

Advertising Media Kit



The Palladium-Times

www.palltimes.com

Oswego County's Hometown Daily Newspaper Since 1845
In Print, Online, Anytime... Miss A Day. Miss A Lot.

The Palladium-Times | 140 West First Street, Oswego, NY 13126 | Phone 315-343-3800 | Fax 315-343-0273

Local Open Rate

\$13.00 p.c.i. (M-F)

\$15.00 p.c.i. (Sat.)

Over 100 inches monthly

\$12.00 p.c.i. (M-F)

\$14.00 p.c.i. (Sat.)

Over 200 inches monthly

\$11.00 p.c.i. (M-F)

\$13.00 p.c.i. (Sat.)

Color Rates

Spot (1) Color: \$150

Process (4) Color: \$275

Color Rate for ads 10-24": \$5.00 per inch

Deadlines:

2 business days ahead of
intended run date by 5 PM.

Preprint Insert Rates

Card to 12 pages - \$80/m

12 to 24 Pages - \$85/m

24 pages or more - \$95/m

No partial runs. Prices based on full run in The Palladium-Times.

Ask about our:

*Targeted Audience Packages

*Online Advertising Packages

*Special Sections

Single Sheet Flyers

One sided printing - \$120/m*

Two sided printing - \$155/m*

Price includes 50 lb. single sheet page 8.5"x11" with one color

*Bright Hue paper available for an additional \$10/m

No zoning, full-run only. For additional information
contact your Palladium-Times Account Representative.

Glossy, 4 color jobs: Call for a custom quote.

The Palladium-Times reserves the right to refuse and edit any advertising.

Publishing / Mechanical Data

Published Daily Monday – Saturday

Page size 11.75" wide by 21" deep

Columns per page – 6.

1 col. – 1.819" 4 col. – 7.778"

2 col. – 3.806" 5 col. – 9.764"

3 col. – 5.792" 6 col. – 11.75"

Special Classification Rates

- Obituaries/Funeral Notice - \$150 per obit includes online posting with photo
- Non-Profit Organization - \$10.00 pci
- Happy Ads/In Memoriam - \$5.00 pci
- Preferred position – add 25%
- Some pages restricted

NATIONAL DISPLAY

Open Buy

Color (Commissionable)

Terms

\$17.00 p.c.i.(Retail) \$12.00 p.c.i. (Class.)

\$165 spot / \$250 process

Net 30, 15% agency commission

ADVERTISING RATES EFFECTIVE AS OF OCTOBER 2014

FRIDAY

MARCH 9, 2018

HI 38
LO 23
FULL FORECAST 2

Panel: US should rethink nuclear emergency plans
Money Matters, A-3

OHS students earn 'gold key' awards
OCSO, A-8

Defense carrying Bucs in push for state crown
Sports, B-1

The Palladium-Times

www.palladiumtimes.com

75 CENTS

DayBreak



Cultural celebration

Hannibal High School students Adrienne Shortall and Molly Downing enjoy Hispanic treats and drinks during World Languages Week, which kicked off Monday in the school district. Daily activities helped the students celebrate the country of the day, and international exchange students greeted students in their native languages during morning announcements.

Water main work on tap for next week

Crews from W.D. Malone Contracting will begin repairs to the Silver water main on West Third Street, between West Main and West Onondaga streets, in Oswego, beginning Monday. The work is expected to be completed by March 16. Water service to all customers in the area will be unaffected. Traffic interruptions in the immediate vicinity of the repair work will be constant. Closure of the one block of West Third Street will occur during a portion of the repair work activities.

Please contact the Department of Public Works, 342-8180, with any questions or concerns.

Girl Scouts to mark 100th anniversary Monday

The Oswego service unit for Girl Scouts will host a 100th anniversary candlelight ceremony at 6:45 p.m. Monday at Mount United Methodist Church, on county Route 46. Girl Scouts across the county will participate in the anniversary celebration at the same time.

