

2011 Media Kit

For all your local news

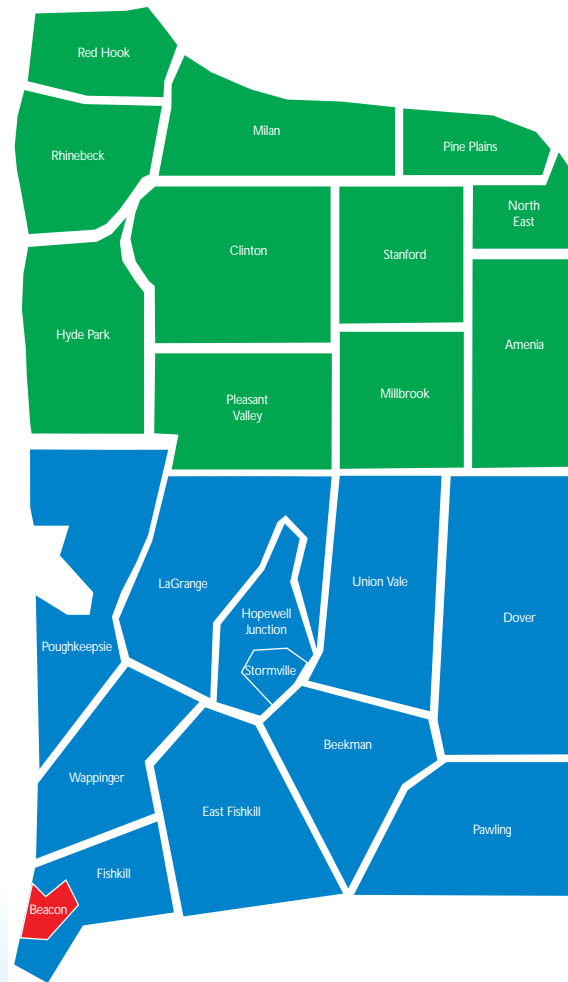


The **ONLY** weekly newspapers covering Dutchess County and delivering all the local news you need to know.

The **Northern Dutchess News** targets Amenia, Clinton, Hyde Park, Milan, Millbrook, Pleasant Valley, Pine Plains, Stanford, Rhinebeck and Red Hook.

The **Southern Dutchess News** targets Arlington, Beekman, Chelsea, Dover, Fishkill, East Fishkill, Hopewell Junction, Hughsonville, LaGrange, New Hamburg, Pawling, Spackenkill, Stormville, Town of Poughkeepsie, Town of Wappinger, Union Vale and Village of Wappingers Falls.

The **Beacon Free Press** targets the City of Beacon and vicinity.



Printers & Publishers

NORTHERN DUTCHESS NEWS • SOUTHERN DUTCHESS NEWS • BEACON FREE PRESS
Tel: 845.297.3723 • Fax: 845.297.6810 • email: sdnadvertising@aol.com

CLASSIFIED Advertising Rates

~Appears in all newspapers~

Commercial and Non-Subscriber

Line Ads

20 words **\$12⁵⁰**

Each additional word 20¢

Display

\$14⁵⁰ per column inch

Subscribe to NDN or SDN and receive FREE Classifieds in our newspaper & on our website (20 word limit)

Contract Rates--per column inch

100'' \$13⁰⁵

200'' \$10¹⁵

300'' \$9⁴⁰

500'' \$7²⁵

4 wks \$13⁰⁵

13 wks \$10⁸⁸

Classified Column Inches

Northern Dutchess News goes up to 7 columns (up to 16" tall)

Southern Dutchess News & Beacon Free Press are 9 columns per page (up to 21" tall)

1 col. - 1 5/16"

4 col. - 5 11/16"

7 col. - 10 1/16"

2 col. - 2 3/4"

5 col. - 7 1/8"

8 col. - 11 9/16"

3 col. - 4 1/4"

6 col. - 8 5/8"

9 col. - 13"

LINE AD DEADLINE: Noon Monday
CLASSIFIED AD DEADLINE: 3pm Monday

Weekly Publication Day is Wednesday

Telephone

Fax

(845)297-3723 (845)297-6810

E-Mail: sdnadvertising@aol.com

Reach over 52,000 readers

DISPLAY Advertising Rates

Local Open Rates

(non-commissionable)

