

**TIMES
HERALD-
RECORD**

SERVING THE CATSKILLS
AND HUDSON VALLEY

2014 Advertising Rate Card

View this Rate Card Online at www.RecordOnline.com/media-kit

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HVMG
HUDSON VALLEY MEDIA GROUP

Times Herald-Record ■ RecordOnline.com
ULSTER Magazine ■ Orange Magazine ■ Pointer View
Gazette ■ Varsity845.com ■ LimelightDeals.com
Propel Marketing

Visit: services.hudsonvalley.com



Annual Dollar Volume Agreements

It's simple! Agree to a specific annual dollar investment, and receive the rates based on that level. The majority of your advertising counts towards fulfillment of your Contract, and select products are even discounted considering signing a Dollar Volume Contract, including: Run-of-Press (ROP) Display Advertising, Color, Zoned Display Advertising, Preprints/Inserts, etc. See our complete version of the contract and speak with your Account Executive for all of the details.

DV Level	Annual Expenditure	Print/Color Discount	Pre-Print Discount
1	\$2,500	10%	—
2	\$4,500	12%	—
3	\$7,000	14%	—
4	\$10,100	15%	—
5	\$13,400	16%	—
6	\$17,700	17%	—
7	\$23,400	18%	—
8	\$30,900	19%	—
9	\$40,900	20%	—
10	\$54,000	21%	—
11	\$62,000	21.5%	—
12	\$72,000	22%	—
13	\$82,000	22.5%	—
14	\$95,000	23%	—
15	\$109,000	23.5%	1.3%
16	\$125,000	24%	1.3%
17	\$144,000	24.5%	1.3%
18	\$166,000	25%	1.6%

To earn discounted rates, a contract must be in effect when advertising is published. Commitment level represents total spending for 12 months.

Your Dollar Volume Contract Level may be increased or reduced to match the level that corresponds to your actual advertising spending level.

Contact your Account Executive for more information on DV Levels exceeding \$166,000 and for any other questions.



DID YOU KNOW?

You can reach more than 140,000 adults in the market with a single issue of the daily Times Herald-Record!

Source: 2012 Market Study; Clark, Martire & Bartolomeo Inc.

Business Frequency Program

Get more visibility—and boost your business! Our business frequency plans offer frequency, flexibility, and of course, great low rates.

Mod Size	Ad Size	3x per week ¹	5x per week ²	7x per week ³
2 Mod	1 col. x 3" or 2 col. x 1.5"	\$711	\$930	\$1,042
3 Mod	1 col. x 4.5" or 3 col. x 1.5"	\$960	\$1,290	\$1,457
4 Mod	1 col. x 6" or 2 col. x 3"	\$1,209	\$1,649	\$1,872
6 Mod	2 col. x 4.5" or 3 col. x 3"	\$1,734	\$2,380	\$2,707
9 Mod	3 col. x 4.5"	\$2,220	\$3,175	\$3,568
12 Mod	3 col. x 6"	\$2,960	\$4,233	\$4,757

Add Color

Full Process Color (CMYK)

\$75 per day:

Based on 12, 20 or 28 insertions per month schedule

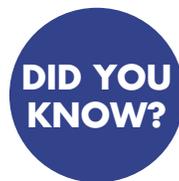
\$150 per day:

Based on 3, 5 or 7 insertions per month schedule

Each program must run for a minimum of four consecutive weeks. Please consult with your Account Executive for additional details.

Open Rates: Monday—Saturday

Depth	Number of Columns					
	1 col.	2 col.	3 col.	4 col.	5 col.	6 col.
11.0"	—	\$1,318	\$1,902	\$2,437	—	\$3,364
9.0"	—	—	—	\$1,902	—	\$2,687
7.5"	—	\$847	\$1,241	\$1,616	\$1,972	—
6.0"	\$349	\$684	\$1,007	\$1,318	\$1,616	\$1,902
4.5"	\$263	\$518	\$765	\$1,007	\$1,241	\$1,468
3.0"	\$175	\$349	\$518	—	—	\$1,007
1.5"	\$88	\$175	\$263	—	—	—



51% of market adults read a weekday edition of the Times Herald-Record in the past week.

Source: 2012 Market Study; Clark, Martire & Bartolomeo Inc.

Open Rates: Sunday

Depth	Number of Columns					
	1 col.	2 col.	3 col.	4 col.	5 col.	6 col.
11.0"	—	\$1,576	\$2,274	\$2,916	—	\$4,024
9.0"	—	—	—	\$2,274	—	\$3,214
7.5"	—	\$1,013	\$1,484	\$1,933	\$2,357	—
6.0"	\$416	\$818	\$1,204	\$1,576	\$1,933	\$2,274
4.5"	\$313	\$620	\$917	\$1,204	\$1,484	\$1,756
3.0"	\$210	\$416	\$620	—	—	\$1,204
1.5"	\$106	\$210	\$313	—	—	—

Add Full Process Color

Depth	Number of Columns					
	1 col.	2 col.	3 col.	4 col.	5 col.	6 col.
11.0"	16%	33%	50%	67%	—	100%
9.0"	—	—	—	55%	—	82%
7.5"	—	23%	34%	45%	57%	68%
6.0"	9%	18%	27%	36%	45%	55%
4.5"	7%	14%	20%	27%	34%	41%
3.0"	5%	9%	14%	—	—	27%
1.5"	2%	7%	7%	—	—	—

Color Rates by Total Page Coverage

75%—Full Page	Add \$750
50—74%	Add \$675
25—49%	Add \$525
Less than 25%	Add \$375

4 Mod minimum size required for Full-Process Color. Discounts off the above rates may be available pending the signing and completion of a Dollar Volume Contract.

Frequency Discounts

Discounts apply to ROP rates when the same display ad runs multiple times in a 6-day period. Ads must be booked in advance and cannot be cancelled or modified after publication of the first insertion. 5 column-inch minimum.

Discounts *DO NOT* apply to color charges.

Insertions	Discount per ad
2	20%
3	25%
4	40%
5-7	50%

Restaurant Frequency Plan

Reach locals who are actively seeking new cuisines and local hotspots with either of the packages below.

Reach over 45,000 unique visitors online and 140,000 locals in print each Friday!

