

# Delivers!

*The Town Crier* provides the New Hartford community with an excellent print vehicle to get their message noticed. This “*Good News*” newspaper is published 10 times a year on a monthly basis.  
(excluding January and August)

**Copy deadlines are the 15th of each month prior to each publication date for both ad copy and story copy.**

In an effort to contain costs for *The Town Crier* advertisers, we have instituted a policy of one month **FREE** advertising with 9 months paid in advance. To take advantage of this discount offer, call our office today!

## Additional Advertising Display Rates

- Business Card Ad = \$36.00
- 1/4 Page ( 5 1/8” W x 8” D ) = \$185.00
- 1/2 Page ( 10 1/4” W x 8” D ) = \$289.00
- Full Page (10 1/4” W x 16” D ) = \$468.00
- Full Back Page with Spot Color (10 1/4”W x 16” D) = \$550.00

**Call Us For Our Full Color Ad Rates**

**Readership:**  
*The Town of New Hartford*  
**Distribution:**  
*U.S. Mail*  
**Format:**  
*Good News*  
**Frequency:**  
*Monthly (except January & August)*

## Distribution & Circulation Coverage

- 13319 Chadwicks..... 510
- 13323 Clinton..... 646
- 13413 New Hartford .....7,592
- 13417 New York Mills .....1,199
- 13456 Sauquoit ..... 566
- 13479 Washington Mills ..... 302
- 13501 Utica..... 808
- Misc ..... 289
- Total Home Delivery ..... 11,912
- Bulks Drops & Office Copies ..... 88
- TOTAL DISTRIBUTION ...12,000

Inserts pricing upon request  
Zoning is available upon request

# Advertising Rate Card

Effective January 1, 2008



**The Town Crier**  
34 Oxford Road  
New Hartford, NY 13413  
Phone: (315) 738-0795  
Fax: (315) 738-0513  
E-Mail: towncrier@pjgreen.com

# ADVERTISING DISPLAY RATES

See back panel of brochure for  
additional sizes and rates

**\$114.50**  
**3 1/4" W x 6" H**

**\$97.00**  
**3 1/4" W x 5" H**

**\$69.00**  
**4 3/4" W x 2 1/4" H**

**\$42.00**  
**2 5/8" W x 2 1/4" H**

**\$143.50**  
**6 3/4" W x 3 1/2" H**

**\$83.00**  
**5" W x 3 1/2" H**

**\$75.00**  
**3 1/4" W x 3 1/2" H**

**\$50.00**  
**3 1/4" W x 2 1/4" H**

**\$149.00**  
**10 1/4" W x 2 1/4" H**

**\$97.00**  
**6 3/4" W x 2 1/4" H**