

2009 Media Kit

For all your local news

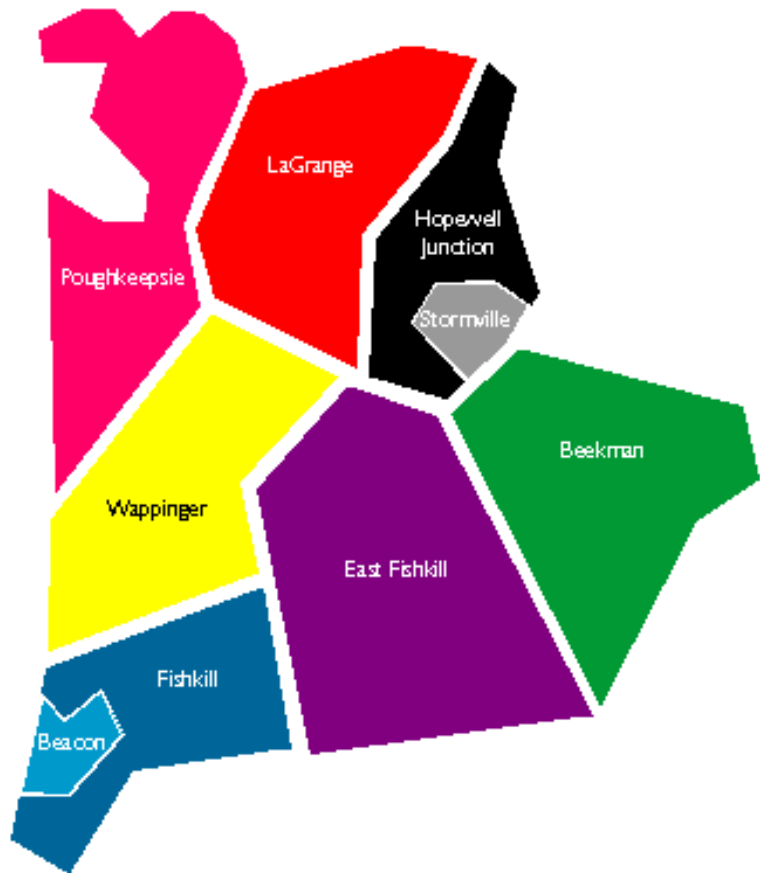


The **ONLY** weekly newspapers covering southern Dutchess County and delivering all the local news you need to know.

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

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

Home Improvement Supplements, our monthly Home Improvement supplement provides a wealth of information on a wide variety of topics



Printers & Publishers

SOUTHERN DUTCHESS NEWS • BEACON FREE PRESS

Tel: 845.297.3723 • Fax: 845.297.6810 • email: sdnadvertising@aol.com

CLASSIFIED Advertising Rates

~Appears in both newspapers~

Commercial and Non-Subscriber

Line Ads

20 words **\$12⁵⁰**

Each additional word 20¢

Display

\$14⁵⁰ per column inch

Subscribe to 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

9 columns per page (13"W x 21"H)

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 35,000 readers

SDN & BFP

DISPLAY Advertising Rates

Local Open Rates

(non-commissionable)

Rates Effective January 1, 2007

Publication	Rate per column-inch
Southern Dutchess News (weekly).....	\$13.90
Beacon Free Press (weekly)	\$10.55
Southern Dutchess News + Beacon Free Press (weekly combo)	\$17.50

Annual Contract Rates

(non-commissionable, per column inch)

Col. Inches	SDN	BFP	SDN/BFP
100	\$11.70	\$8.80	\$14.25
200	11.20	8.40	13.75
300	10.70	8.05	13.25
500	10.50	7.85	13.00
1000	10.25	7.65	12.75
2000	10.00	7.45	12.50
3500	9.70	7.25	12.20
5000	9.35	7.00	11.85

Special Packages

Broaden your market reach by placing your ad in more than one publication. We offer the following combinations.

- A. SDN: Southern Dutchess News only
- B. BFP: Beacon Free Press only
- C. SDN/BFP: Southern Dutchess News & Beacon Free Press

Mechanical Measurements

Width of page: 6 columns (13 inches)

Height of page: 21 inches

Line Screen: 85

	<u>Inches</u>
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"

13 Consecutive Weeks

Southern Dutchess News (weekly).....	\$10.00	pci
Beacon Free Press (weekly).....	\$7.45	pci
Combo (weekly).....	\$12.50	pci

6 Consecutive Weeks

Southern Dutchess News (weekly).....	\$11.20	pci
Beacon Free Press (weekly).....	\$8.40	pci
Combo (weekly).....	\$13.75	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 per thousand depending on size, circulation, and frequency.

Price is for both papers.

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.
- An advertisement measuring more than 19 inches deep will be charged at 21 inches.
- 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**

SDN & BFP 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.

NFL Prognosticators — Special Feature

Everyone likes to pick the winners of the weekly NFL games, so we're going to give local auto industry personnel the opportunity to show how much (or little) they know by picking the winners of each Sunday's games. All those advertising will be featured with a photo of their representative and his/her weekly picks. We'll even keep track of your record. It's fun and gives you a great way to connect with prospective buyers.

Join us on the web

Our new website will be up in Jan. 2009. The interactive site will provide coverage of local news and features, plus calendars and all of our magazines. Advertising opportunities will include banner ads on all news/feature pages, classified ads and the "Southern Dutchess Community" business directory. Contact us for many exciting opportunities on the web.

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
- 6 WCSD Festival of the Arts
- 13 Beacon Hat Parade*
- 13 Home and Garden
- 20 Fishkill Trolley*
- 20 Memorial Day ads
- 27 Healthy Lifestyles

June

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

July

- 1 W. F. Picnic in the Park*
- 8 Christmas in July
- 29 Healthy Lifestyles

August

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

September

- 2 W. F. Comm. Day*
- 9 East Fishkill Comm. Day*
- 9 Home & Garden
- 23 Spirit of Beacon Day*
- 30 Start Election Day Ads
- 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