TIMES
HUDSON VALLEY MEDIA

THE LOCAL NEWS THAT MATTERS TO YOU.

TIMES COMMUNITY NEWSPAPERS

THE HUDSON VALLEY'S MOST HONORED WEEKLY NEWSPAPER GROUP.

HONORED BY THE NATIONAL NEWSPAPER ASSOCIATION AND THE NEW YORK PRESS ASSOCIATION FOR GENERAL EXCELLENCE

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

TIMES
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Contact Us:
Times Community Newspapers
300 Stony Brook Court
Newburgh, NY 12550

Phone: (845) 561-0170
Fax: (845) 561-3967
advertising@tcnewspapers.com
www.timeshudsonvalley.com

HUDSON VALLEY

TIMES COMMUNITY FAMILY OF NEWSPAPERS

The Times Community Newspapers of the Hudson Valley have been serving the local communities for more than 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

Wallkill Valley Times

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

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

MID HUDSON TIMES

Mid-Hudson Times

Serving the City and Town of Newburgh and New Windsor

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

SOUTHERN ULSTER TIMES

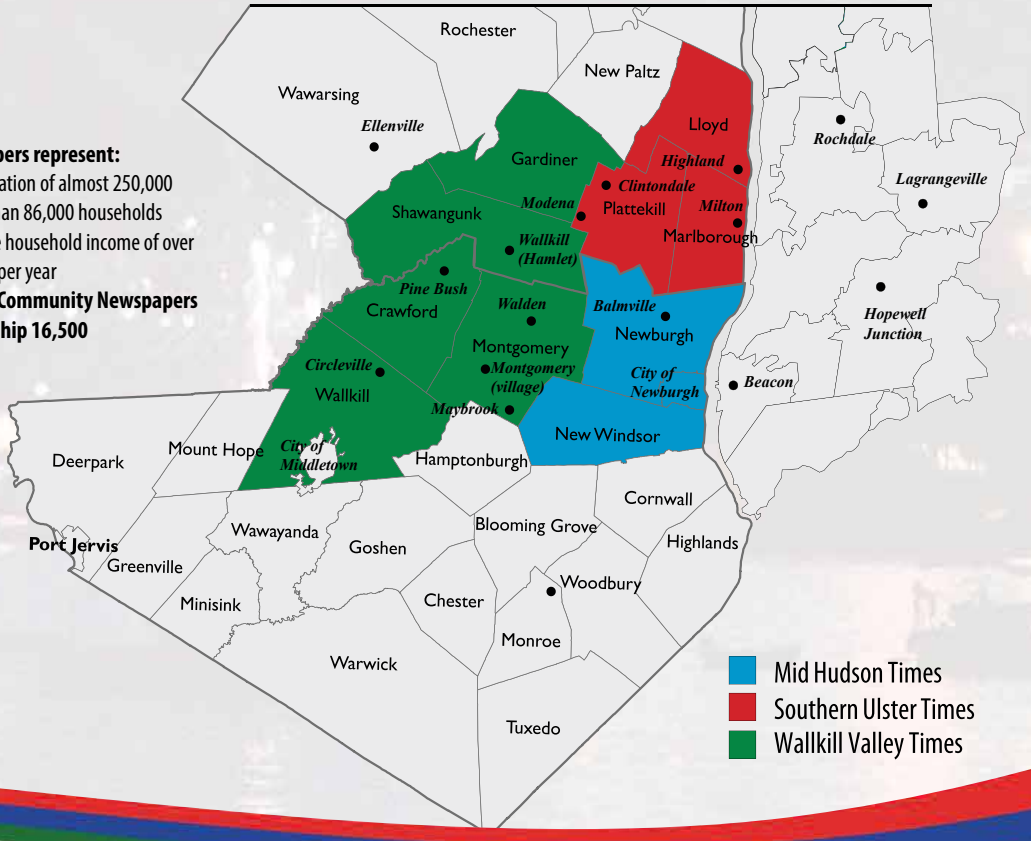
Southern Ulster Times

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

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

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 16,500**



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RATE CARD

Publisher:
Carl J. Aiello

Representatives:
New York Press Service
621 Columbia St. Ext.
Cohoes, NY 12047
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
4 column/inches color ..... $125.00 per/month

