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DEADLINE FOR ADVERTISING: Tuesday by 5pm 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

SIZE & PRICE EXAMPLES:

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

Net Rate: \$6.25 per column inch

Rates Effective April, 2011

Columns and page sizes:

Table with 2 columns: Column count and width (e.g., 1 col. = 1.7 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

Table with 3 columns: Insert type and price (e.g., Inserts: \$50/M single)

Discounts:

Display Ad Discounts

Table with 3 columns: Duration and discount (e.g., 13 Week = 5%)

Website Banner Ads (sold only in conjunction with display ad) \$30 Set up Fee

Table with 4 columns: Duration and price (e.g., \$12 Per Week)

Neighbor to Neighbor News Discounts: two papers 12%, three papers 20% Weekly Newspapers Include: Arcade Harold, East Aurora Advertiser, Elma Review, Ellicottville Mountain & Valley news, Franklinville Mercury Gazette & Warsaw's Country Courier.