Art show to showcase student work

The Fulton Art Association will host its sixth annual High School Invitational Art and Photography Show from 10 a.m. to 8 p.m. Saturday, with the artists' reception from 8 p.m. to 10 p.m. from noon to 4 p.m. Sunday in the community room of the Fulton Municipal Building, 141 S. First St., in Fulton.

Students from the Fulton, Hannibal, Oswego and Phoenix school districts will compete for Best of Show and other awards.

There are 80 students in grades nine through 12 participating this year, with 111 entries in the mediums of 3-D, acrylics, ceramics, computer graphic art, digital photography, drawing, A, drawing B, drawing C, drawing E, film photography, mixed media painting and sculpture.

Each person who visits the show will be allowed to vote for his or her personal favorite work. The photography entry with the most votes will be a ribbon and award comparable to Best of Show.

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CLASSIFIEDS
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SPORTS
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ENTERTAINMENT
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Travel B-4



E-911 radio tower project continues

OSWEGO — Oswego County E-911 Director Michael Allen recently reported to the Oswego County Legislature's Public Safety and Emergency Services Committee that work on the county's new radio tower project is on course.

"We are continuing to optimize radio equipment and finalize an emergency channel plan," Allen said. "We are also working out the training component. Motorola will train our trainers who will go on to train others in the field."

The first order of subscriber units, portables, mobile and control stations will be submitted in May and training will coincide with the roll-out of the new equipment. Testing is scheduled to be conducted in June, July and August, and the new system is on track to be fully deployed and accepted in September.

According to Allen, the new system is required to work in 97 percent of the county with portable radios. "Compare that to the current system where mobile requirements were only 95 percent," he said.

Oswego County has funded the design of a 10-Channels Trunked Land Mobile Radio System (TLMR) to replace the current 800 megahertz radio system. A federal mandate required users to vacate current channels and leave the system due to cost-prohibitive sustainability. Additionally, with the old technology, radio coverage throughout the county was sparse in some places and public safety agencies could not rely on the system.

There are 47 user agencies in Oswego County.

Another county meth lab uncovered by police

By AARON CURTIS
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NEW HAVEN — A search warrant executed by area law enforcement agencies at a residence in New Haven on Thursday morning turned up the fourth methamphetamine lab discovered in Oswego County since October.

The raid led to the arrest of Brian J. Lamond and Stephanie A. Holt-Ostender, who were both charged with unlawful manufacture of methamphetamine in the third degree, a class D felony, due to the discovery at the property located at 3882 county Route 6.

Police stated that more charges could be filed in the future.

Members of the New York State Police and the New Haven Fire Department, along with the Syracuse Division of Environmental Products and Services, were on the scene late into the afternoon, tending to the house where the reported lab was discovered. In the yard behind the house, two individuals wearing hazmat suits were investigating several coolers, crates and garbage bags full of materials that had been brought out of the house.

It is the latest in what has been a rash of methamphetamine labs discovered within the county, which has prompted intervention by area and national officials. Methamphetamine is a schedule II stimulant, which has a high potential for abuse and may lead to "severe psychological or physical dependence," according to the Drug Enforcement Administration.

The string of discoveries began when the first lab was turned up at 581 CC Road, in Williamstown on Oct. 3.

See ANOTHER, A-10

Multiple felony charges leveled after domestic dispute

STAFF REPORTS
editor@palladiumtimes.com

GRANBY — A Granby man is facing a handful of felony and misdemeanor charges after allegedly attacking his girlfriend Wednesday inside the apartment they share.

New York State Police in Fulton charged Andrew S. Jones, 40, of 14 Melrose Ave., Apt. 5, with unlawful imprisonment and criminal contempt of court in the first degree, both class E felonies; and criminal obstruction of breathing or blood circulation, assault in the third degree, criminal mischief in the fourth degree and three counts of endangering the welfare of a child, all class A misdemeanors.

According to a report regarding his arrest, Jones had been ordered by Fulton City Court Judge Spencer Lodington to refrain from assaulting or harassing his 26-year-old live-in girlfriend.

However, during the early morning hours of Wednesday, Jones allegedly choked and assaulted his girlfriend for nearly an hour before the victim was able to get away and call for help.

