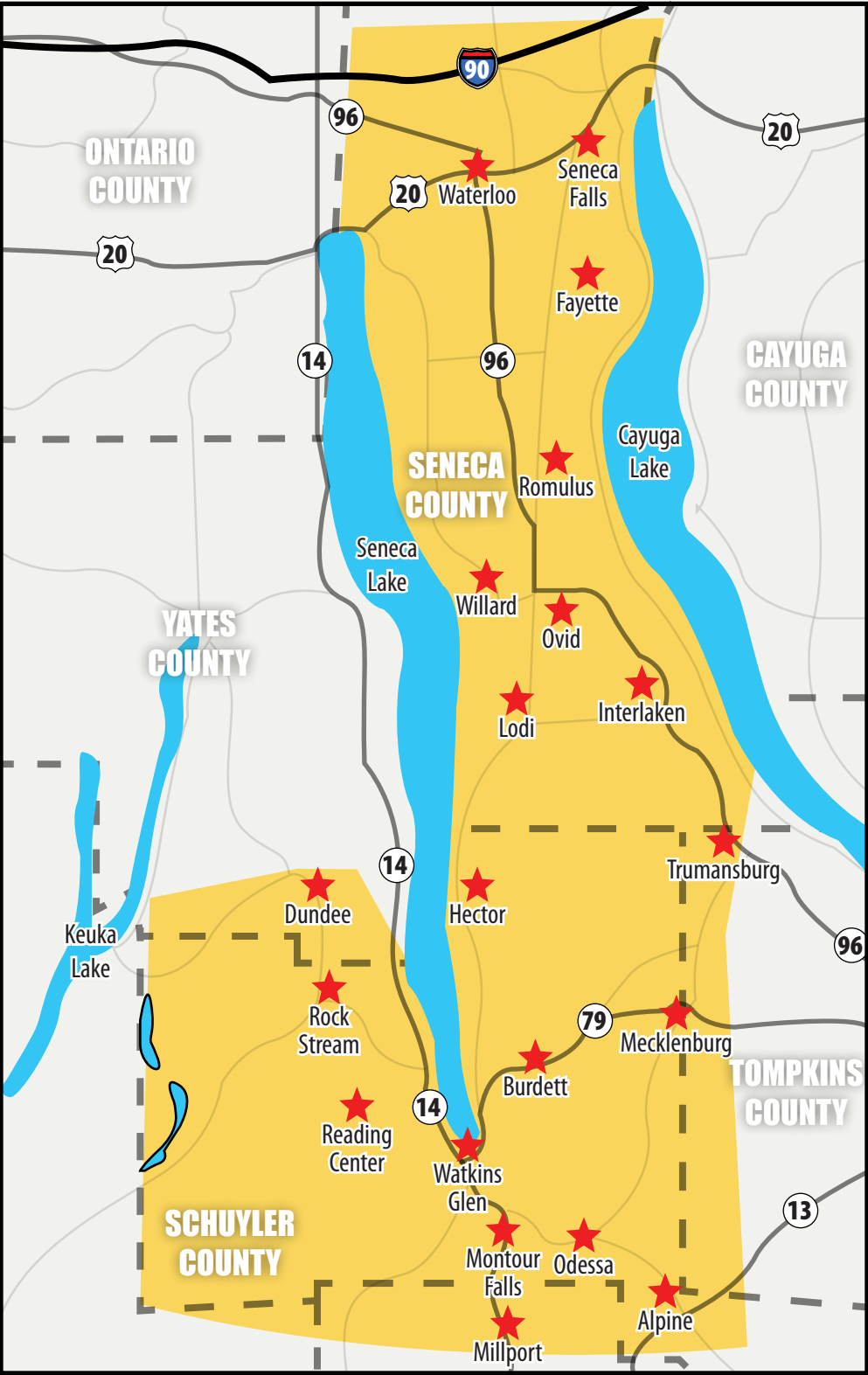
SENECA COUNTY AREA  
**SHOPPER**

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	985
Seneca Falls, NY	13148	1,810
Trumansburg, NY	14886	2,450
Waterloo, NY	13165	1,900
Willard, NY	14588	50
<b>TOTAL before drop</b>		<b>10,140</b>
Bulk Drop Locations		560
<b>TOTAL</b>		<b>10,700</b>

*Hi-Lites*

Zone	Zip Code	Circulation
Alpine, NY	14805	475
Beaver Dams, NY	14812	1,335
Burdett, NY	14818	700
Hector, NY	14841	325
Mecklenburg, NY	14863	25
Millport, NY	14864	550
Montour Falls, NY	14865	1,250
Odessa, NY	14869	575
Reading Center, NY	14876	25
Rock Stream, NY	14878	300
Watkins Glen, NY	14891	2,250
<b>TOTAL before drop</b>		<b>7,810</b>
Bulk Drop Locations		390
<b>TOTAL</b>		<b>8,200</b>

Please call for yearly discounted rates and special promotions!

**Total Combined  
USPS Mail Circulation  
17,950**