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 $50

Pre-printed Inserts ..... Cost per 1,000 - per insertion

10,000 inserts needed for full circulation

SIZE	OPEN	6X	12X	24X	52X	SIZE	OPEN	6X	12X	24X	52X
8.5"x11"	$50	$47	$44	$42	$40	16p tab	$66	$63	$60	$58	$56
4 p tab	$54	$50	$46	$44	$42	20p tab	$70	$67	$65	$63	$61
8p tab	$56	$53	$50	$48	$46	24p tab	$75	$73	$70	$68	$66
12p tab	$60	$57	$54	$52	$50	Odd sizes	$84	$80	$77	$76	$75

Must meet Periodicals postal requirements
Must not be designed for mailing
Deadline: Friday preceding publication

Delivery address for all inserts:
Wallkill Valley Times c/o, 20 Smith Road,
Middletown, NY 10941

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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"

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, 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, 12551, 12552, 12553, 12518, 12584, 12589

Southern Ulster Times
Established: 2003
Price: $1.00 per issue
Audit: PO
Paid: Call for latest figures Zip Codes:
12515, 12528, 12542, 12547, 12548, 12568

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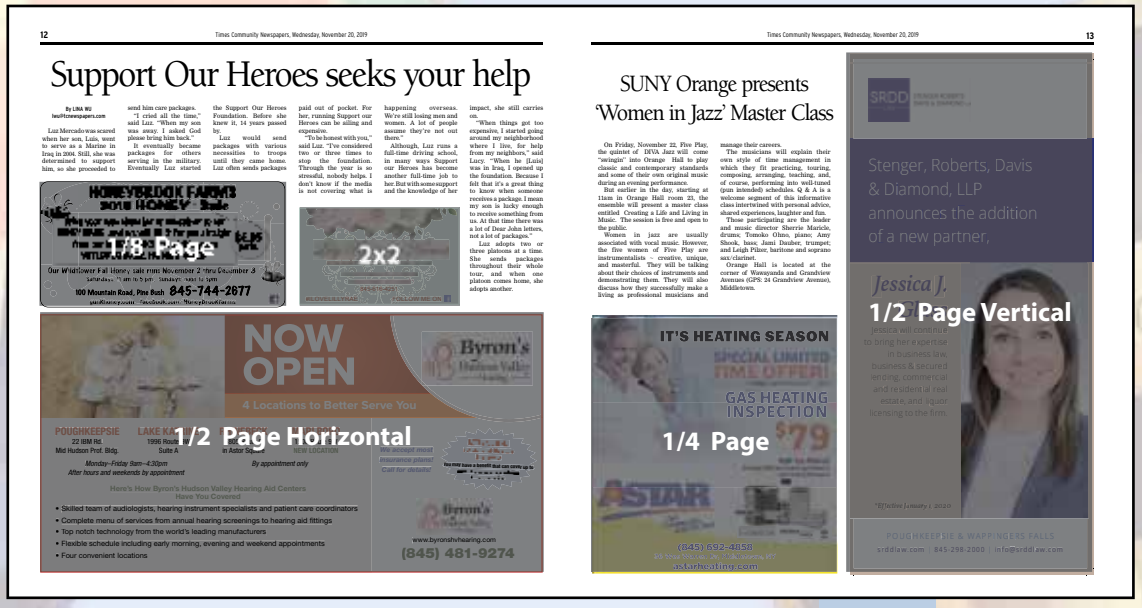
POPULAR AD SIZES

	Advertise in 1 Paper	Advertise in 2 Papers	Advertise in all 3 papers (no contract, open rate)
1/8 Page (5" w x 2.625" h)	$78.75	$86.63	$94.50
1/4 Page (5" w x 5.375" h)	$161.25	$177.38	$193.50
1/2 Page Horizontal (10.25" w x 5.375" h)	$322.50	$354.75	$387.00
1/2 Page Vertical (5" w x 11" h)	$330.00	$363.00	$396.00
Full Page (10.25" w x 11" h)	$660.00	$726.00	$792.00

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.



