

Wharton Valley Pennysaver

P.O. Box 111 Norwich, N.Y. 13815

Local Phone 607-965-8179 Toll Free 877-965-8179

Fax: 607-336-7318 e-mail: production@pennysaveronline.com

Serving the Butternut Valley area since 1967

EFFECTIVE JANUARY 1, 2009

• READER AD RATE

\$4.00 / 20 words + 20¢ each additional word
Combination paper rates available.

• ROP DISPLAY RATES

per advertising unit

Open rate.....\$4.05

National rate.....\$4.75

Advertising agencies are allowed a 15% discount from our National Advertising Rate for camera-ready copy. No further discounts are allowed.

• DEADLINE FOR ALL ADS – NOON FRIDAY

• COLOR ADVERTISING

Spot color is available in a variety of colors at a cost of \$75 per color, per page, per paper.

Process color available at a cost of \$225 per page, per paper.

• PRE-PRINTED CIRCULAR DELIVERY RATES

up to 24 page tab.....\$65 per 1000

up to 32 page tab.....\$85 per 1000

up to 40 page tab.....\$95 per 1000

** Finished size to insert must be*

8 1/2"x11", must arrive 7 days prior to insertion.

Prices are based on full run. Partial zoning available.

These rates do not apply to groups or associations.



• CIRCULATION

All mail delivery.

• MECHANICAL INFORMATION

- Printed by photo-offset process
- Page size - 6 columns wide by 16" deep
- 96 advertising units per page
- Column width is 1 5/8" or 10 picas (for mechanical requirements)
- There will be an additional charge for E-mailing of finished ads to other publications. See your sales representative for details and pricing.

• COMMISSIONS / TERMS OF PAYMENT

All local rates are non-commissionable. All advertising is payable in advance unless a credit account is established. Account balances are due 15 days after invoice date, balances not paid before end of month are subject to a delinquency charge. For billing inquiries, call (607) 334-4714.

• GENERAL POLICY

Position request will be considered and granted at the discretion of the *Wharton Valley Pennysaver*. In the event of errors, The *Wharton Valley Pennysaver* shall be liable only for the space occupied by the error, and will supply a letter of correction when requested. All classified ads are restricted to their proper style and classification. No allowance will be made for more than one incorrect insertion. The *Wharton Valley Pennysaver* reserves the right to reject or edit all copy. We reserve the right to edit or cancel any advertisement at any time. We do not guarantee the accuracy of any claims made in any advertisement appearing in The *Wharton Valley Pennysaver*. We cannot be responsible for typographical errors or errors of omission.