

NORTH COUNTRY THISWEEK Advertising Rates

1. PERSONNEL

315-265-1000

Editor & Publisher.....Bill Shumway, Ext. 21
Advertising Consultants..... John Basham, Ext. 25
Amanda Hitterman, Ext. 34
Lindsay Walrath, Ext. 33
Production Manager.....Cathy Whalen, Ext. 32
Production Associate.....Debbie Morgan, Ext. 35
Production Associate.....Julie Spadaccini, Ext. 22
Classifieds / Accts. Rec.....Georgia Schiavone Ext. 23
News Editor.....Jimmy Lawton, Ext. 26
Assistant Editor/Reporter.....Paul Mitchell, Ext. 24
Assistant Editor/Reporter.....Matt Lindsey, Ext. 31
Assistant Editor/Reporter.....Jeff Chudzinski, Ext. 36
Assistant Editor/Reporter.....Adam Atkinson, Ext. 28
Assistant Editor/Reporter.....Josh Davis, Ext. 64
Circulation Supervisor.....Mike Marino, Ext. 29

2. POLICIES, CONDITIONS

■ Payment in advance is required of all advertisers until credit can be established.
■ Accounts are due net 30 days from billing date. Accounts unpaid over 30 days are subject to loss of advertising privileges, loss of discounts and the imposition of a 1.5% monthly (18% annual) finance charge.
■ In the event of an error in publication of an advertisement, publisher will be liable only to the extent of the space in which the actual error appeared.
■ North County This Week reserves the right to reject or cancel any advertisement for any reason at any time.
■ It is understood that North County This Week has "exclusive ownership" of all text, drawings and photographs, including design and layout created or produced by its staff. The advertiser will not permit use of the above mentioned creative services to any other media without expressed written consent.

3. AD DIMENSIONS

5 columns by 16 inches deep, traditional Standard Advertising Unit (SAU) tabloid. Column widths:

1 column2.014 inches
2 columns4.208 inches
3 columns6.417 inches
4 columns8.611 inches
5 columns10.836 inches

All column widths are pre-publication measurements. To accommodate press capacity, all widths are reduced 4% upon publication.

4. DEADLINES

• **Potsdam-Canton Edition:** 10 a.m. Tuesday prior to publication. All ads requiring color or proofs should be submitted by Noon, Monday. Paper is dated for Friday.

• **Massena-Ogdensburg Edition:** 10 a.m. Wednesday prior to publication. All ads requiring color or proofs should be submitted by 5 p.m. Tuesday. Paper is dated for Saturday.

• **Holidays that fall on weekdays** sometimes cause deadlines to be moved 24 hours earlier.

5. DISPLAY ADVERTISING RATES

• Potsdam-Canton Friday Edition -- Rates Per Column Inch

Inches Per Week	Open Rate	6-Time Rate	Economy Rate	Annual Rate
2 - 7	12.70	11.85	11.55	11.10
8 - 19	12.05	9.85	9.60	9.30
20 - 39	11.20	9.60	9.40	8.70
40 & up	10.60	9.15	8.95	8.25

• Massena-Ogdensburg Saturday Edition -- Rates Per Column Inch

Inches Per Week	Open Rate	6-Time Rate	Economy Rate	Annual Rate
2 - 7	8.15	7.65	7.40	7.15
8 - 19	7.65	7.40	7.20	6.95
20 - 39	7.40	7.20	7.05	6.55
40 & up	7.15	6.85	6.70	6.20

• Both Editions -- Rates Per Column Inch

Inches Per Week	Open Rate	6-Time Rate	Economy Rate	Annual Rate
2 - 7	16.30	15.30	14.80	14.30
8 - 19	15.30	14.75	14.40	13.90
20 - 39	14.80	14.40	14.10	13.05
40 & up	14.30	13.70	13.40	12.35

To qualify for 6-Time Rate, place 6 ads of any size within 12-week period. To qualify for Economy Rate, advertiser must either run 26 ads of any size during a 52-week period or run ads for 13 consecutive weeks. To qualify for Annual Rate, advertiser must have successfully completed a 6-Time or Economy Rate contract and agree to advertise in all issues during next 52 weeks. All Rates Per Insertion.

