

2019

THE GAZETTE

Serving The Unadilla & Butternut Valleys Continuously Since 1871

29 Lackawanna Ave., Norwich, N.Y. 13815 • (607) 847-6131 • 334-3276 • FAX (607) 334-8273

www.evesun.com • Editor: news@evesun.com • Production: jsmith@evesun.com

EFFECTIVE JANUARY 1, 2019

• ROP DISPLAY RATES

per advertising unit

Open rate.....\$4.00

All display ads will incur an additional
\$2.00 on-line ad fee.

• COMMERCIAL CLASSIFIED RATE

\$3.00 for first 20 words
25¢ each additional word

• STATE AND NATIONAL CLASSIFIED NETWORKS

Call us for rates and information.

• MISCELLANEOUS RATES

Legal (first insertion)\$385 per agate line

National Rate.....\$4.35 per unit

• 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.....\$100 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.

Frequency discounts available. These rates do not
apply to groups or associations.

* Folding charge \$25 per 1000.

• COLOR ADVERTISING

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

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

• 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) 334-3276.

• DELIVERY DATES FRIDAY

Copy deadlines for regular editions

Classified ads: Monday at noon

Display ads: Monday at 5 pm

• GENERAL POLICY

Position request will be considered and granted at the
discretion of the newspaper. In the event of errors,
The Gazette 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
Gazette* 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
Gazette*. We cannot be responsible for typographical
errors or errors of omission.

• DISTRIBUTION

The Gazette distributes 399 copies in Chenango and
Otsego Counties including the towns & villages of:
New Berlin, South New Berlin, Edmeston, South
Edmeston, Burlington Flats, West Burlington, West
Edmeston, Pittsfield, Morris, Gilbertsville, Garrattsville,
Mt. Upton, Norwich, Butternuts, New Lisbon,
Sherburne and Columbus.