13 Week Commitment: \$151.83/week

- 13 Full Color ads in Friday's GO Dining Guide + 1 Featured Story
- LimelightDeals.com Coupons

52 Week Commitment: \$118.12/week **(OUR BEST VALUE!)**

- 52 Full Color ads in Friday's GO Dining Guide + at least 2 Featured Stories
- 6 Complimentary listings in Orange Magazine & Ulster Magazine
- LimelightDeals.com Coupons

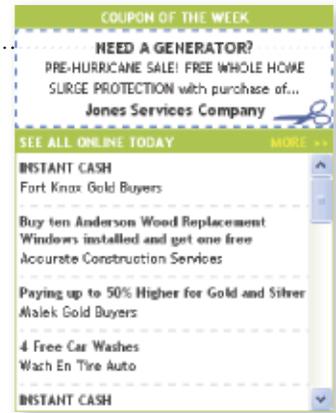
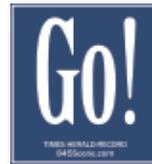
BE FEATURED ON RECORDONLINE.COM'S "DEALS AND COUPON WIDGET" WITH BOTH PACKAGES!

AdHeres

Advertise on page one! These 3" x 3" adhesive advertisements are great for coupon offers, grand openings, and special sales. They are full color with a glossy finish and a full sticker backing that can peel off the page to be used.

Non-Profit Rate

Organizations with non-profit status, tax-supported government agencies, schools and colleges qualify for a discounted rate on many products.

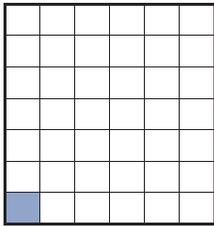


Early Bird Discount Plan

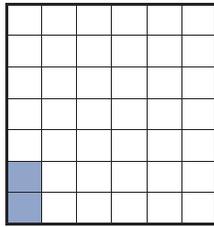
Boost early and mid-week sales with page-dominating display ads at heavily discount space and color rates! Available in full and half page sizes for Monday and Tuesday publication.

Contact your Account Executive

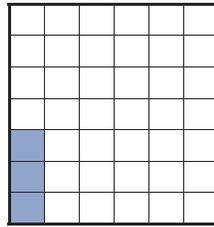
for more information or to set up your advertising plan today!



