

ABOUT

The Freeman's Journal.
Cooperstown's Newspaper  *For 201 Years*

HOMETOWN ONEONTA

& The Otsego-Delaware Dispatch

In September 2008, Iron String Press, Inc., publisher of Otsego County's oldest newspaper, The Freeman's Journal, launched Hometown Oneonta to serve Otsego County's commercial center.

The Freeman's Journal, founded by Cooperstown's founder Judge William Cooper in 1808, has 110% penetration in its home village, which is also the zip code with the highest per capita income in the county. Its \$1 cover price in the highest in the area, ensuring people who buy it read it.

Hometown Oneonta is mailed for free to all homes in the Oneonta and West Oneonta zip codes, ensuring local advertisers connect fully with every one of their most likely customers.

Since our newspapers are locally owned, we have a vested interest in the prosperity of the Otsego County market as a whole and in your individual success. You will find us and our representatives focused on developing creative ways to increase your bottom line.

We look forward to working with you.

Jim Kevlin, Editor/Publisher,
The Freeman's Journal & Hometown Oneonta

SPECIFICATIONS

Column Measurements

- 1 column = 1.765 inches wide
- 2 column = 3.655 inches wide
- 3 column = 5.554 inches wide
- 4 column = 7.434 inches wide
- 5 column = 9.324 inches wide
- 6 column = 11.213 inches wide

Camera-ready copy – 85-line screen

Opportunities & Guidelines

Contracts: Signing a contract for regular insertions results in significant savings; our sales & marketing associates can give you details. (If you decide not to follow through on contract terms, previous billings can be revised to reflect actual volume.)

Payment: Bills are sent out the first of each month and are due on receipt. After 30 days, there will be a 1½% monthly service charge.

Errors: If there is an error in your ad, please alert us promptly: Credit will be limited to the first insertion only.

Deadlines

The deadline to reserve space for display and classified advertising is 5 PM, the Friday before publication. However, in case of emergency, please phone – we will accommodate you whenever possible.

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*All*OTSEGO.com

ADVERTISING MADE EASY



Anita Briggs/The Freeman's Journal

CCS Elementary School Christmas concert

MEDIA KIT

Rates & Specifications

IRON STRING PRESS, INC.
21 Railroad Ave., Cooperstown, NY 13326
(607) 547-6103 • fax (607) 547-6080
ads@allotsego.com
www.allotsego.com

DOING BUSINESS IN OTSEGO COUNTY? YOU NEED TO BE IN...

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ENJOY

THE LARGEST COMBINED NEWSPAPER CIRCULATION IN OTSEGO COUNTY!

DISPLAY ADVERTISING

Open Rate

\$12.00 per column inch, per issue
Non-profit rate: \$10.80

Price Breaks for Larger Ads

Quarter page (30 inches)
\$300 per issue, \$10.00 per inch
Half page (60 inches)
\$500 per issue, \$8.33 per inch
Full page (120 inches)
\$850 per issue, \$7.13 per inch

Price Breaks for Repeat Insertions

Six insertions – 10% (\$10.80)
13 insertions – 15% (\$10.20)
26 insertions – 20% (\$9.60)
52 insertions – 25% (\$9.00)

Classified Rates

3 Weeks, 30 Words, \$30

Color Rates

\$100 Extra for Full Color

Inserts

\$50 Per Thousand
\$200 Minimum

By Far, These Quality Newspapers
Are The Most Cost-Effective
Vehicles To Connect You With
The Customers You Want Most.

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Hometown Oneonta Is Mailed
To ALL the 9,075 Homes
In Oneonta (13820)
And West Oneonta (13861)

•

The Freeman's Journal Offers
Homes In Cooperstown (13326), The
Local Zip Code With
The Highest Disposable Income
in Otsego County. Plus Circulates
In The Areas Surrounding
Lake Otsego.

OUR PRODUCTS

The Freeman's Journal

General paid-circulation newspaper, broadsheet,
on newsstands Wednesdays, circulates 2,500
newspapers (6,250 readers).

Hometown Oneonta

General free-circulation newspaper, broadsheet.
over 9,000 copies mailed weekly to **every home**
and every business in the Oneonta and West
Oneonta area, plus 1,500 are placed at strategic
points in southern Otsego and northern
Delaware counties.

www.allotsego.com

Provides on-line presence for readers, advertisers.

MARKETING • ADVERTISING • SALES • SUPPORT – Call (607) 547-6103

PUBLISHED BY IRON STRING PRESS INC., 21 RAILROAD AVE., BOX 890, COOPERSTOWN NY 13326
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