EXAMPLE

BANNER SPECIAL

GUARANTEE YOUR AD TO BE SEEN!

Includes free online banner!

Front Page Banner Special. Place your advertisement on the front page of our print editions for a week. There is no better spot in the paper.

1 paper	**$570**
2 papers	**$620**
3 papers	**$670**

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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.

PACKAGE A $75/week

$25/week combined with print ad

- Top tier ad location featured on every page
- Top tier mobile location on every page
- Multiple zones throughout the site 728x90, fallback mobile 300x100 Available with png, jpeg w/ link In-house gif creation: +$25

PACKAGE B $65/week

- Top/Middle Tier ad location on all stories
- Low tier mobile location on every page
- Multiple zones throughout the site 300x250 (Double price for 300x600)

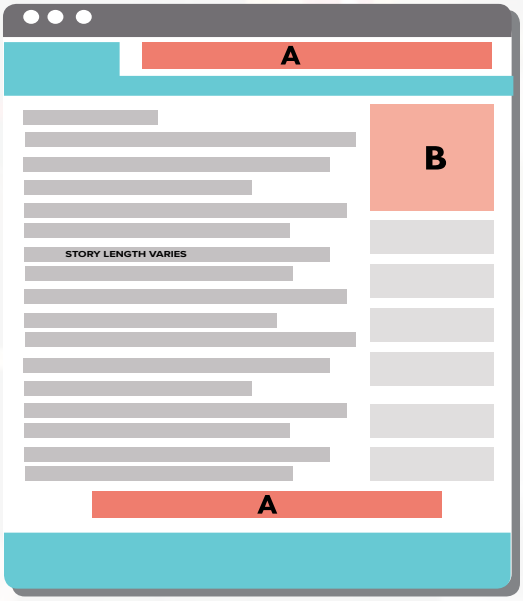
Available with png, jpeg w/ link, Customer-supplied video
In-house gif creation:+$25

PACKAGE C $60/week

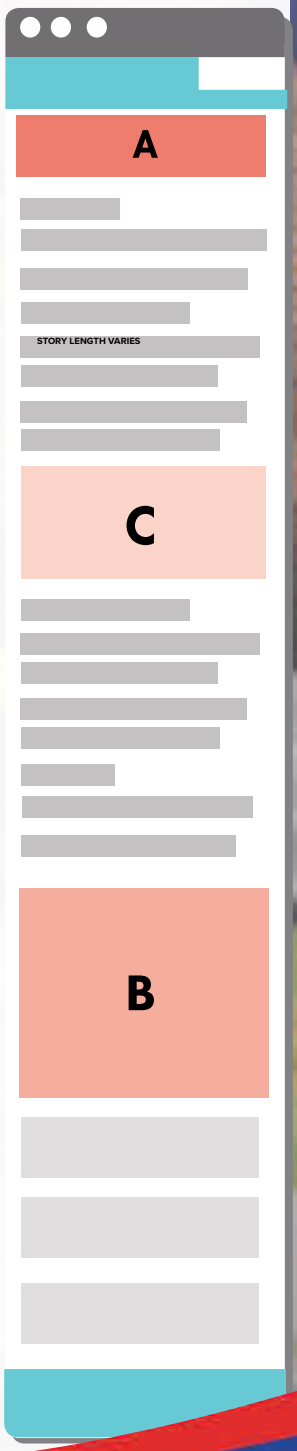
- Mobile Only
- Middle of story location 300x250

Available with png, jpeg w/ link, Customer-supplied video
In-house gif creation:+$25

DESKTOP AD ZONES



MOBILE AD ZONES



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HEALTH MATTERS

Yoga

Learn Yoga

All levels are welcome. In all classes. whether you have practiced yoga for years or have never tried it, Yoga on the Wallkill will meet your needs. Each class includes: centering meditation, breath work, yoga exercises, and deep relaxation.

Weight loss

Physician-Supervised Weight Loss Program

At FirstCare, we've designed a program that is highly effective and guaranteed to work if followed correctly. Large amounts of weight can be lost in a short period of time, and keep the weight off for a lifetime.

Physical therapy

...to Feeling Your Best

ONLINE ADVERTISING MATTERS

It's new. It's simple. It's affordable.