Also according to the report, the alleged victim attempted to call 911 from her cellphone during the attack.

See E-911, A-11

New Oswego business is music to band lovers' ears

By ERIN PLACE
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OSWEGO — After roughly a six-year hiatus, Oswego once again has a rock memorabilia store, taking the form as Cool Tops Inc.

Mike Germain, owner of Cool Tops, opened the business in mid-November, offering the Port City T-shirt store that specializes in band shirts and carries a wide variety of shirts, rock "T" mugs, accessories and local art. He chose to open his business at 89 W. Bridge St. — across from Oswego Hospital — because of its high foot traffic locale and proximity to SUNY Oswego and college housing.

"I get good traffic coming through here, good foot traffic," Germain said, noting that a lot of high school and college students walk by and stop in his store. "This opened right at the time I was looking for a place." He said that a couple of businesses had already been in his current storefront but never lasted that long. He said he was grateful that the timing worked out for him.

Germain decided to open a T-shirt store after he was laid off from his job at Sam's Club, in Clay, which closed as a result of the Great Recession. For the last 22 years, he has worked in the retail business. Prior to being employed at Sam's Club, Germain worked at Price Chopper and after finding himself without a job, he decided to take the business skills he acquired over the years and launch his own enterprise.

"I've always wanted to start my own business," Germain said. "I started brainstorming, wondering what I can do with music. I started searching online and came across band shirts. ... I have a good sense of humor, too, so I decided to carry humor T-shirts."

He noted that it took him two and a half months to set up his store. As for the humor shirts, he purchased this stock thinking that mostly college students would enjoy wearing this type of clothing. "They are more likely to wear them out, which can create social conversations," he said.

In addition to these, Germain carries music shirts that range from old school music to classic rock to current musical artists and popular bands. He also sells other accessories, including key chains, air fresheners and hats. Cool Tops Inc. is now the only place in town that sells music DVDs, he said.

"No one has them around here anymore," he said about music DVDs. "I carry stuff I thought people would like."

According to Germain, most of his products come from distributors located in New York City, New Jersey and California. He uses a vendor in Albany called Mavrick to purchase the humor shirts through. Since he is selling his wares in a store and does not have to factor in shipping and handling costs, he noted he is able to sell the T-shirts and other items cheaper than other retailers.

Germain also noted that there is only a 4 percent sales tax on clothing, as opposed to the regular 8 percent on other items.

College and high school students are not the only clientele Germain caters to. He is a self-proclaimed music enthusiast, noting he picked up his first instrument, a bass, as a teenager. Germain then went on to play in a number of '80s rock bands, and many of his former bandmates and people he knows also enjoy his classic rock and metal T-shirt collection.

He grew into writing his own music, recording his original songs and now operates as a one-man gig. The musician also taught himself to play guitar over the years, and now plays that instrument more often than his first love, the bass. The last time Germain played in a band was seven years ago. He runs the do-it-yourself method that was made easy on the 24-track digital recorder he purchased for his music production.

"It does it all," Germain said.

Cool Tops is open from 11 a.m. to 7 p.m. Monday through Saturday and closed Sunday. For more information visit www.facebook.com and search for Cool Tops Inc.

The Palladium-Times is Oswego County's only daily newspaper. Publishing Monday through Saturday with 7am delivery.

**DAILY READERSHIP
(MONDAY THROUGH FRIDAY)**

11,946

SATURDAY READERSHIP

13,032



Sandy Creek football reaches sectional title game

See Page 5

OSWEGO COUNTY ADVERTISER

November 8, 2014 Serving Oswego, Fulton, Hannibal, Mexico, Minetto, Granby, Mapleview, Altmar, Paris, Volney, Hastings, Pulaski, Sandy Creek & Richmond FREE

Local papers announce publication of new weekly

STAFF REPORTS
editor@palladiumtimes.com

Conceived by what you're reading? Don't be.

Starting with the issue in your hands of *The Oswego County Advertiser*, *The Palladium-Times* and *The Valley News*, both publications of Sample News, have merged their two respective free weekly publications into one publication.

