

2009 Media Kit

For all your local news

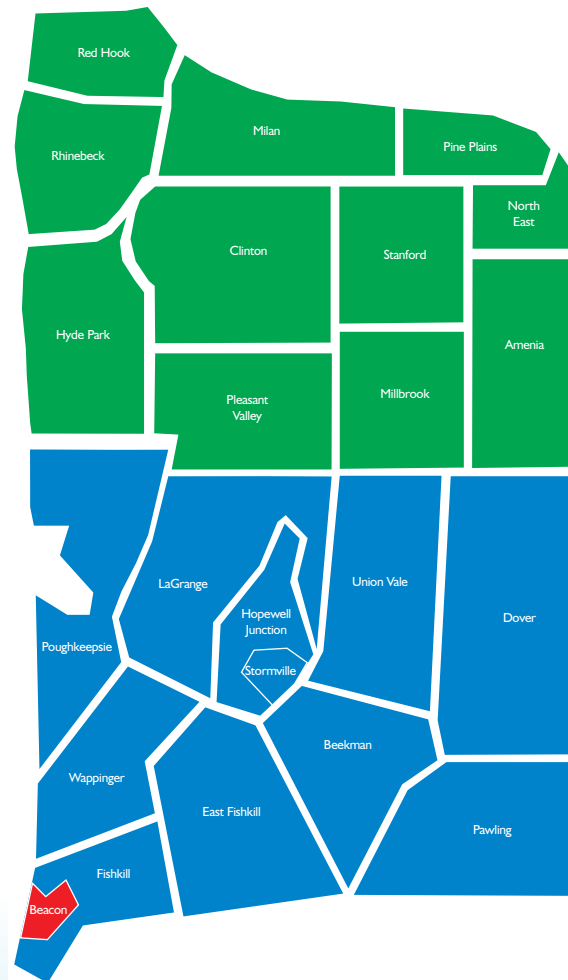


The **ONLY** weekly newspapers covering Dutchess County and delivering all the local news you need to know.

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 limit 2x5 for \$10.00 pci (two publications)

All three publicaitons - Size limit 2x5 for \$15.00 pci

Features and Supplements

Bridal Section & Expo

It's a Bridal Section in both the Southern Dutchess News and Beacon Free Press AND your advertisement of a quarter page or larger in the section gets you a booth at the Bridal Expo a week later. This year's Expos are set on and . Ads of one-quarter page or larger receive a free story on your business. The Expos will be held at Arbor Ridge in Hopewell Junction. Reserve your space early.

Healthy Lifestyles

Running on the last Wednesday of each month, this supplement will place emphasis on a specific health topic with helpful information with a local slant. In addition, columns from local professionals ranging from dentists to physicians to fitness specialists will all tackle issues of concern to individuals of all ages.

Home & Garden

This section has been a huge hit for three years and we're making it even better for 2009. Running on the second Wednesday of the month in March, April, May, June, September and October, this supplement is filled with helpful information and gives you the opportunity to connect with the most affluent homeowners in Dutchess County. Ads of a quarter page or larger will receive a free story and photo and those running full-page ads in all six issues will qualify for a free cover photo. Advertise in all six supplements and receive a 20 percent discount.

Holiday Gift Guides

We give you two opportunities to connect with the most affluent shoppers in the county. The first gift guide runs right before Thanksgiving and Black Friday and the second one will let you hit the "last-minute" people on Dec. 9. Those running ads of a quarter page or larger will receive a free "Top 10" gift list and photo.

2009 Advertising Schedule

January

- 7 Super bowl ads
- 14 Super bowl ads
- 21 Super bowl ads
- Bridal Expo**
- Healthy Lifestyles
- 28 Super bowl ads

February

- 4 Valentine's Day ads
- 11 **Valentine's Day ads**
- 25 Healthy Lifestyles

March

- 11 **St. Patrick's Day Page**
- Home and Garden
- 25 Healthy Lifestyles

April

- 1 Easter
- 8 Home and Garden
- Easter**
- 22 Earthday
- 29 Healthy Lifestyles

May

- 6 **Mother's Day Page**
- 13 Home and Garden
- 20 **Memorial Day ads**
- 27 Healthy Lifestyles

June

- 10 Home and Garden
- 10 Summer Entertainment
- 24 Healthy Lifestyles

July

- 29 Healthy Lifestyles

August

- 12 Book your Fall Bridal Expo ads early
- 19 Healthy Lifestyles

September

- 9 Home & Garden
- 30 Healthy Lifestyles

October

- 14 Home and Garden
- 28 **Halloween Page**
- 28 Healthy Lifestyles

November

- 4 Bridal Expo supplement
- 8 **Fall Bridal Show**
- 18 Healthy Lifestyles
- 25 **Gift Guide**

December

- 9 **Gift Guide**
- 16 On the Town
- 23 On the Town
- 30 On the Town
- 30 Healthy Lifestyles

*Approximate Dates