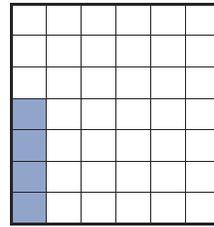
1 col. x 1 mod
1.58" x 1.5" • 2%



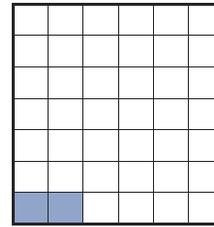
1 col. x 2 mods
1.58" x 3" • 5%



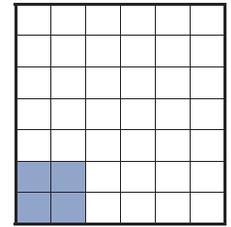
1 col. x 3 mods
1.58" x 4.5" • 7%



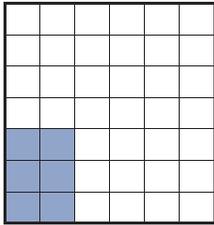
1 col. x 4 mods
1.58" x 6" • 9%



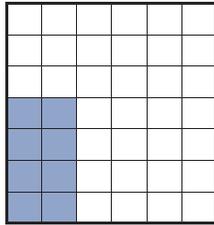
2 col. x 1 mod
3.33" x 1.5" • 5%



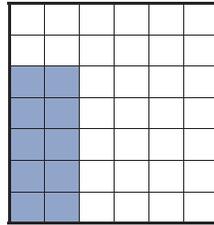
2 col. x 2 mods
3.33" x 3" • 9%



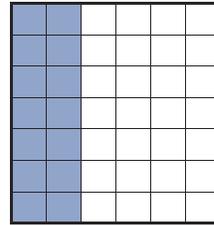
2 col. x 3 mods
3.33" x 4.5" • 14%



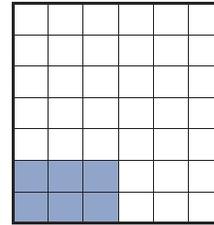
2 col. x 4 mods
3.33" x 6" • 18%



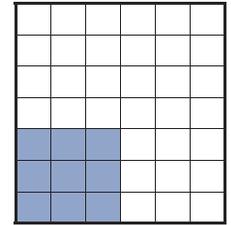
2 col. x 5 mods
3.33" x 7.5" • 23%



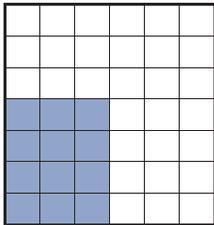
2 col. x 7 mods
3.33" x 11" • 33%



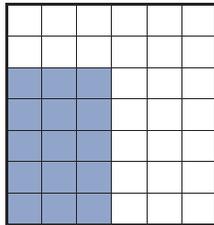
3 col. x 2 mods
5.08" x 3" • 14%



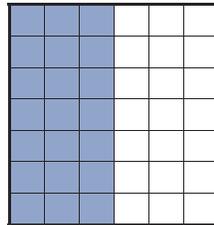
3 col. x 3 mods
5.08" x 4.5" • 20%



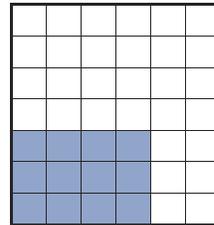
3 col. x 4 mods
5.08" x 6" • 27%



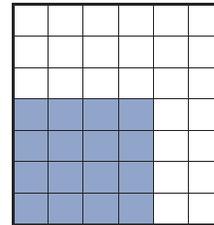
3 col. x 5 mods
5.08" x 7.5" • 34%



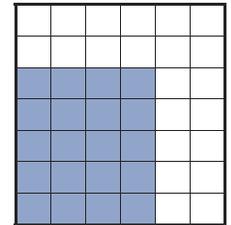
3 col. x 7 mods
5.08" x 11" • 50%



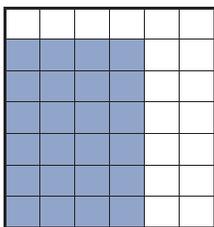
4 col. x 3 mods
6.83" x 4.5" • 27%



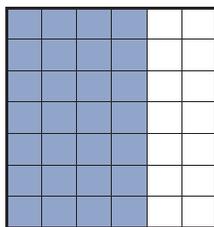
4 col. x 4 mods
6.83" x 6" • 36%



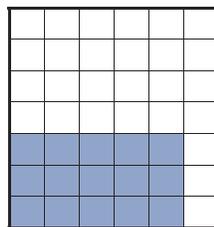
4 col. x 5 mods
6.83" x 7.5" • 45%



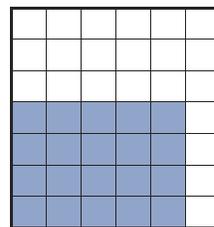
4 col. x 6 mods
6.83" x 9" • 55%



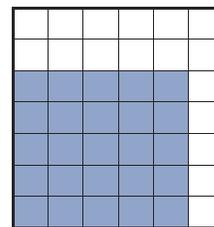
4 col. x 7 mods
6.83" x 11" • 67%



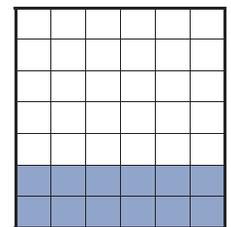
5 col. x 3 mods
8.58" x 4.5" • 34%



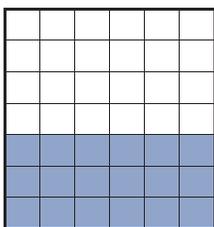
5 col. x 4 mods
8.58" x 6" • 45%



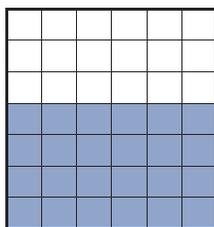
5 col. x 5 mods
8.58" x 7.5" • 57%



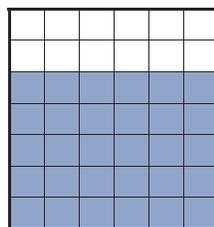
6 col. x 2 mods
10.33" x 3" • 27%



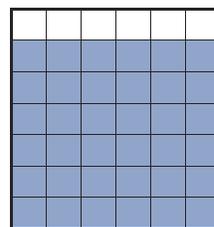
6 col. x 3 mods
10.33" x 4.5" • 41%



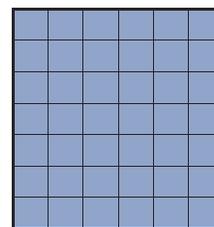
6 col. x 4 mods
10.33" x 6" • 55%



6 col. x 5 mods
10.33" x 7.5" • 68%



6 col. x 6 mods
10.33" x 9" • 82%



6 col. x 7 mods
10.33" x 11" • 100%

Automotive		
	Days	Price
Good	3	\$46.67
Better	10	\$52.22
BEST	30	\$68.89

Minimum of 5 lines. Additional charge for over 5 lines.
Includes Print & Online.

Employment		
	Days	Price
Good	3	\$165.55
Better	7	\$234.55
BEST	14	\$280.00

Minimum of 10 lines. Additional charge for over 10 lines.
Includes Print & Online.

Real Estate		
	Days	Price
Good	3	\$108.89
Better	10	\$138.89
BEST	30	\$260.00
Weekend only	4 Weekends	\$210.00

Minimum 10 lines. Additional charge for over 10 lines.
Weekends include Sat/Sun only. Includes Print & Online.

Merchandise		
	Days	Price
Good	3	\$71.11
Better	10	\$98.89
BEST	30	\$118.89

Minimum of 5 lines. Additional charge for over 5 lines.
Includes Print & Online.

Service Directory		
	Days	Price
Good	3	\$56.39
Better	7	\$76.39
BEST	14	\$106.39
Premium	30	\$184.16

Minimum 5 lines. Additional charge for over 5 lines.
Includes Print & Online.

Auction		
	Days	Price
Good	3	\$56.39
Better	7	\$76.39
BEST	14	\$106.39
Premium	30	\$184.16

Minimum 5 lines. Additional charge for over 5 lines.
Includes Print & Online.

Bargain Basement		
	Days	Price
Good	3	\$11.12

Minimum of 5 lines. Additional charge for over 5 lines.
Includes Print on Fri., Sat. and Sun. only & Online.

Garage Sales		
	Days	Price
Good	3	\$22.22

Minimum of 5 lines. Additional charge for over 5 lines.
Includes Print on Fri., Sat. and Sun. only & Online.

Matters	
Insertions	Price
4 Ads	\$24.75
8 Ads	\$18.50
12 Ads	\$15.75
26 Ads	\$11.50
52 Ads	\$9.60

Pricing is per week. Print only.

Contact our Classified Department at (845) 346-7000
for more information and to start advertising today!

The Pointer View

The authorized newspaper of the U.S. Military Academy at West Point! Published each Thursday excluding major holidays, The Pointer View is a unique advertising opportunity to reach a targeted audience looking for your products and services.



Pointer View Display Rates

Number of Columns

Depth	1 col.	2 col.	3 col.	4 col.	5 col.	6 col.
11.0"	—	\$258	\$284	\$365	—	\$504
9.0"	—	—	—	\$295	—	\$402
7.5"	—	\$127	\$186	\$242	\$295	—
6.0"	\$52	\$103	\$151	\$197	\$242	\$284
4.5"	\$39	\$77	\$114	\$151	\$186	\$219
3.0"	\$27	\$52	\$77	—	—	\$151
1.5"	\$13	\$27	\$39	—	—	—

Estimated Circulation:
6,025

West Point Profile

- Orange County's largest employer
- Population: 6,763
- Median Household Income: \$97,361
- Family Households: 98%

Sources: Orange County Partnership, 2012 US Census, 2007–2011 American Community Survey 5-Year Estimates.

Add Full Process Color: (2 col. x 3" minimum ad size required)

For Ads less than Half Page, add **\$100** | For Ads equal to or greater than Half Page, add **\$150**

The Gazette

Distributed to Port Jervis and Pike County in the Friday edition of the Times Herald-Record, The Gazette is one of the Hudson Valley's circulation leaders when it comes to weekly community publications. From it's hyper-local content, to unique dining guides, The Gazette delivers affordable options to fit your business' marketing needs.