The new publication will be distributed free of charge on Saturdays to anyone who was previously receiving the weekly publications from *The Palladium-Times* and *The Valley News* weekly publication *The Patriot Advertiser*.

"By merging our two weekly publications and in concert with our daily newspapers, we now offer one of the widest networks of print media in Oswego County. Add to this our digital platforms and growing mobile solutions, and we have an impressive and exceptional marketplace to bring buyers and sellers together every day," said Joe Spaulding, the publisher of both *The Palladium-Times* and *The Valley News*. "Oswego County Advertiser readers will get a weekly sampling of the great local news and sports coverage of *The Palladium-Times* and *The Valley News*. No one covers Oswego County better and no one does local better than our team of media professionals."

For a history of the *Fulton Patriot*, which was the long-running predecessor of *The Patriot Advertiser*, see Page 4.

Different water supplier in line for Phoenix

STAFF REPORTS
editor@palladiumtimes.com

PHOENIX — Phoenix officials will be looking for an outside water supplier to solve water quality issues plaguing the village.

Village officials had been considering three possible sources of action to address the quality of Phoenix's drinking water. Tests done by both the county and state health departments have showed that the village's two drinking water wells are susceptible to ground water infiltration.

A 2013 village drinking water report states that those conditions leave the wells at a "medium-high susceptibility rating for pesticides, metals and nitrates due to the unconfined aquifer."

The wells were also given a "high-risk rating for petroleum products, bacteria, protozoa, viruses, cations/anions, halogenated solvents and other industrial organics due to nearby land use activities."

Through both news and social media, some residents have been publicly calling for village officials to take action on the matter. They describe their water as murky "like chocolate milk," and emitting chemical odors.

After the 2013 drinking water report was released, village officials say they began working to eliminate the voids in the ground that allow surface water to reach the wells. However, that course of action hasn't yielded strong enough results.

The Oswego County Health Department gave the village until the end of October to settle on a different course of action, which could have included putting in completely new wells, implementing a filtration system.

See DIFFERENT, 3

Man charged with murder in Pulaski drowning

By BRIAN ZAHN
bzahn@palladiumtimes.com

OSWEGO — A 32-year-old man from Baldwinsville was arraigned Wednesday in Oswego County Court on murder and manslaughter charges in connection to the Aug. 10 drowning of 17-year-old Anne-Rose Shove in a lake near his home.

In an indictment filed Oct. 30 but unsealed Wednesday, authorities charged Steven Szatanek, of Baldwinsville, with second-degree murder and manslaughter after Shove's body

was pulled from Lake Ontario in the afternoon of Aug. 10.

Szatanek, who was out on parole from burglary charges when he allegedly murdered Shove, was arrested Monday by state police at the Groveland Correctional Facility. He's currently being held in the Oswego County Correctional Facility without bail.

District Attorney Greg Oakes and state police Captain Mark Lincoln announced the arrest Wednesday, saying they hoped it would bring some measure of relief to Shove's family.

"It can't be underestimated the value of locking up a predator who was targeting teenage girls," said Lincoln. "We know that this can't bring Anna back, but I'm hoping this answers a few questions for her family."

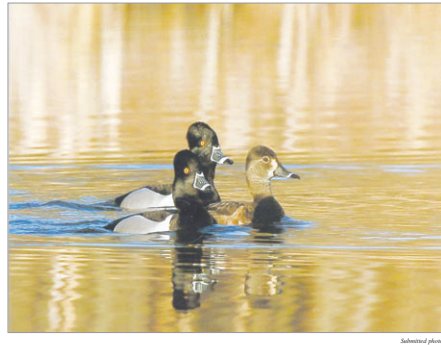
In his statement to police, Szatanek told police he was at Brennan's Beach Campground, where Shove's body was found on the shoreline of Lake Ontario around 4 p.m. on Aug. 10. Szatanek told police he was camping with his girlfriend and her brother for the weekend, and that he met

Shove and several other young women that weekend.

Shove had been staying with her family in an RV on the weekend she disappeared. She went to the beach alone about four hours before her body was found, according to police.

