

# RIVER REPORTER<sup>COM</sup>

93 Erie Avenue, PO Box 150  
Narrowsburg, NY 12764  
845-252-7414  
[www.riverreporter.com](http://www.riverreporter.com)

Member:  
New York Press Association  
National Newspaper Association

The news source  
for the Upper Delaware  
River Valley, from  
Hancock to Port Jervis  
on both sides of the river.



# Invest in your business — Invest in a growing community

The River Reporter, in its print and online editions, has been the news source for the Upper Delaware River Valley since 1975. A trusted source for community service journalism, the River Reporter is the only news organizations that covers both the Pennsylvania and New York sides of the river.

The Upper Delaware River Region is growing—fast. Realtors in the area cite a massive number of second-home buyers looking to move here year-round, especially since the pandemic.

As young people return to the area to start families and get involved in the community, and new residents move in looking to invest, now is a better time than ever to market to the demographic influx.

If you are looking to support the community, while growing your business, making the River Reporter and riverreporter.com part of your marketing plan is a win-win proposition. Issues are themed and well curated, feature award-winning columnists, thoughtful and diverse opinion and relevant news coverage and public health information.

We're proud of our low advertising rates and our ability to creating a marketing plan for small budgets.

**Check us out today!**

## MARKET STATISTICS\*

### Sullivan County, NY

Population: **77,547**  
Percentage of people 18-65: **54%**  
Median household income: **\$57,426**

### Wayne County, PA

Population: **52,822**  
Percentage of people 18-65: **55.1%**  
Median household income: **\$56,096**

### Pike County, PA

Population: **57,369**  
Percentage of people 18-64: **55.1%**  
Median household income: **\$65,928**

\*Statistics taken from [www.census.gov/quickfacts](http://www.census.gov/quickfacts) on 12/29/2020



# IN PRINT

- Publication is Thursday.
- Advertising deadline is the prior Thursday at 4p.m.
- More than 2,000 copies distributed each week to newsstands and individual subscribers.
- Roughly 70 distribution racks throughout the area.

## LEGAL ADVERTISING

Legal advertising ads are 39.5¢ per line for the first insertion plus a \$10 affidavit fee.

29.5¢ per line for subsequent insertions.

*To place a legal notice, visit [quickadcreator.com](http://quickadcreator.com).*

*Deadline: Thursday prior at 3 p.m.*

## SPONSORED CONTENT

Custom written text and photographs about your business or service.

Prices starting at just \$50

## SERVICE DIRECTORY

\$215 per year for 4 lines.

Additional lines are \$50 each.

Additional \$25 to include logo.

The six-month cost is \$135,

Additional line or logo is \$15.

The three-month cost is \$95.

## CLASSIFIED & REAL ESTATE

Line ads are \$12 minimum for 20 words, 35¢ each additional word.

Display classified ads are 6 column format.

1 col - 1.46"    2 col - 3"    3 col - 4.72"

4 col - 6.36"    5 col - 7.97"    6 col - 9.625"

Deadline: Thursday prior at 2 p.m.

## COLUMN WIDTH SIZES

	Inches
1 column:	2.281"
2 column:	4.729"
3 column:	7.177"
4 column:	9.625"
Full Page Height:	12.5"

**Open Rate:**  
**\$15/column inch**

## DISCOUNTS

6x Discount	5%
13x Discount	10%
26x Discount	15%
52x Discount	20%

**All ads include complimentary color**  
**Discounts unavailable**  
**for political advertisements**

*All camera-ready ads should be supplied in pdf format, CMYK color at a minimum resolution of 300dpi. No crop, trim or bleed.*

## INSERTS

Full circulation

\*\$250 plus 2,400 pre-printed inserts.

\*Price is based on a one page 8.5" x11" insert. An additional surcharge will apply for inserts that are more than one page. (Ask for details. Inserts must be shipped to printing plant.)

***We also can create advertising supplements and inserts that showcase multiple products or services you want to promote.***

# ONLINE

- **420,000 unique users visited Riverreporter.com in the last year.**
- Readers spent about 1:07 on pages.
- More than 8,200 people follow our Facebook page. Over 2,500 follow our Instagram.
- Over 2,000 people subscribe to our twice-weekly email newsletters.
  - Online readers are largely between 35-64 years old.

Acceptable file types  
for digital ads:  
png, jpg, gif

## **TOP BANNER:**

**\$160 per month**

## **SECTION PAGE BANNER:**

**\$120 per month**

Banner size: 728x90 pixels at 72dpi

## **HOME PAGE BOXED AD:**

**\$80 per month**

Banner size: 300x250 pixels at 72dpi

## **WHAT'S OPEN FEATURE**

**\$5 per month basic listing**

**\$10 per month enhanced listing**

## **NEWSLETTER BANNER AD:**

**\$144 for 8 insertions**

size: 564x100 pixels at 72dpi

Single insertion rate: \$25

## **NEWSLETTER SMALL BOXED AD:**

**\$96 for 8 insertions**

size: 264x264 pixels at 72dpi

Single insertion rate: \$15

**Facebook/Instagram Sponsored Posts Available Ask for details**