Rates Effective January 1, 2009

Publication	Rate per column-inch
Northern Dutchess News (weekly)	\$12.50
Southern Dutchess News (weekly)	\$13.90
Beacon Free Press (weekly)	\$10.55
SDN + NDN(weekly 2 papers combo)	\$18.50
SDN + BFP (weekly 2 papers combo)	\$17.50
SDN + NDN + BFP (weekly all 3 combo)	\$23.50

Annual Contract Rates

(non-commissionable, per column inch)

Col. Inches	SDN	NDN	BFP	SDN/NDN	SDN/BFP	NDN/SDN/BFP
100	\$11.70	\$11.00	\$8.80	17.70	14.25	\$20.25
200	11.20	10.55	8.40	17.20	13.75	19.75
300	10.70	10.00	8.05	16.70	13.25	19.25
500	10.50	9.80	7.85	16.50	13.00	19.00
1000	10.25	9.75	7.65	16.25	12.75	18.75
2000	10.00	9.44	7.45	16.00	12.50	18.50
3500	9.70	9.25	7.25	15.70	12.20	18.20
5000	9.35	9.00	7.00	15.35	11.85	17.85

Mechanical Measurements [for SDN & BFP](#)

Width of page: 6 columns (13 inches)

Height of page: 21 inches

	Inches
1 column	2 1/16"
2 column	4 1/4"
3 column	6 7/16"
4 column	8 5/8"
5 column	10 13/16"
6 column	13"

Double Truck

(2 page center spread).....26 3/4"

Mechanical Measurements [for NDN](#)

Width of page: 4 columns (9 7/8 inches)

Height of page: 16 inches

	Inches
1 column	2 3/8"
2 column	4 7/8"
3 column	7 3/8"
4 column	9 7/8"

Double Truck

(2 page center spread).....21"

13 Consecutive Weeks

Northern Dutchess News (weekly)	\$9.95 pci
Southern Dutchess News (weekly)	\$10.00 pci
Beacon Free Press (weekly)	\$7.45 pci
Combo (SDN & NDN papers, weekly)	\$16.00 pci
Combo (SDN & BFP papers, weekly)	\$12.50 pci
Combo (All 3 papers, weekly)	\$18.50 pci

6 Consecutive Weeks

Northern Dutchess News (weekly)	\$10.40 pci
Southern Dutchess News (weekly)	\$11.20 pci
Beacon Free Press (weekly)	\$8.40 pci
Combo (SDN & NDN papers, weekly)	\$17.20 pci
Combo (SDN & BFP papers, weekly)	\$13.75 pci
Combo (All 3 papers, weekly)	\$21.50 pci

Color Rates

Flat charge in addition to regular space rates. One color and black, one paper, per page \$130.

Process (4) color prices available on request.

Inserts

PRE-PRINTED inserts priced from \$45.00 per thousand depending on size, circulation, and frequency. Price is for 2 or 3 papers. (Any 1 paper \$55. per thousand)

Questions?

Our sales department is here to assist you if you have any questions regarding advertising.

We have a full service art department should you need ad design assistance.

Call us in regards to computer generated ad copy and/or email capabilities.

Deadline: Monday - 4:00pm

Color advertisements & double trucks: Friday, 4pm

Supplements: Thursday, prior to publication, 4pm

Advertising Policies

- Advertising position is not guaranteed at these rates.
- No agency commissions allowed on rates printed in this rate card.
- These display rates are available only to retail sales or service establishments dealing directly with the public.
- This newspaper reserves the right to reject or edit any copy or illustration.
- Contracts are not available to business termination sales or other types of sales held by special sales promoters, nor for removal, fire, emergency or other sales that are not completely held by original owner of business.
- Religious-Civic Advertising: At discretion of publisher.