The Gazette Display Rates

Number of Columns

Depth	1 col.	2 col.	3 col.	4 col.	5 col.	6 col.
11.0"	—	—	\$243	—	—	\$429
9.0"	—	—	—	\$243	—	—
7.5"	—	\$108	\$158	\$207	—	—
6.0"	\$45	\$87	\$128	\$169	—	\$243
4.5"	\$34	\$66	\$98	\$128	—	\$188
3.0"	\$22	\$45	\$66	—	—	\$128
1.5"	\$12	\$22	\$34	—	—	—

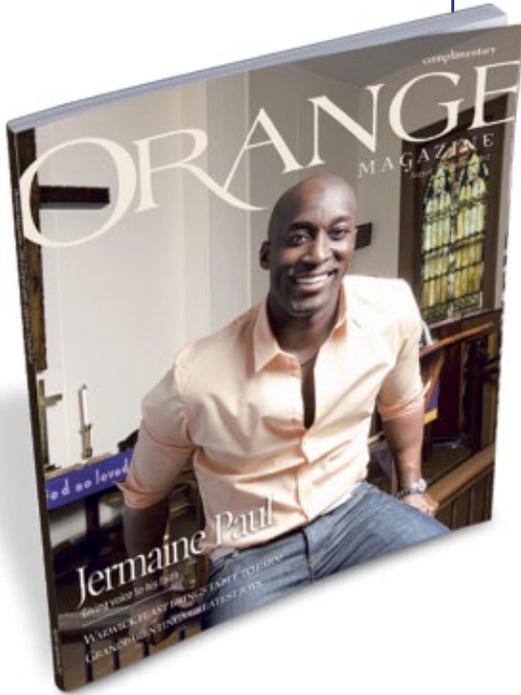
Estimated Circulation:
5,500

- Pike County Households: 21,583
- Avg. Household Income: \$60,991

Source: DemographicsNow 2012.

ORANGE

MAGAZINE



Orange Magazine showcases the lives of active people who are living, working, shopping and playing in Orange County, New York through beautiful photos and feature stories.

The only lifestyle magazine of its kind in Orange County, this full-color, high-quality magazine is distributed six times per year.

Issue Date	Available	Copy & Space Deadline
February/March	January 2014	December 20
April/May	March 2014	February 14
June/July	May 2014	April 18
August/September	July 2014	June 20
October/November	September 2014	August 15
December/January	November 2014	October 17
February/March 2015	January 2015	December 19

DID YOU KNOW?

21,000 copies of Orange Magazine are delivered throughout the county, including 11,000 copies mailed directly to affluent Orange County households with yearly incomes exceeding \$150,000. An additional 10,000 are also distributed to select area locations. **Visit OrangeMagazineNY.com** to find a complete list.

Advertising Rates and Information:

Ad Sizes & Dimensions			Single Issue	2-4 Issues Annually	5-7 Issues Annually
1 Full Page	With Bleed	9" x 10.875"	\$3,255	\$2,170	\$1,860
2 Full Page	Non-Bleed	7.99" x 9.87"	\$3,255	\$2,170	\$1,860
3 2/3 Page		5.27" x 9.87"	\$2,541	\$1,694	\$1,452
4 1/2 Page		7.99" x 4.85"	\$2,021	\$1,348	\$1,155
5 1/3 Page	Vertical	2.55" x 9.87"	\$1,365	\$910	\$780
6 1/3 Page	Square	5.27" x 4.85"	\$1,365	\$910	\$780
7 1/6 Page	Vertical	2.55" x 4.85"	\$814	\$542	\$465
8 1/6 Page	Horizontal	5.27" x 2.35"	\$814	\$542	\$465
Premium Ad Positions					
Inside Front	With Bleed	9" x 10.875"	\$4,069	\$2,713	\$2,325
Page 3	With Bleed	9" x 10.875"	\$4,069	\$2,713	\$2,325
Inside Back	With Bleed	9" x 10.875"	\$4,069	\$2,713	\$2,325
Back Page	With Bleed	9" x 10.875"	\$4,394	\$2,930	\$2,511

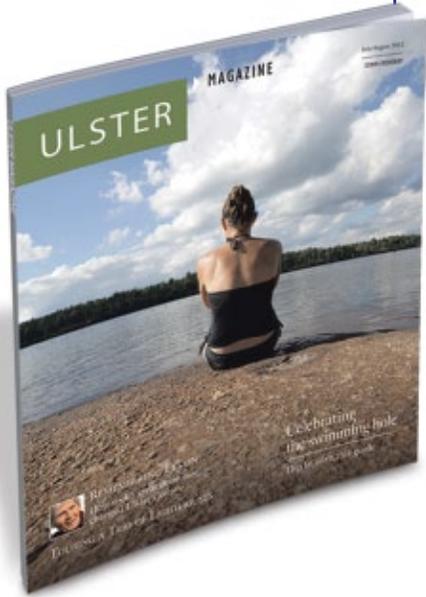


Reproduction materials: Accepted file formats: PDF, TIF, and EPS. All colors used must be CMYK, no spot or Pantone.

Artwork must be submitted at 300 dpi. Line art must be 1200 dpi. All fonts must be embedded. We do not accept PageMaker or InDesign files. All ads must be accompanied by hard copy proofs.

ULSTER

MAGAZINE



Ulster Magazine celebrates local places, personalities, homes, events and lifestyles of the people in Ulster County, particularly those in our target audience; active, engaged Baby Boomers. And it does so by digging deep into the culture, traditions and unique qualities of the people and places of this one-of-a-kind county.

The only lifestyle magazine of its kind in Ulster County, this full-color, high-quality magazine is distributed six times per year with **10,000** copies of each issue available at 200 locations across the region.

Issue Date	Available	Copy & Space Deadline
January/February	December 2013	November 15
March/April	February 2014	January 17
May/June	April 2014	March 14
July/August	June 2014	May 16
September/October	August 2014	July 18
November/December	October 2014	September 12
January/February 2015	December 2014	November 14

DID YOU KNOW?

Ulster County's average household income is \$73,600, and these residents spend over half their earnings on local consumer goods and services every year!***

Source: 2012 DemographicsNow, *Ulster County's average household income
 **Ulster County's average annual household expenditures (\$37,500).

