

**THE TIMES HERALD-RECORD - ZONED RETAIL DISPLAY
June 29, 2010 PRICING SCHEDULE**

HUDSON VALLEY
COLUMNS

DEPTH, MODULES	1	2	3	4	5	6
7.0			\$482			\$852
6.0				\$482		\$681
5.0		\$215	\$314	\$409		\$585
4.0	\$88	\$173	\$255	\$334		\$482
3.0	\$66	\$131	\$194	\$255		\$372
2.0	\$45	\$88	\$131			\$255
1.0	\$22	\$45	\$66			

CATSKILL
COLUMNS

DEPTH, MODULES	1	2	3	4	5	6
7.0			\$298			\$527
6.0				\$298		\$421
5.0		\$133	\$194	\$253		\$362
4.0	\$55	\$107	\$158	\$206		\$298
3.0	\$41	\$81	\$120	\$158		\$230
2.0	\$28	\$55	\$81			\$158
1.0	\$14	\$28	\$41			

NORTH ORANGE
COLUMNS

DEPTH, MODULES	1	2	3	4	5	6
7.0			\$651			\$1,151
6.0				\$651		\$919
5.0		\$290	\$425	\$553		\$790
4.0	\$119	\$234	\$345	\$451		\$651
3.0	\$90	\$177	\$262	\$345		\$502
2.0	\$60	\$119	\$177			\$345
1.0	\$30	\$60	\$90			

GAZETTE
COLUMNS

DEPTH, MODULES	1	2	3	4	5	6
7.0			\$229			\$405
6.0				\$229		\$323
5.0		\$102	\$149	\$195		\$278
4.0	\$42	\$82	\$121	\$159		\$229
3.0	\$32	\$62	\$92	\$121		\$177
2.0	\$21	\$42	\$62			\$121
1.0	\$11	\$21	\$32			

SOUTH ORANGE
COLUMNS

DEPTH, MODULES	1	2	3	4	5	6
7.0			\$457			\$809
6.0				\$457		\$646
5.0		\$204	\$298	\$389		\$555
4.0	\$84	\$164	\$242	\$317		\$457
3.0	\$63	\$124	\$184	\$242		\$353
2.0	\$42	\$84	\$124			\$242
1.0	\$21	\$42	\$63			

 Standard Ad Sizes

**THE TIMES HERALD-RECORD - NON-PROFIT ZONED ADVERTISING
June 29, 2010 PRICING SCHEDULE**

HUDSON VALLEY
COLUMNS

DEPTH, MODULES	1	2	3	4	5	6
7.0			\$409			\$724
6.0				\$409		\$579
5.0		\$182	\$267	\$348		\$497
4.0	\$75	\$147	\$217	\$284		\$409
3.0	\$56	\$111	\$165	\$217		\$316
2.0	\$38	\$75	\$111			\$217
1.0	\$19	\$38	\$56			

CATSKILL
COLUMNS

DEPTH, MODULES	1	2	3	4	5	6
7.0			\$253			\$448
6.0				\$253		\$358
5.0		\$113	\$165	\$215		\$307
4.0	\$46	\$91	\$134	\$175		\$253
3.0	\$35	\$69	\$102	\$134		\$196
2.0	\$23	\$46	\$69			\$134
1.0	\$12	\$23	\$35			

NORTH ORANGE
COLUMNS

DEPTH, MODULES	1	2	3	4	5	6
7.0			\$553			\$978
6.0				\$553		\$781
5.0		\$246	\$361	\$470		\$671
4.0	\$101	\$199	\$293	\$383		\$553
3.0	\$76	\$151	\$223	\$293		\$427
2.0	\$51	\$101	\$151			\$293
1.0	\$26	\$51	\$76			

GAZETTE
COLUMNS

DEPTH, MODULES	1	2	3	4	5	6
7.0			\$195			\$344
6.0				\$195		\$275
5.0		\$87	\$127	\$165		\$236
4.0	\$36	\$70	\$103	\$135		\$195
3.0	\$27	\$53	\$78	\$103		\$150
2.0	\$18	\$36	\$53			\$103
1.0	\$9	\$18	\$27			

SOUTH ORANGE
COLUMNS

DEPTH, MODULES	1	2	3	4	5	6
7.0			\$389			\$688
6.0				\$389		\$549
5.0		\$173	\$254	\$330		\$472
4.0	\$71	\$140	\$206	\$269		\$389
3.0	\$54	\$106	\$157	\$206		\$300
2.0	\$36	\$71	\$106			\$206
1.0	\$18	\$36	\$54			