Police asked the public for help finding a man named Steve in his 20s or 30s with tattoos on his chest. Oakes said Wednesday that they found Szatanek if the description and began to build up a case against Szatanek as he served a jail term in

See MAN, 10



Submitted photo

Fulton resident Randy Neal's photograph "An Evening Swim," taken at the Sterling Nature Center, was recently selected as the first-place winner of the Cayuga Naturally photograph contest.

Fulton man claims first prize in photo contest

By Colin Hogan
editor@palladiumtimes.com

It took him more than an hour to snail up on the trip of ducks swimming in Lake Ontario and land the perfect shot, but for Fulton's Randy Neal, it was well worth the effort.

Neal was recently named the winner of this year's Cayuga Naturally photograph contest, held each year by the Sterling Nature Center. His winning shot, entitled "An Evening Swim," captures three ducks peacefully gliding along the top of a placid lake setting, just off the coast of the nature center in the early evening.

This was the first time the hobbyist photographer entered the contest, nor was it the first time he won it. But this time Neal decided that supporting that nature center was more important than the \$100 prize.

"I just decided to donate it back to

the center," Neal said. "That sort of felt like the right thing to do this time. I've gotten a lot of great photographs from other photographers. Prizes were awarded to one first-place winner, three second-place winners and three third-place winners. There were also 14 photographs selected in honorable mentions."

Neal said landing the shot for "An Evening Swim" took a lot of patience. "By the time I snuck up on them, got so I had the sun at my back, sat down, and then waited for them to swim close enough that I could get the right shot. I was probably out there more than an hour," Neal said. "It takes a lot of patience."

Also representing Oswego County among the winners was the photo "Butterfly," by Jim Kraus of Oswego, which won second place.

D'Angelo said all of the photographs will be on display at the Sterling Nature Center for public viewing.

See EBY, 8

Katko tops Maffei in landslide

Oswego tax cap passes

By BENJAMIN KAIL
bkail@palladiumtimes.com

OSWEGO — Republican John Katko unseated Democratic Congressman Daniel Maffei in the tightly contested race for the 26th congressional district, and Democrat Pat McLaughlin unofficially defeated incumbent Republican Councilor Mike Myers in the city of Oswego's 2nd Ward.

McLaughlin defeated Myers, R-2nd Ward, by just 12 votes, 290 to 278.

Dick Atkins, Democratic Board of Elections commissioner, said absentee ballots and affidavits would be counted beginning Nov. 12, with official results coming no later than the first week in December.

"It's awful close," said McLaughlin in a phone interview Tuesday night, "but if it holds out, the work's just beginning."

McLaughlin said if he wins, it's because people in Oswego want change. "I predict a lot of close races next year," said McLaughlin, making his

See KATKO, 9

Large grain harvest means more business for port

By BRIAN ZAHN
bzahn@palladiumtimes.com

OSWEGO — A record soybean harvest for New York state this year will mean business and jobs at the Port of Oswego Authority, according to port executive director and CEO Zello Kirinich.

"Increased cargo means increased labor, increased jobs, and more likely will lead to more shipments by the waterway and the rail," he said.

According to Dennis Land, a regional manager for Perdue Agribusiness, New York state grew about 16.5 million bushels of soybeans this season, a 35 percent increase over the approximately 13 million bushels from last year.

Land said corn production for the year is up, although wheat production is down by about 25 percent.



Brian Zahn photo

Port workers unloading a shipment of this year's record soybean crop into the port's barrel building. The port uses the barrel building for crop storage.

See LARGE, 10

The Oswego County Advertiser is the best total market coverage option for Oswego County. As a collaborative effort between The Palladium-Times and The Valley News, the Oswego County Advertiser is mailed and reaches nearly 20,000 non-subscribing households and P.O. each week. Every Saturday, readers are excited to have a true newspaper delivered to their door that has local news and advertising information they can use. The weekly has local news, sports, real estate features, a datebook, classifieds from Oswego County Marketplace, and much more.