10 For 10 Combo

Run an advertisement for 10 consecutive weeks - Size 2x5 only for \$10.00 pci (two publications)

All three publications - Size 2x5 only for \$15.00 pci

Southern Dutchess News & Beacon Free Press 2011 Advertising Schedule

January

- 5 Christmas Clearance ads
- 12 Martin Luther King Day ads
- 19 *Bridal supplement*
- 26 *Healthy Lifesytlcs supplement*
Super bowl ads

February

- 2 Valentine's Day ads
Super bowl ads
- 9 Valentine's Day ads
President's Week ads
- 16 President's Week ads
- 23 *Healthy Lifesytlcs supplement*

March

- 9 Travel Promotion ads
St. Patrick's Day
- 16 St. Patrick's Day
- 23 Kids Expo
- 30 *Healthy Lifesytlcs supplement*

April

- 6 Spring Car Care page
- 13 *Home & Garden supplement*
Easter ads/Passover ads
- 20 Easter ads/Passover ads
Secretary's Day ads
- 27 *Healthy Lifesytlcs supplement*
Mother's Day ads
Secretary's Day ads

May

- 4 Mother's Day ads
- 11 WCSD Festival of the Arts
Home & Garden supplement
Mother's Day ads
- 18 Memorial Day ads
- 25 *Healthy Lifesytlcs supplement*
Memorial Day ads
Fishkill Trolley Craft Fair

June

- 8 Father's Day ads
Home & Garden supplement
- 15 Father's Day ads
- 22 Father's Day ads
July 4th ads
- 29 *Healthy Lifesytlcs supplement*
July 4th ads

July

- 6 Wappinger Falls Picnic in the Park
- 13 *Home & Garden supplement*
- 20 *Healthy Lifesytlcs supplement*

August

- 10 *Dutchess Fair supplement*
Back to School ads
- 24 Back to School ads
Labor Day ads
- 31 *Healthy Lifesytlcs supplement*
Labor Day ads
Back to School ads

September

- 7 Wappinger Community Day
- 14 East Fishkill Community Day
Home & Garden supplement
- 21 Spirit of Beacon Day
- 28 *Healthy Lifesytlcs supplement*
Octoberfest ads

October

- 5 Octoberfest ads
Election ads
- 12 Columbus Day ads
Octoberfest ads
Home & Garden supplement
- 19 Octoberfest ads
Halloween ads
- 26 **Halloween ads**
Healthy Lifesytlcs supplement
Winter Car Care ads

November

- 2 Election ads
Veterans Day ads
- 9 Veterans Day ads
- 16 Thanksgiving Day ads
- 23 *Holiday Gift Guide 1 supplement*
Thanksgiving Day ads
- 30 *Healthy Lifesytlcs supplement*

December

- 7 *Holiday Gift Guide 1 supplement*
- 14 On the Town ads
- 21 On the Town ads
Thank You Page
- 28 *Healthy Lifesytlcs supplement*
Happy New Year ads
On the Town ads

*Approximate Dates

NORTHERN DUTCHESS NEWS

& Creative Living

2011 Editorial Calendar

(subject to change)

JANUARY

- Swearing in ceremonies
- Goals for new legislative sessions
- Effects of county budget cuts on services & programs
- Local/County tax levies
- Martin Luther King Day events
- Hyde Park Winterfest
- State of Rhinebeck Dinner
- FDR Birthday (Jan. 31)
- Vassar College celebrates 150th anniversary

FEBRUARY

- State budget highlights, local legislators comment
- Valentine's Day couples
- Food pantries/charity drives
- Village elections
- State of the County gathering
- American Heart Month
- Black History Month

MARCH

- Village elections
- Hudson Valley Restaurant Week
- Maple Fest at Fairgrounds
- American Red Cross Month
- Women's History Month
- Irish-American Heritage Month

APRIL

- Easter (April 24)
- Passover (April 19-25)
- Farm stories
- School budgets
- Autism Walk/Expo
- Autism Awareness Month
- Young Emerging Artists of the Hudson Valley (Dutchess Day School, Wallace Center)
- Taste of Rhinebeck
- Earth Day/Fairgrounds celebration
- Chancellor's Sheep & Wool event at Clermont
- Cancer Control Month
- National Donate Life Month
- Prevent Child Abuse Month

MAY

- Apple Blossom Day/Red Hook (LY was May 8)
- Farm series
- Pet Palooza
- Mother's Day
- School budgets
- Memorial Day parades, events
- Rhinebeck Antiques Fair (also Fall)
- Millbrook Book Festival (mid-May)

MAY (CONTINUED)

- Mountain Jam (late May-early June)
- National Hurricane Preparedness Week (third week)
- Older Americans Month
- Jewish American Heritage Month
- Asian Pacific American Heritage Month
- Mental Health Awareness Month

