

SHAWANGUNK JOURNAL

2012 Ad Rates

We are the “home town” weekly newspaper for the communities of New York’s Shawangunk Ridge. Locally owned and locally produced by dozens of area writers, the Shawangunk Journal is read and loved by thousands of loyal readers every week.



The ridge is the center of our coverage area, drawing the eye to it from both the West and the East. It is a beautiful and unmistakable landmark, and to many it is the most priceless asset of our region. The ridge also represents a great opportunity for our area — for tourism, recreation, and environmental awareness — and we hope our expanded focus will aid in that growth.

Shawangunk Journal

P.O. Box 669
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NEW YORK PRESS ASSOCIATION
NYPA

Available by mail and at more than 80 retail locations:

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- Spring Glen
- Stone Ridge
- Summitville
- Tillson
- Walker Valley
- Walkkill
- Wawarsing
- Wurtsboro



- *8,000 Weekly Readers*
- *Hundreds of Satisfied Advertisers*

“The Shawangunk Journal is well read regionally with relevant and insightful content. The art department does a great job turning concept and images into advertising that works. Our sales and name recognition has increased regionally as a result of our advertising.

Frank & Brenda Girdi
Owners, FNB Toiz, Wurtsboro

“We got some great recognition from the article they wrote about us in their merchant spotlight. Our catering business is booked every weekend this season with weddings, anniversaries, and reunions which the Shawangunk Journal had a part in helping to achieve.”

Martin & Tricia Van Dyk, Owners
Lippincott Manor, Walkkill

Look for our popular seasonal magazine
all about life in the ‘gunks...

SHAWANGUNK Mountain Guide



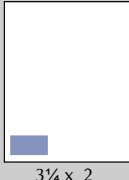
Ad Rates & Sizes

PUBLICATION DAY: Every Thursday, except Thanksgiving & Christmas week

ADVERTISING DEADLINE: 5pm Friday for the next week's issue

INSERT DEADLINE: Must be delivered by 5pm Monday, week of publication


1/16 Business Card



\$27

3¼ x 2

1/12

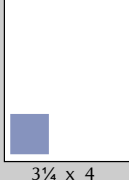


\$36

3¼ x 3

- Dimensions in inches
- Width x Height
- All prices per issue

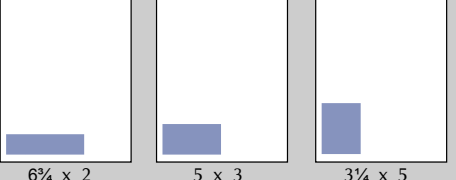
1/10



\$43

3¼ x 4

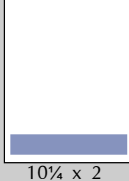
1/8



\$54

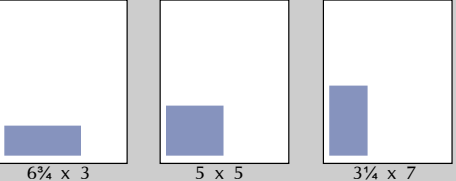
6¼ x 2 5 x 3 3¼ x 5

1/6



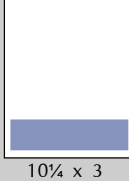
\$72

10¼ x 2



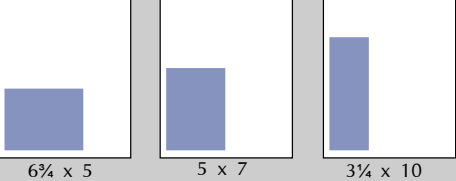
6¼ x 3 5 x 5 3¼ x 7

1/4



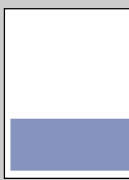
\$108

10¼ x 3



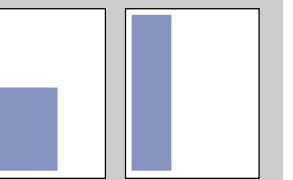
6¼ x 5 5 x 7 3¼ x 10

1/3




\$144

10¼ x 5



6¼ x 7 3¼ x 15

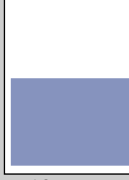
Full



\$432

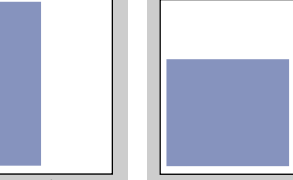
10¼ x 15

1/2

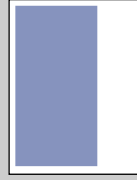


\$216

10¼ x 7



5 x 15



2/3

10¼ x 10 6¼ x 15

\$288

Frequency Discounts

4 issues 5% · 13 issues 10% · 26 issues 15% · 52 Issues 20%

Website Ads

- \$100 per month flat rate
- 10,000 hits per day at gunkjournal.com
- Banner displays with every page view – no rotation!
- Assorted sizes available

Inserts

- \$240/issue flat rate
- Single page or small flyer
- Great for coupons & circulars

Classifieds

- \$10 for 25 words
- 25¢ each additional word
- Run 3 weeks get the 4th FREE!
- Sell your goods and services!

Legal Ads

- Rates determined by NY State
- Municipal and Legal Notifications
- LLC Publication

Options

- **Full Color!** Make your ad stand out with full process color. \$75/issue (1/4 page and smaller) \$150/issue (larger than a 1/4)
- **Premium Placement Available** Please call for details

Artwork

- Basic advertising design services free of charge
- Update and change your ad as often as you like!

Payment Information

- Monthly contracts available
- Call for Pre-pay Discounts
- New advertisers pay prior to publication unless otherwise negotiated

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