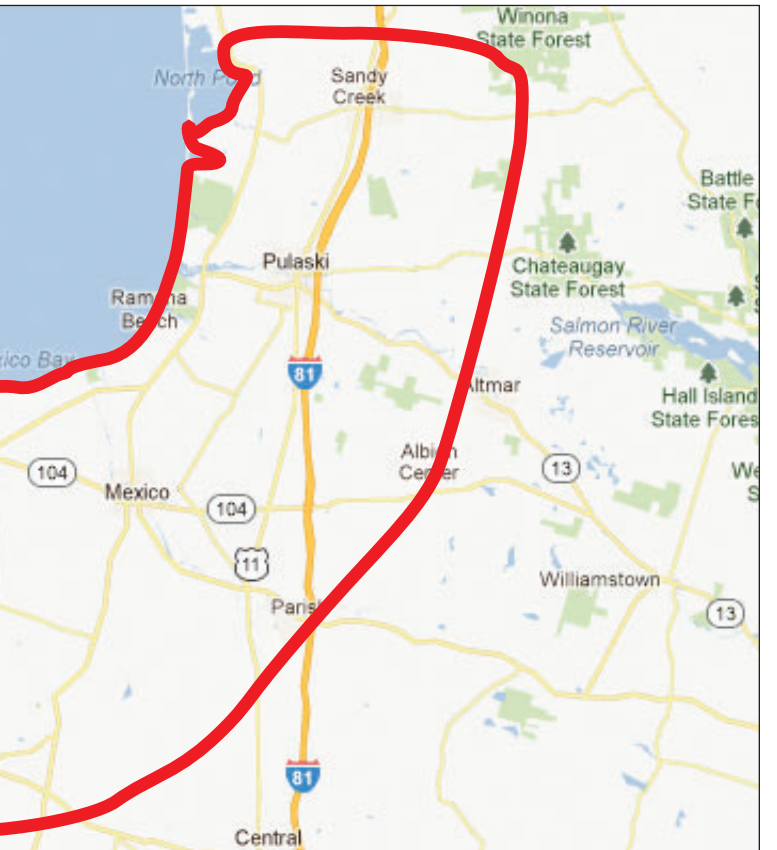
SATURDAY MAILING

18,909

SINGLE COPY OUTLETS

825

TOTAL = 19,734 PER WEEK



Palladium-Times Weekly Distribution

PallTimes.com

- Breaking news headlines and developing stories
- Interactive features and content not found in print including a weather cam, video, polls, online commenting and photo galleries

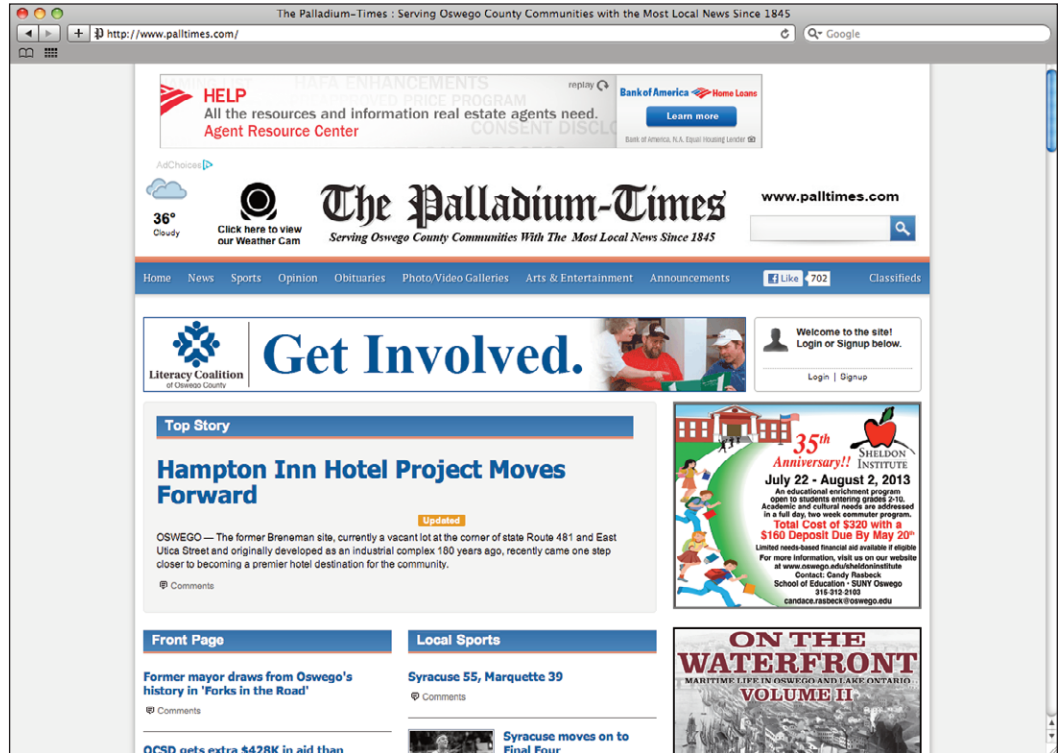
**YEAR-TO-DATE 2012
AVERAGE READERSHIP**

