

6. COLOR RATES

Color Adds Extra Attention To Your Ad!

Process or Spot Color: (Limited Availability)

- \$195 per page additional
- When space permits, color is also available for \$3.50 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	\$14
2 inches tall	\$26	\$24	\$23	\$21
3 inches tall	\$35	\$32	\$30	\$28
4 inches tall	\$42	\$39	\$36	\$33

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

- \$8 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
- Add second edition for just \$5 additional per week (no additional charge for Automotive and Items For Sale ads)

SPECIAL OFFERS

- Autos, Trucks, Vans & Boats for Sale: Pay for two weeks, then ad will run for FREE for up to two months or until it's sold.
- Items for sale under \$100 (price must be included in ad): Pay for one week, get three weeks FREE.
- Items for sale \$100-\$300 (price must be included in ad): Pay for two weeks, get two 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! Ad price is the same as regular rates except \$16 for the first 10 words.

GARAGE SALE ADS

- \$10.25 for one-inch tall ads, \$15.25 for two-inch tall ads, \$19.95 for three-inch tall ads and \$24.50 for four-inch tall ads. All ads two inches wide.

GOODS & SERVICES DIRECTORY

- \$8 per week for first 10 words
- Free heading of your choice, 4-week minimum
- 25¢ for each additional word
- \$2 additional for bold-face, capitalized line (maximum 25 characters)
- 1 free ad with purchase of 8 weeks; 2 free ads with purchase of 13 weeks; 5 free ads with purchase of 26 weeks
- Logo up to 1/2 inch tall, \$10 additional per week
- Run ad in both editions for just \$5 additional per week

DISPLAY ADS

- Real Estate and Auction ads may be posted on NorthCountryNow.com the day of publication 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. WEB SITE

NORTHCOUNTRYNOW.COM

North Country This Week also hosts NorthCountryNow.com, St. Lawrence County's most-viewed local news and information website since 2000. The site receives nearly 3 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).

- **The Friday Potsdam-Canton Edition** is home delivered to 6,325 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 10,501 copies -- 9,673 in print plus 828 e-edition copies viewed online at NorthCountryNow.com.
- **The Saturday Massena-Ogdensburg Edition** is distributed in Massena, including 1,385 mailed copies, Ogdensburg, Akwesasne, Louisville, Waddington, Heuvelton, Morristown, Brasher Falls, Winthrop and Lisbon. Audited circulation totals 8,490 -- 7,882 in print plus 608 e-edition copies viewed 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, 80% 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 to find out what is going on in their communities, and read our helpful day-by-day calendar listings, popular Sound Off and Letters columns, and to view photos of their friends and neighbors. 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 August 2020

NORTH COUNTRY THISWEEK

St. Lawrence County's Most-Read Paper!

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