BULK RATES PER COLUMN INCH

The following rates apply for advertisers who wish to be charged based on total advertising volume within a 52-week period.

Inches Per Year	Pots.-Canton Edition	Mass.-O'Burg Edition	Both Editions
300 - 500	\$9.90	\$7.40	\$14.80
551 - 1000	\$9.70	\$7.25	\$14.50
1001 - 1500	\$9.20	\$6.90	\$13.80
1501 - 2000	\$8.65	\$6.50	\$12.95
2001 - 2500	\$8.20	\$6.15	\$12.30
2501 - 3000	\$7.85	\$5.90	\$11.75
3000+	\$7.35	\$5.50	\$11.00

Rate guaranteed for 12 months from date of contract signing. Failure to fulfill contract will result in rebilling of ads purchased at earned or open rate.

DISCOUNTED RATES WITH NO COPY CHANGES

At least 6 ads must be scheduled within 12-week period.

Inches Per Week	Pots.-Canton Edition	Mass.-O'Burg Edition	Both Editions
2 - 7	\$9.90	\$7.15	\$14.30
8 - 19	\$8.25	\$6.20	\$12.35
20 - 39	\$8.00	\$6.00	\$12.00
40 or more	\$7.60	\$5.70	\$11.40

RELIGIOUS & CIVIC ORGANIZATIONS

- Potsdam-Canton Edition: \$8 per column inch
- Massena O'Burg Edition: \$6.75 per column inch
- Both Editions: \$12 per column inch

BOTTOM OF FRONT PAGE ADVERTISEMENTS

All ads 1 inch tall by 5 columns wide. Limited availability.

- Potsdam-Canton Edition\$100.00
- Massena-Ogdensburg Edition.....\$75.00

TOP OF FRONT PAGE 'STICKER' ADS

3- by 3-inches printed in color directly on top right-hand corner of front page.

- **1-5 Ads Per Year:** \$750 for Potsdam-Canton edition, \$562 for Massena-Ogdensburg, \$1,124 for both editions.
- **6+ Ads Per Year:** \$639 for Potsdam-Canton edition, \$479 for Massena-Ogdensburg, \$958 for both editions.
- **Political Ads not accepted**

GUARANTEED PLACEMENT

10% additional to guarantee placement of black and white ads, \$195 additional for color ads.

COMMISSIONS

Rates non-commissionable. Agencies add .1765%.

6. COLOR RATES

Color Adds Extra Attention To Your Ad!

Process or Spot Color: (Limited Availability)

- \$195 per page additional
- Color is also available for \$4 additional per inch
 - Minimum color charge: \$28 additional

7. INSERT RATES

Rates per 1,000 copies:

Inserts per year	Single Sheet	4-12 Pages	13-24 Pages	24-48 Pages	48-72 Pages	72+ Pages
1-5	\$49	\$59	\$63	\$67	\$72	\$76
6-12	\$46	\$56	\$59	\$62	\$68	\$72
13-25	\$45	\$54	\$56	\$59	\$65	\$68
26+	\$44	\$52	\$54	\$56	\$62	\$66
Zoning charge (zones less than 10,400 papers) ... \$5						
Folding charge						
(for inserts which exceed 8 1/2 x 11 inches) \$8						

8. FIND IT, FIX IT DIRECTORY

A low-cost, way to keep your business name in front of thousands of potential customers. All ads are 2 inches wide. Four sizes are available -- Ads feature a variety of typefaces, borders and graphic designs. Limit 20 words per inch.

**INCLUDES BOTH
POTSDAM-CANTON & MASSENA-OGDENSBURG
EDITIONS**

	8 weeks - 13 weeks	13 weeks - 26 weeks	26 weeks - 52 weeks
1 inch tall	\$18	\$16	\$15
2 inches tall	\$26	\$24	\$23
3 inches tall	\$35	\$32	\$30
4 inches tall	\$42	\$39	\$36

9. SPECIAL SERVICES

With hundreds of typefaces and an extensive library of art to work with, our experienced typesetting and layout staff is glad to produce advertising layouts at no additional charge.