Advertising Rates and Information:

Ad Sizes & Dimensions			Single Issue	2-4 Issues Annually	5-7 Issues Annually
1 Full Page	With Bleed	9" x 10.875"	\$2,280	\$1,520	\$1,305
2 Full Page	Non-Bleed	7.99" x 9.87"	\$2,280	\$1,520	\$1,305
3 2/3 Page		5.27" x 9.87"	\$1,780	\$1,185	\$1,020
4 1/2 Page		7.99" x 4.85"	\$1,415	\$945	\$810
5 1/3 Page	Vertical	2.55" x 9.87"	\$995	\$640	\$550
6 1/3 Page	Square	5.27" x 4.85"	\$995	\$640	\$550
7 1/6 Page	Vertical	2.55" x 4.85"	\$570	\$380	\$325
8 1/6 Page	Horizontal	5.27" x 2.35"	\$570	\$380	\$325
Premium Ad Positions					
Inside Front	With Bleed	9" x 10.875"	\$3,055	\$2,035	\$1,750
Page 3	With Bleed	9" x 10.875"	\$3,055	\$2,035	\$1,750
Inside Back	With Bleed	9" x 10.875"	\$3,055	\$2,035	\$1,750
Back Page	With Bleed	9" x 10.875"	\$3,295	\$2,200	\$1,885



Reproduction materials: Accepted file formats: PDF, TIF, and EPS. All colors used must be CMYK, no spot or Pantone.

Artwork must be submitted at 300 dpi. Line art must be 1200 dpi. All fonts must be embedded. We do not accept PageMaker or InDesign files. All ads must be accompanied by hard copy proofs.

Preprint Insertion Rates (1 of 2)

Effective March 4, 2013



Target a specific audience or the entire Hudson Valley!

Insert your printed ad materials right into the Times Herald-Record and add Times Herald-Record Extra for maximum market coverage.

Frequency Level

Size	1x-5x	6x-14x	15x-28x	29x-42x	43x-56x	57x-76x	77x-101x	Over 101x
Single Sheet	\$45	\$43	\$41	\$40	\$38	\$35	\$34	\$33
4 Tab	\$64	\$55	\$53	\$52	\$50	\$48	\$47	\$46
8 Tab	\$69	\$58	\$57	\$56	\$54	\$51	\$50	\$49
12 Tab	\$71	\$60	\$58	\$57	\$55	\$53	\$52	\$51
16 Tab	\$73	\$62	\$59	\$58	\$56	\$55	\$54	\$53
20 Tab	\$75	\$63	\$62	\$61	\$59	\$56	\$56	\$55
24 Tab	\$77	\$65	\$63	\$62	\$60	\$58	\$58	\$57
28 Tab	\$80	\$68	\$65	\$64	\$62	\$59	\$59	\$58
32 Tab	\$82	\$69	\$67	\$66	\$63	\$61	\$60	\$59
36 Tab	\$86	\$72	\$69	\$68	\$66	\$64	\$63	\$62
40 Tab	\$89	\$74	\$71	\$70	\$69	\$66	\$65	\$64
44 Tab	\$92	\$78	\$73	\$72	\$71	\$69	\$67	\$66
48 Tab	\$95	\$81	\$77	\$75	\$74	\$71	\$69	\$68
52 Tab	\$100	\$85	\$80	\$79	\$77	\$74	\$72	\$71
56 Tab	\$104	\$88	\$85	\$82	\$81	\$77	\$75	\$74
60 Tab	\$109	\$92	\$88	\$86	\$84	\$80	\$79	\$78
64 Tab	\$113	\$96	\$91	\$90	\$88	\$83	\$82	\$81
68 Tab	\$116	\$99	\$94	\$93	\$90	\$86	\$85	\$84
72 Tab	\$121	\$102	\$97	\$96	\$93	\$89	\$88	\$87
76 Tab	\$125	\$105	\$100	\$99	\$97	\$92	\$91	\$89
80 Tab	\$128	\$108	\$103	\$102	\$100	\$95	\$94	\$93
84 Tab	\$132	\$111	\$106	\$105	\$103	\$98	\$97	\$96
88 Tab	\$136	\$114	\$109	\$108	\$106	\$101	\$100	\$99
92 Tab	\$140	\$117	\$112	\$111	\$109	\$105	\$103	\$102
96 Tab	\$144	\$120	\$115	\$114	\$112	\$108	\$106	\$104

TMC Total Market Coverage Preprint Pricing

Size	Weight	1x-5x	6x-14x	15x-28x	29x-42x	43x-56x	57x-76x	77x-101x	Over 101x
Single Sheet	0.16 oz	\$49	\$47	\$45	\$43	\$41	\$39	\$37	\$35
4 Tab	0.34 oz	\$66	\$64	\$62	\$60	\$58	\$56	\$54	\$52
8 Tab	0.66 oz	\$83	\$81	\$79	\$77	\$75	\$73	\$71	\$69
12 Tab	1.0 oz	\$100	\$98	\$96	\$94	\$92	\$90	\$88	\$86
16 Tab	1.33 oz	\$117	\$114	\$111	\$108	\$105	\$103	\$101	\$98



Additional Dollar Volume Preprint Discounts

Levels \$109,000–\$144,000	1.30%	Levels \$333,000–\$440,000	2.30%
Levels \$166,000–\$190,000	1.60%	Levels \$506,000–\$582,000	3.20%
Levels \$219,000–\$290,000	1.90%	Levels \$670,000–\$770,000	3.60%

Notes:

- Rates listed are net.
- Minimum 5,000 inserts.
- Insert quantities less than full distribution of 50,000 preprints will be charged an additional \$4.50 per thousand.
- Expenditures for Pre-Print activity help fulfill the advertiser's overall Discount Advertising Agreement.
- Pre-Prints with multiple level frequency contract with or without dollar volume discounts are subject to short rates.
- Advertising insertion orders are required on all scheduled Pre-Prints specifying size, page count, date, zoning and quantity. Preprint delivery accepted only with confirmed insertion order.
- If Pre-Printed material to be inserted does not qualify for 2nd class mailing privileges, then, in addition to the charge for inserting and delivery, there shall be due reimbursement for any excess mailing costs over the 2nd class rate.
- Shipments must be delivered prepaid to the newspaper 10 days prior to distribution date to the production plant at 20 Smith Road, Middletown, NY 10941.
- The number of inserts in any one day may be limited by mechanical restrictions, due to availability we are requiring a second insert date of choice on all part run Pre-Print orders.
- Tab pages are determined based on a size of 10 inches wide by 11 inches in depth.
- A separate single sheet program is available.
- Rates may change based on a 30-day notice.
- Page Count/Weight (TMC Distribution Pricing): The criteria used to determine TMC pricing is based on page count, as page count dictates CPM rate. Additional charges can be incurred if actual weight of the preprint exceeds the maximum weight by page count listed above. For inserts beyond 1.33 ounces, an additional \$4.65 per tenth of an ounce will be added to the above TMC Distribution charges.
- PID's with TMC Distribution pricing: PID Inserts inserted into Record Extra will be charged our regular PID pricing based on our minimum weight restrictions. If the PID insert weights more than the minimum amount based on page count, an additional fee will be applied, an additional \$4.65 per tenth of an ounce will be added to the PID pricing. Pricing only pertains to 80 lb. stock.
- Preprint inserts are not available in our weekly newspapers or magazines.

DID YOU KNOW?

72% (156,500) of Times Herald-Record past week readers (Daily/Sunday) use inserts regularly or occasionally.

Source: 2012 Market Study; Clark, Martire & Bartolomeo Inc.

Specifications:

- Single sheet: minimum size of 5.5" x 8", maximum size of 10" x 11". Paper weight minimum of 60 lb. stock.

Times Herald-Record EXTRA

This mailed insert bundle is filled with deals from many national and regional businesses, in addition to display advertising, and is delivered to approximately 115,000 households in Orange County that do not get home delivery of the Sunday Times-Herald Record.

Deadline: Wednesday at 5:00 PM, ten days prior to publication.



Special Display Ad Units

Frequency

Ad Unit	Ad Size	Open Rate	13x	26x	52x
Front Cover	10.5" x 7.5"	\$850	\$788	\$736	\$649
Center Page	10.5" x 11"	\$670	\$628	\$587	\$551
Double Truck	21.5" x 11"	\$1,236	\$1,154	\$1,076	\$1,004
Back Cover	10.5" x 11"	\$1,638	\$1,524	\$1,411	\$1,241

Prices include black plus red spot color. Add full process color for an additional \$285.

Notes:

- Rates above are net. No discounts apply
- Expenditures help fulfill the advertiser's overall Dollar Volume Advertising Agreement
- Rates may change based on a 30-day notice
- Separate rates are available for pre-printed inserts
- Circulation amounts are based on an average month, subject to change

Distribution & Delivery

Record EXTRA is packaged at the Ballard Road printing facility and is sent to various post offices at the end of the week for an estimated Saturday delivery. Mailed third-class postage. Delivery is omitted by request, vacancies as determined by the post office and business.

See our "Pre-Print Insertion Rates" pages for additional TMC rates and details.

Target a specific audience or the entire Hudson Valley!

Insert your printed ad materials right into the Times Herald-Record and add Times Herald-Record Extra for maximum market coverage. Your preprinted ad materials can be targeted to specific market areas – or in conjunction with Times Herald-Record Extra – all of the Hudson Valley region. Take advantage of great pricing on Hudson Valley Media Group’s local Print-Insert-Deliver (PID) program. It’s a great way to reach or target market for just pennies per person.



Single Sheet Inserts (8.5" x 11")

Includes full process color printing on one or both sides, on 80 lb. paper stock. All single sheet inserts must include the equivalent TMC zone coverage.

Thousands	Full Process Color: One Side	Full Process Color: Two Sides
10	\$95	\$126
25	\$74	\$85
50	\$61	\$70
75	\$50	\$63
100	\$49	\$60
150	\$45	\$56

Half Sheet Inserts (5.5" x 8.5")

Includes full process color printing, both sides on 80 lb. stock. All half sheet inserts must include equivalent TMC zone coverage.

Thousands	Full Process Color: Two Sides
10	\$50
25	\$39
50	\$32
75	\$28
100	\$26
150	\$24

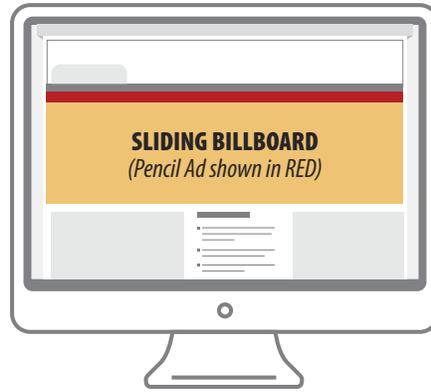
4-Page Quarter Fold (11" x 17" folded to 8.5" x 11")

Includes full process color printing, both sides on 80 lb. stock. Choose to run in the Times Herald-Record, TMC or both!

Thousands	TH-R	TMC
10	\$161	\$176
25	\$113	\$124
50	\$106	\$115
75	\$94	\$102
100	\$90	\$98
150	\$88	\$95

Notes:

- All rates are cost per thousand (CPM)
- For neon paper add \$4.00 CPM
- Minimum PID order: 5,000 pieces
- All Single Sheet and Half Sheet PID's must include equivalent TMC coverage.



Available Digital Display Units shown above.

As Hudson Valley's main source of online information, **RecordOnline.com** is a key part of the daily lives of the people who live and visit here.

In fact, recordonline.com delivers the largest audience for local website traffic with **44,000 daily unique visitors!**

Source: Ominiture Site Traffic 3 month average (Jan - Mar 2013)

RecordOnline.com Display Rates

Ad Type	Home Page	Targeted	ROS
Sliding Billboard (w/ Pencil Ad)	\$500/Day	—	—
Floating Ad	\$750/Day	—	—
Medium Rectangle	\$16 CPM	\$14 CPM	\$12 CPM
Leaderboard	\$16 CPM	\$14 CPM	\$12 CPM
Med. Rectangle + Leaderboard	\$22 CPM	\$20 CPM	\$18 CPM
Half Page	\$20 CPM	\$17.50 CPM	\$15 CPM
Half Page + Leaderboard	—	\$23.50 CPM	\$21 CPM

Media Gallery Sponsorships

Sponsorship Type	Length	Rate
Animation	10 Seconds Max	\$600/month
Video Pre-Roll	15 Seconds	\$750/month
Video Pre-Roll	30 Seconds	\$900/month

DID YOU KNOW?

