

# Free Trader®

FRANKLIN COUNTY EDITION ~ Established June 11, 1980

PO BOX 656 • Malone, NY 12953

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DEADLINE: Tuesdays at 4 PM, published every Thursday & available online Wednesday evenings

Franklin County total circulation: **12,000** copies (7,000+/week annual average printed, plus over 5,000 electronic copies downloaded or e-mailed via our subscription service) St. Lawrence County Free Trader circulation: **14,000** = **TOTAL: 26,000+**

**TOTAL READERSHIP 75,000+** (based on NAA estimated 2.5 readers per copy)

## RATE SHEET (Last update October 6, 2021)

Advertising rates are per week. Each page is 5 columns, 2" wide and 14" tall.

COLUMN INCHES	BASE RATE°	2-3 WEEK	4 WEEK	13 WEEK	13 WEEK NO CHANGE \$6.00	COMMUNITY*	2 PAPER**	FRONT PAGE
	\$9.25	\$8.75	\$8.25	\$6.50		\$5.75	\$12.00	\$14.00
1.5	13.88	13.13	12.38	9.75	9.00	8.75	18.50	21.00
2	18.50	17.50	16.50	13.00	12.00	11.50	24.50	28.00
3	27.75	26.25	24.75	19.50	18.00	17.25	36.75	42.00
<b>4</b>	<b>37.00</b>	<b>35.00</b>	<b>33.00</b>	<b>26.00</b>	<b>24.00</b>	<b>23.00</b>	<b>48.00</b>	<b>56.00</b>
5	46.25	43.75	41.25	32.50	30.00	28.75	61.25	70.00
6	55.50	52.50	49.50	39.00	36.00	34.50	73.50	84.00
7	64.75	61.25	57.75	45.50	42.00	40.25	85.75	98.00
8	74.00	70.00	66.00	52.00	48.00	46.00	98.00	112.00
9	83.25	78.75	74.25	58.50	54.00	51.75	110.25	126.00
10	92.50	87.50	82.50	65.00	60.00	57.50	122.50	140.00
11	101.75	96.25	90.75	71.50	66.00	63.25	134.75	154.00
12	111.00	105.00	99.00	78.00	72.00	69.00	147.00	168.00
13	120.25	113.75	107.25	84.50	78.00	74.75	159.25	182.00
14	129.50	-	115.50	91.00	84.00	80.50	171.50	196.00
15	138.75	-	-	97.50	90.00	86.25	183.75	210.00
16	148.00	-	-	104.00	96.00	92.00	196.00	224.00
17	157.25	-	-	-	102.00	97.75	-	238.00
¼ page	185.00	135.00	-	-	-	105.00	240.00	275.00
½ page	275.00	235.00	-	-	-	205.00	440.00	375.00
Full Page	400.00	375.00	-	-	-	325.00	700.00	500.00

### AD SIZING EXAMPLE:

This space is 4" wide by 2" tall (about the size of a business card), we would call it a 2x2 (two (2") columns wide by 2" tall) and the price would start at \$37.00 for 1 week.

\*Community rate refers to community service organizations, non/not-for profit organizations, or fund raisers.

1/4 pg.-1/2 pg. rate: \$6.50 pci; 1/2 pg. - full pg. rate: \$6.00 pci •  
inside requested placement surcharge: 15%  
Back Page Rate: -10% of Front Page Rate

#### **BOLD CLASSIFIED ADS:**

\$5.00 for 20 words, then \$0.20 for each word over 20.  
(We do not exchange Bold Classified ads with SLC, they must be contacted directly)

#### **INSERTS:**

\$85 per 1,000 (3,000 minimum), full run **\$595.00**

Full Run FC & SLC: Contact Us

\*4 tab or less\* Add \$15 per 4 tab \*Folding/Handling extra\*

**FULL FRONT PAGE: \$500 • FULL BACK PAGE: \$450 • CENTER SPREAD: \$650**

**COLOR RATES** (in addition to the cost of the ad) SLC color only available for Full Page Ads:  
8" or less: \$25 • 8+" to 15": \$50 • 15+" & under 70": \$75 • Full Page: \$100 • Front or Back: \$150

\*\*2 paper rate is the 13 week rate plus the community rate (rounded up to \$0.25), excluding color, requested placement or other additional services.

\*For Net30 accounts, if past due, only the base rate is available unless other arrangements have been made, including advertising agencies paying past Net30. We also reserve the right to offer only the base rate to businesses with poor credit history with us, or for any other reason, at our discretion. We offer other rate choices at our discretion and as a courtesy. By advertising with us, you agree to these terms.