JUNE

- Flag Day June 14
- Father's Day
- Vassar Powerhouse (begins late June through July)
- Hudson Valley Shakespeare (mid-June through Labor Day weekend)
- Outdoor concerts
- Farm series
- School graduations
- Old Rhinebeck Aerodrome opens
- Gay and Lesbian Pride Month
- Caribbean-American Heritage Month
- Great Outdoors Month
- Black Music Month

JULY

- Watershed Awareness Month
- Hyde Park July 4 parade
- Great American Celebration at Fairgrounds (July 4 weekend)
- Bard SummerScape (early July-late August)
- Living History Day/Town of Stanford (mid-July)
- Fitch's Corners Horse Trials/Millbrook (3rd weekend in July)
- Farm series

AUGUST

- Bard SummerScape/Bard Music Festival
- Dutchess County Fair
- Farm series

SEPTEMBER

- Back to School
- Sept. 11 events
- Milan Community Day (mid-September)
- Hardscrabble Day/Red Hook (late September)
- Fine Home Source/Millbrook area (late September)
- Celtic Day in the Park/Staatsburgh SHS (late September)
- Amenia Community Day (late September)
- Chamber Music seasons open (late Sept-early Oct)

SEPTEMBER (CONTINUED)

- Arlington Street Fair (late September)
- Pleasant Valley Community Weekend (usually 3rd weekend in Sept)
- HV Wine & Food Fest (usually 2nd weekend in Sept)
- Millbrook Community Day (usually 2nd weekend in Sept)
- HRV Ramble (2nd, 3rd & 4th weekends in Sept)
- Clinton Heritage Day (usually 1st weekend in Sept)
- Farm series
- National Farm Safety & Health week (third week in Sept)
- National Alcohol and Drug Addiction Recovery Month (September)
- National Ovarian Cancer Awareness Month (September)
- National Preparedness Month (September)
- National Hispanic Heritage Month (September 15–October 15)
- Carl Garner Federal Lands Cleanup Day (First Saturday after Labor Day)
- Constitution Day and Citizenship Day (September 17)

OCTOBER

- Columbus Day weekend (second weekend in Oct)
- Petwalk (usually first weekend in October)
- Tivoli Street Painting Festival (usually first weekend in Oct.)
- St. James Church OFFICIAL 200th anniversary (yearlong celebration culminating)
- New season for Bardavon, chamber music groups, etc.
- Hyde Park Fall Fest (3rd weekend?)
- Halloween events (Hyde Park Haunted Hayrides, Dutchess County

OCTOBER (CONTINUED)

- SPCA Haunted Trails, Frankenstein's Fortress/Town of Stanford, Kevin McCurdy's Haunted Mansion, etc.)
- National Breast Cancer Awareness Month
- Elections/Political candidates
- Sheep & Wool Festival (3rd weekend)
- Rhinebeck Antiques Fair
- National Domestic Violence Awareness Month
- National Disability Employment Awareness Month
- Child Health Day (first Monday)

NOVEMBER

- Veterans Day parades, events
- County budget unveiled
- Holiday Happenings (starts Thanksgiving weekend)
- Community Tree/Menorah lightings (sometimes last weekend)
- National Hospice Month
- National Adoption Month
- National Family Caregivers Month
- National Alzheimer's Disease Awareness Month
- National Diabetes Month
- National American Indian Heritage Month

DECEMBER

- Chanukah (Dec. 21-28)
- Christmas
- Holiday Happenings section
- Stanford Holiday of Lights parade and celebration (first Saturday)
- Community Tree/Menorah Lightings (usually the first or second weekend)
- Sinterklaas festival (Rhinebeck)
- Finalize county budget
- Food pantries/charity drives
- Year in Review
- National Drunk and Drugged Driving Prevention Month

SUPPLEMENTS

The SPECIAL WEDDING SUPPLEMENT publicizes our annual Bridal Show and publishes on the third Wednesday in January. HEALTHY LIFESTYLES features a centerpiece health article, plus informational columns by health professionals and publishes on the last Wednesday of each month. HOME AND GARDEN features cover stories and information from local professionals and publishes on the second Wednesday of the month from April-October (excluding August). Our FAIR SUPPLEMENTS highlight the annual Dutchess County Fair and publish on the third and fourth Wednesdays in August.