42% of Hudson Valley Adults have a smartphone with internet access.

Source: 2012 Clark, Martire & Bartolomeo Inc. Market Study.



Static ads only, no animation.

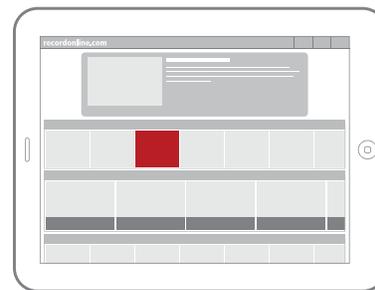
Mobile Ad

Expand your reach to our affluent mobile audience!

408,500
Monthly Mobile Views!

Ad Size: 320 x 50 px

ONLY
\$12.50 CPM



Tablet Sponsorship

Your ad appears on the homepage of our new tablet site, and when users read one of the featured stories. You get double the exposure for one price!

Homepage Slider Ad: 180 x 150 px

In-Story Ad: 300 x 250 px

BOTH ADS, ONLY

\$1,000/month

Propel Marketing

Find and Engage Consumers Online



Web Design

Build your online storefront with a professional website. You get a professional, informative, up-to-date website for today's competitively digitally-driven world with training to help manage and update your content. Or if you prefer, we can manage it for you! Your representative can help you choose from standard, mobile or responsive websites to make sure your website is always ready for the consumers you want.



Search Engine Optimization (SEO)

When customers search online, are they finding you or your competitors? We can help you rank higher in search results to ensure customers find you, driving more customers to your website.



List Optimization

Get more customers and increase your online credibility by maintaining up-to-date, consistent and visible business information across top search engines and directories.



Local Profiles

Keeping local information update to date is vital and we can help. Claim, verify and upgrade your business pages to stand out to customers in your area. When you are listed locally, it is easier for customers to find and choose your business.



Search Engine Marketing (SEM)

Fully managed and target marketing campaigns to meet your budget. Search engine marketing drives the right customers to your business and turns searches into revenue.



OnTarget - Advanced Audience Marketing/ Display Advertising

Invest your advertising dollars where they count the most. Connect with your customers using geographically, demographically and behaviorally targeted display advertising that works. Targeting by zip code, audience and interest will ensure you get the most bang for your buck. Retargeting is also available to help you regain lost customers.



Social Media Optimization

Social media is the new word-of-mouth. Update loyal customers and gain new ones through social media outlets such as Facebook, Twitter and LinkedIn to name a few. We can design your pages and even manage them for you!



Reputation Monitoring

Know what your customers are saying about you on the internet. Our reputation monitoring technology keeps you informed about what's being said about your business and how you can respond.



Call Tracking

Know what works and get exclusive leads from your digital campaigns with easy to use tracking tools.

Limelight Deals

Get new customers with NO upfront costs!

LimelightDeals.com showcases your local business to a growing audience of thousands of deal-savvy subscribers!

- No upfront costs
- E-mail Marketing to a list of subscribers actively seeking new deals
- Online and Print Promotions through our suite of products
- Our site is optimized for Tablets and Mobile Devices

For more information, call **(845) 346-3131**



NEW Limelight Deals Coupons!
Ask your Account Executive for more information.

Publication Day	Space/Copy Deadlines	
Sunday	Thursday	5:00 PM
Monday	Thursday	5:00 PM
Tuesday	Friday	5:00 PM
Wednesday <i>(Wednesday Zoned Display deadlines Friday at 5:00 PM)</i>	Monday	5:00 PM
Thursday	Tuesday	5:00 PM
Friday <i>(Friday Zoned Display deadlines Tuesday at 5:00 PM)</i>	Wednesday	5:00 PM
Friday Go Section	Wednesday	12:00 Noon
Saturday	Thursday	5:00 PM



DID YOU KNOW?

82% of Times Herald-Record readers are age 35+

Source: 2012 Market Study; Clark, Martire & Bartolomeo Inc.
Base: Adults who read the weekday TH-R yesterday or the Sunday TH-R last week.

Early holiday deadlines apply for New Year's Day, Memorial Day, Fourth of July, Labor Day, Thanksgiving and Christmas.

Special Sections	Publishes	Pages & Features	Publishes
Wedding Guide	January & October	Business Matters	Mondays
Restaurant Guide <i>(Publishes with Holiday Guide in Nov.)</i>	Mar., June, Sept., Nov.	Health Matters	Tuesdays
Home & Garden	May	Food Matters	Wednesdays
Graduation	July	Pet Matters	Thursdays
Emergency Planning	August	GO Entertainment	Fridays
Holiday Guide	November	Automotive <i>(Auto Market Section, Classified)</i>	Fridays
		Homes & Real Estate <i>(Classified)</i>	Sundays
		The Wall Street Journal Section	Sundays

Mechanical Specifications

The Times Herald-Record is a 6-column tabloid size newspaper printed by the offset process. Offset reproduction proofs are preferred and will assure advertisers better quality in reproduction. The Times Herald-Record will not be responsible for the content or the production quality of an ad if production materials provided by the client do not meet specifications or requirements.

Technical Specifications

Color: All color must be CMYK. If it is not, we will convert to meet our specifications to the best of our abilities.

Resolutions: Printing—1,270 DPI | Line Screen—85 LPI | Photo resolution—Color/Grayscale: 180 DPI (JPEG med-high, screen shots preserved)

Black & White—600 DPI, CCITT Group 4.

Fonts must be postscript fonts. If using non-postscript or fonts not within our system, a PDF file needs to be created with all fonts embedded.

E-mail: All PDF files can be e-mailed to pcads@th-record.com. Photos or supporting artwork can be e-mailed to advertisingart@th-record.com.

Third Party Vendors: Associated Press AdSend; AdTransit; You Send It; Fast Channel; NY Press.