Reach your target audience right where they're looking

We'll put your ad right next to the stories your potential customers are reading – on designated pages of the Wallkill Valley Times, Mid Hudson Times and Southern Ulster Times, with themed articles.

Our themes include: **Health, Pets, Family and Food**. This is offers a higher chance of visibility and specified target marketing.

Put your ad right where your prospects are reading for as little as $25 per month!

RUN LENGTH	MONTHLY	TOTAL	PRELAUNCH BONUS
Monthly	$30	$30*	Get 2 WEEKS FREE!
3 months	$28.50	$85.50**	Get 1 MONTH FREE!
6 months	$27	$162**	Get 2 MONTHS FREE!
12 months	$25	$300**	Get 3 MONTHS FREE!

* Auto billed each month
** Paid in advance

Go to our website to view or place an ad.

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SPECIAL SECTIONS 2020

Targeted Advertising

Throughout the year, Times Community Newspapers offers special advertising sections. Take advantage of these highly-targeted and more comprehensive look at specific subjects, such as Home Improvement, 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
Financial Planner	January 15	January 10
*AD PAGES: "The Big Game"	January 29	January 24
*AD PAGES: Valentine's Day	February 5	January 31
Wallkill Valley Almanac booklet	February 26	February 19
*AD PAGES: St. Patrick's Day	March 11	March 6
Women Today	March 25	March 18
*AD PAGES: Easter	April 8	April 3
Spring Home & Garden	April 22	April 17
*AD PAGES: Cinco de Mayo	April 29	April 24
*AD PAGES: Mother's Day	May 6	May 1
KIDS	May 20	May 15
**AD PAGES: Memorial Day	May 27	May 22
*AD PAGES: Father's Day	June 10	June 5
Summer Times	June 24	June 17
**AD PAGES: Salute to Graduates	July 1	June 26
Life After 50	July 8	July 2
All About Us: Business Profile	July 29	July 24
New Windsor Community Day booklet	August 19	August 14
Back to School	August 26	August 21
Fall Home Improvement	September 16	September 11
Walden Harvest Festival booklet	September 23	September 18
**AD PAGES: National 4-H Week	October 7	October 2
PETS	October 28	October 23
Salute to Veterans	November 11	November 6
Holiday Gift Guide I	November 25	November 20
Holiday Gift Guide II	December 2	November 25
Holiday Gift Guide III	December 9	December 4
Holiday Gift Guide IV	December 16	December 11
*AD PAGES: Holiday Greetings	December 23	December 18
*AD PAGES: New Year's Eve Dinig & Ent.	December 30	December 23

*2x3 ads under a common banner. $75 each.
** Sponsorship page. Single line listing for $25.

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Summer Times

The Times will publish its annual SUMMER TIMES booklet, highlighting summer fun in the Hudson Valley. Inside you will find summer entertainment, recreation, special events, as well as accommodations, dining, wineries, farmer's markets shopping and more.

The SUMMER TIMES is published in a convenient booklet format. In addition to appearing in each of our three weekly newspapers, additional copies will be distributed at locations throughout the Hudson Valley.

To advertise call 845-561-0170
or email
advertising@tcnewspapers.com

Publication date: Wednesday June 24, 2020
Advertising Deadline: June 17, 2020

Times Community Newspapers of the Hudson Valley:
WALLKILL VALLEY TIMES: Serving Walden, Maybrook, Montgomery, Wallkill, Gardiner, Pine Bush, Crawford, Shawangunk and Mamakating
MID HUDSON TIMES: Serving the city and Town of Newburgh, New Windsor and Vails Gate
SOUTHERN ULSTER TIMES: Serving the towns of Lloyd, Marlborough, Plattekill; Milton, Highland and Modena

AD PRICING (BLACK & WHITE)

Full Page: 7" x 9.25"	$470
Half Page: 7" x 4.5"	$240
Quarter Page: 3.375" x 4.5"	$125
Business Card: 3.375" x 2"	$70

Ask about adding color to your ad

Back Cover COLOR	$700
Inside Front Cover COLOR	$650
Inside Back Cover COLOR	$650

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