



DISPLAY AD RATES

June 2019

Save 20%**

Save 30%**

Full Color	Column Inches	GVPS Sizes	One Area	Two Areas	Three Areas	Four Areas	Five Areas	Six Areas	Seven Areas	Eight Areas	Nine Areas	Dansville Edition [^]
	2	1x2	63.80	99.08	146.12	193.16	210.80	251.96	293.12	334.28	375.44	32.40
	4	2x2	89.00	139.40	206.60	273.80	299.00	357.80	416.60	475.40	534.20	48.00
	5	1/8 Pg.	101.60	159.56	236.84	314.12	343.10	410.72	478.34	545.96	613.58	55.80
	6	2x3	114.20	179.72	267.08	354.44	387.20	463.64	540.08	616.52	692.96	63.60
	8	2x4	138.60	218.76	325.64	432.52	472.60	566.12	659.64	753.16	846.68	79.20
	11	1/4 Pg.	176.10	278.76	415.64	552.52	603.85	723.62	843.39	963.16	1082.93	102.60
	15	3x5	244.10	387.56	578.84	770.12	841.85	1009.22	1176.59	1343.96	1511.33	135.30
	22	1/2 Pg.	328.00	521.80	780.20	1038.60	1135.50	1361.60	1587.70	1813.80	2039.90	185.70
	33	3/4 Pg.	473.30	754.28	1128.92	1503.56	1644.05	1971.86	2299.67	2627.48	2955.29	258.90
	44	Full Pg.	603.20	962.12	1440.68	1919.24	2098.70	2517.44	2936.18	3354.92	3773.66	316.70

Covers	Back	668.20	1057.76	1577.24	2096.68	2322.98	2783.80	3244.63	3705.45	4166.28	347.80
	Front	699.70	1108.16	1652.84	2197.48	2448.98	2935.00	3421.03	3907.05	4393.08	379.30
	Full Front	799.70	1308.16	1952.84	2597.48	2948.98	3535.00	4121.03	4707.05	5293.08	479.30

Cost Per Home: **1/4 Page** | **1/2 Page** | **Full Page**
(Based on average circulation for 1 edition) **1.4¢** | **2.5¢** | **4.6¢**

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Black & White	Column Inches	GVPS Sizes	One Area	Two Areas	Three Areas	Four Areas	Five Areas	Six Areas	Seven Areas	Eight Areas	Nine Areas	Dansville Edition [^]
	2	1x2	30.20	45.32	65.48	85.64	93.20	110.84	128.48	146.12	163.76	15.60
	4	2x2	55.40	85.64	125.96	166.28	181.40	216.68	251.96	287.24	322.52	31.20
	5	1/8 Pg.	68.00	105.80	156.20	206.60	225.50	269.60	313.70	357.80	401.90	39.00
	6	2x3	80.60	125.96	186.44	246.92	269.60	322.52	375.44	428.36	481.28	46.80
	8	2x4	105.00	165.00	245.00	325.00	355.00	425.00	495.00	565.00	635.00	62.40
	11	1/4 Pg.	142.50	225.00	335.00	445.00	486.25	582.50	678.75	775.00	871.25	85.80
	15	3x5	189.50	300.20	447.80	595.40	650.75	779.90	909.05	1038.20	1167.35	108.00
	22	1/2 Pg.	273.40	434.44	649.16	863.88	944.40	1132.28	1320.16	1508.04	1695.92	158.40
	33	3/4 Pg.	397.70	633.32	947.48	1261.64	1379.45	1654.34	1929.23	2204.12	2479.01	221.10
	44	Full Pg.	506.60	807.56	1208.84	1610.12	1760.60	2111.72	2462.84	2813.96	3165.08	268.40

Other sizes available. Check with your advertising consultant. [^]If only the Dansville Edition is selected, add a \$5 Internet Enhancement fee.

Mechanical Guidelines

Basic Sizes	Width (Inches)	Depth (Inches)
1/8 page (2 col.)	3.750	2.500
1/4 page (2 col.)	3.750	5.417
1/4 page (4 col.)	7.667	2.750
1/2 page (2 col.)	3.750	11.000
1/2 page (4 col.)	7.667	5.417
3/4 page (4 col.)	7.667	8.250
Center Spread	16.000	11.000
Front Cover	7.667	8.25
Back Cover	7.667	11.000
Full Page	7.667	11.000

COLUMN WIDTHS

4-Column Format

- 1 Column = 1.792 inches
- 2 Columns = 3.750 inches
- 3 Columns = 5.708 inches
- 4 Columns = 7.667 inches

Bleed available for front cover & front page strip - ask for template if providing a camera-ready ad for the front

Special Page Pricing

Sponsorships

Brighter/Vent Page

7.667" W x 2.25" H • Full Color Only

Family Fun Page

3.75" W x 4.0" H • Full Color Only

Pet of the Week

3.75" W x 4.0" H • Full Color Only

Single Week..... **\$99**

13 Week Package

(55% off) Each **\$55**

26 Week Package

(57% off) Each **\$52⁵⁰**

52 Week Package

(60% off) Each **\$50**

Front Page Strip

7.667" W x 1" H (Bottom of Front)

Full Color Only..... **\$100**

Dansville Edition, Full Color Only.. **\$75**

Full Front Cover Also Available

Placement Requests

Minimum of 1/4 Page Ad

Add 10% to Regular Ad Prices

Employment Ads

Minimum Size 3 Col. Inches

Add 5% to Regular Ad Prices