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DEADLINE FOR ADVERTISING: Tuesday by 5 pm for Friday's issue

COVERAGE - PRIMARY READERSHIP AREA -

Ellicottville, Franklinville, Allegany, Ashford, Cattaraugus, Centerville, Delevan, East Concord, Farmersville, Great Valley, Humphrey, Ischua, Little Valley, Lyndon, Machias, Olean, Otto, Randolph, Rushford, Salamanca, Springville, Yorkshire and Bradford, PA.

ADVERTISING RATES

NET RATE: \$6.25 per col. inch

Rates Effective April, 2011

Neighbor To Neighbor News Discounts: two papers 12%, three papers 20%

Weekly Newspapers Include: Arcade Herald, East Aurora Advertiser, Elma Review, Ellicottville Mountain & Valley News, Franklinville Mercury-Gazette & Warsaw's Country Courier.



SIZE & PRICE EXAMPLES:

Table with 2 columns: Size (e.g., 1 col. x 3) and Price (\$18.75, 25.00, etc.)

Table with 2 columns: Size (e.g., 2 col. x 2) and Price (25.00, 37.50, etc.)

Table with 2 columns: Size (e.g., 3 col. x 3) and Price (56.25, 75.00, etc.)

Column and page sizes:

Table with 2 columns: Column count and width (e.g., 1 col. = 1.7 inches wide, 4 col. = 7.23 inches wide)

Quarter Page (31.5 col. inches) = \$192.00
Half Page (63 col. inches) = \$374.00
Full Page (127.5 col. inches) = \$733.00

WORD CLASSIFIEDS:

\$5.50 for 10 words or less + 20¢ for each additional word.

INSERTS & COLOR

Inserts: \$50/M single \$60/M 2-7 pages \$75/M 8-12 pages
Color Charge: Rates Vary. Call about 4-color pricing!