North Country This Week can also provide typesetting and layout for tabloid inserts and one-page fliers. Please ask for pricing and additional information.

10. CLASSIFIED RATES

All Reader Ads Appear On NorthCountryNow.com At No Additional Charge!

REGULAR RATES - Includes BOTH Editions

- \$10 per week for first 10 words
- 25¢ for each additional word
- \$2 for bold-face, capitalized line (max. 25 characters)
- Run same ad 3 consecutive weeks, get fourth ad free
- Logo up to 1/2 inch tall, \$10 additional per week
- Blind box service, \$15 additional per week

SPECIAL OFFERS

- Autos, Trucks, SUVs, Vans & Boats for Sale; Items for Sale: Pay for two weeks, get 8 more weeks free.
- FREE ads: Lost & Found and Free Items to give away.

EMPLOYMENT ADS

- All employment reader ads run in BOTH editions, providing more coverage in Massena, Ogdensburg, Potsdam & Canton than any other paper! \$18 for the first 10 words plus 25¢ for each additional word. Run same ad 3 consecutive weeks, get fourth ad free.

GARAGE SALE ADS

- \$12 for one-inch tall ads, \$17 for two-inch tall ads, \$22 for three-inch tall ads and \$26 for four-inch tall ads. All ads two inches wide.

DISPLAY ADS

- Real Estate and Auction ads may be posted on NorthCountryNow.com for an additional \$6 per week.
- Scheduled Employment ads may be posted on NorthCountryNow.com within 24 hours of approval for an additional \$15 per week

11. WEBSITE

NORTHCOUNTRYNOW.COM

North Country This Week hosts NorthCountryNow.com, St. Lawrence County's most-viewed local news and information website. The site receives more than 2 million page views a month. Please call 315-265-1000 or e-mail ThisWeek@NorthCountryNow.com for information about banner advertising.

12. CIRCULATION

North Country This Week is a controlled circulation paper audited by Circulation Verification Council (CVC) with total circulation of 16,460 plus xxx e-edition copies.

• **The Friday Potsdam-Canton Edition** is home delivered to 6,660 houses and post office boxes in Potsdam, Norwood, Hannawa Falls and West Stockholm with additional copies distributed in Canton, Colton, Norfolk, Madrid, Parishville, Nicholville and DeKalb Junction and Gouverneur. Audited circulation totals 8,703 copies plus 689 e-edition weekly views online at NorthCountryNow.com.

• **The Saturday Massena-Ogdensburg Edition** is distributed in Massena, Ogdensburg, Akwesasne, Louisville, Waddington, Heuvelton, Morristown, Brasher Falls, Winthrop and Lisbon. Audited circulation totals 7,757 including 1,276 mailed copies in Massena plus 998 e-edition weekly views online at NorthCountryNow.com.

CIRCULATION AUDIT BY



13. HISTORY

Founded in 1984, North Country This Week has grown to become the most-read paper in the Greater Potsdam-Canton area. Today, 73% of readers say they frequently purchase products or services advertised in North Country This Week, according to a recent survey conducted by the Circulation Verification Council. The Massena-Ogdensburg Edition began publication in May 2013. Area residents turn to us for local news and info about what is going on in their communities, as well as our helpful day-by-day calendar listings and popular Letters column. Our staff is the most experienced in the market, and can help businesses and organizations develop cost-effective ad campaigns, budgets and layouts. North Country This Week has received numerous awards for design excellence and news reporting from the New York Press Association and also hosts NorthCountryNow.com, St. Lawrence County's most-viewed website for news and information.

Rate card effective March 2025

**NORTH COUNTRY
THISWEEK**

St. Lawrence County's Most-Read Paper!

4 Clarkson Ave., P.O. Box 975, Potsdam, NY 13676 ■ Phone: (315) 265-1000

Fax: (315) 268-8701 ■ E-mail: ThisWeek@NorthCountryNow.com ■ Website: NorthCountryNow.com