FTP: <ftp:ftp.recordonline.com>—Username: thrftp Password: 7hr@d

Policies

1. All rates, discounts, terms and conditions shall be pursuant to this document and the newspaper's current rate schedule, which shall be deemed to be part of this document.
2. The newspaper reserves the right to change rates, schedules of discounts and terms and conditions set forth in this document, in its credit application, and/or in its rate card at any time on 30 days written notice.
3. Upon the approval of a credit amount, the advertiser will be billed at the end of each month during the life of this agreement at the rate set forth in the most current rate schedule, due and payable immediately upon receipt of the invoice. Failure to pay any amount when due may, at the option of the newspaper, cause this contract to be terminated and in that event the advertiser shall promptly pay for both prior activity and related shortrates. If at any time the financial responsibility of the advertiser shall be unsatisfactory to the newspaper, cash payments in advance or satisfactory security may be required.
4. Rates listed are for local businesses only, doing business via storefronts located in the newspaper's primary market area.
5. Agreements may be signed to include the primary businesses and other subsidiaries, but may not include unrelated businesses not under its ownership.
6. Any tax, which might in the future be applied pursuant to state or federal law, will be added to rates set forth.
7. Advertising is accepted with the understanding that all terms, conditions and changes specified herein are acceptable to the advertiser and that no contrary verbal agreement shall be binding on the newspaper. As used in this document, the term "advertiser" shall include any agent of the advertiser.
8. Advertising orders that do not conform to the rates or policies listed herein and/or in the current rate schedule will be regarded as clerical errors and will be appropriately amended. Copy accompanying such an order will be inserted without notification and charged at the rate in effect at the time of publication.
9. The newspaper will not be bound by any conditions, printed or otherwise, appearing on any advertising order or copy instructions inconsistent with the terms and conditions of this contract. The newspaper does not accept or guarantee demands for position or accept orders with "cancel if" requests.
10. All advertising is accepted subject to the approval of the newspaper. The newspaper reserves the right to revise or reject, in whole or in part, any copy submitted for publication.
11. Notwithstanding any statement to the contrary, advertiser is solely responsible for the contents of all advertising published on its behalf. Advertiser agrees to indemnify and hold harmless the newspaper against all expense (including attorney's fees) incurred as a result of publishing advertising material. In the event that flood, fire, dispute or differences with labor, shortages of material or transportation, breakdown of equipment, restriction by any government authority or any other action beyond its contract should cause the newspaper to be unable to perform its obligations hereunder, the newspaper shall be excused from said performance during the continuation of such inability.
12. The newspaper shall have the right in its sole and absolute discretion, to extend or deny credit. Acceptance and publication of advertising does not constitute an extension of credit to advertiser by the newspaper, and the newspaper, at its option, may at any time require advertiser to pay in advance for all advertising purchased in cash, check or certified funds. The newspaper may, at its option, extend advertiser credit upon the completion of an application for credit and/or a personal guaranty by advertiser. In the event the newspaper extends credit, the newspaper shall submit statements for advertising purchased to advertiser and payment shall be made to the newspaper in the full amount thereof. Payment is due upon receipt of statement.
13. The newspaper reserves the right to charge a 1.5% per month late fee on all amounts not paid in full and received by the end of the month following the date of invoice. Late fees shall be imposed as of the date of the invoice.
14. No payment shall be withheld for failure to receive tearsheets; Times Herald-Record only provides electronic tearsheets.
15. The newspaper may charge reasonable cost and attorney's fees incurred in the collection of any delinquent account. Any actions instituted in the collection of the delinquent account must be maintained in Orange County, New York.
16. If payment of any statement or statements has not been made as provided above, the newspaper may, at its option, without waiving any other rights it may have under contract or by law, do any or all of the following: (a) require advertiser to arrange for special credit terms including letters of credit, demand notes, and/or a guaranty, corporate or personal; (b) refuse to accept any further advertising from advertiser until all past due payments are made; and (c) refuse to publish advertising.
17. The newspaper will make every effort to grant advertising position requests, but all positions are run at the option of the newspaper. In no event will adjustment, re-run or refund be made because of the position in which the advertisement has been published.
18. The newspaper will not provide proofs for copy submitted after deadlines.
19. If copy is received after deadlines, the newspaper will not be held responsible for errors nor for any portion of an issue in which an advertisement does not appear.
20. The newspaper assumes no financial responsibility for errors or omission of copy.
21. The newspaper's liability for an error will not exceed the space occupied by the error.
22. The newspaper will not be responsible for more than one incorrect insertion on advertisements scheduled for more than one time. Advertiser bears the responsibility of checking the copy on the first insertion. Receipts should be obtained for any cash payments for advertising.
23. Additional charges may be added for advertising copy that is changed or cancelled after the copy has been produced by the newspaper.
24. Prepayment of advertising does not guarantee publication.
25. Rates may not be transferred nor brokered to a second party.
26. Cancellation may not be accepted by publisher 24 hours prior to publication. Ads cancelled prior to publication are subject to production charges of 25% of total cost of advertisement.
27. The Times Herald-Record can accept late payment or partial payments on checks or money orders marked "paid in full" without losing any rights under this agreement.
28. News type may not be used in advertising, and all advertising must be clearly distinguished from news matter. Ads simulating news copy must carry the word "ADVERTISEMENT" in a prominent place.
29. Only authorized representatives of The Times Herald-Record may accept or schedule any form of advertising in the Times Herald-Record. All advertising must exclusively promote merchandise or services offered by the advertiser placing the ad.
30. Alteration charges apply to copy changes after ads are made up and for changes on day prior to publication. The Times Herald-Record will charge up to \$200 for copy set and not used.
31. Classified rates apply to categories of advertising such as Automotive, Real Estate and Employment, regardless of where ads are placed in the newspaper.
32. In conformance with federal and state law, The Times Herald-Record will not publish any advertisements for employment which discriminate against persons on the basis of age, race, color, religion, national origin, disability or sex.
33. The Times Herald-Record can adjust your rate anytime during your contract agreement. If your advertising expenditures have exceeded your contract agreement and reached the next contract level, the following month you will automatically be billed at a greater dollar volume discount level and reap the benefits of lower cost advertising. In addition, if during the course of your contract period it appears that you will not fulfill your commitment the newspaper will adjust the rate to the appropriate contract level and all of your prior advertising expenditures will be rebilled at the appropriate earned rate.
34. Frequency discounts apply to daily and Sunday rates.
35. Front page banner advertising does not count toward fulfilling your Dollar Volume Contract revenue commitment. The Times Herald-Record reserves the right to cancel your 'Front Page Banner' advertising agreement if your Dollar Volume Contract decreases at anytime during this period.