140,074

Unique Visitors Per Month

383,390

Page Impressions Per Month



WEATHER CAM

In Oswego County the only thing you can count on is never counting on the weather. That's why only at palltimes.com you can find our Weather Cam, this is a live streaming feed of the view from the top of our building overlooking the Oswego River. Rain, sleet or snow we see it all and now so can you!

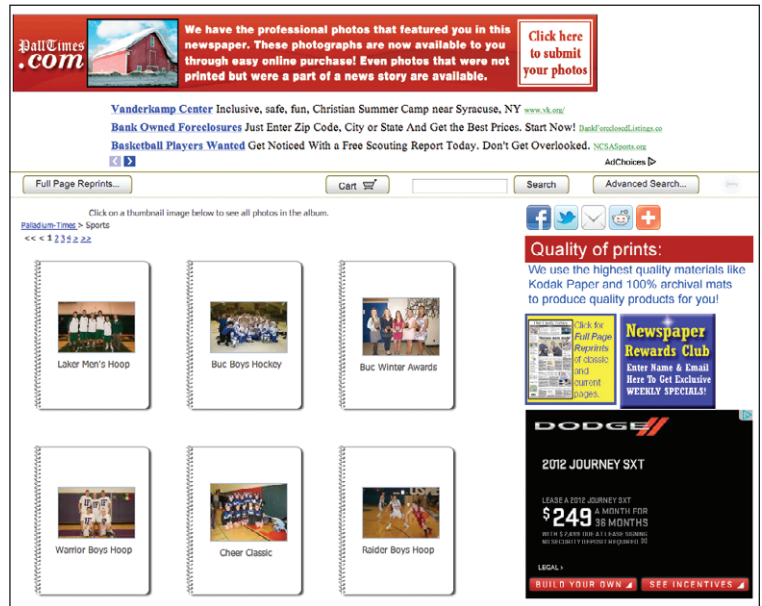
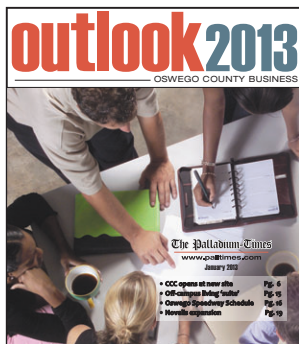


PHOTO GALLERY

At palltimes.com you can find our photo gallery. This is where you can view and find photos taken by the staff at The Palladium-Times. You can purchase these photos or use them to share with family and friends or for scrap-booking, decorating home or office and of course they make great gifts. Thanks to flat rate shipping, extra copies are a bargain.

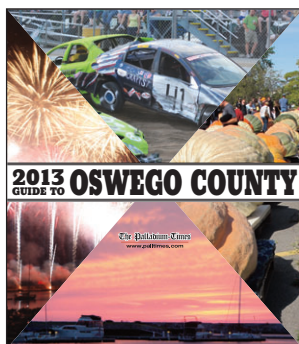
OUTLOOK

The Palladium-Times' annual Outlook publication is a comprehensive look at business in Oswego County, the key issues we face, and the biggest developments anticipated in the coming year. Outlook breaks the mold of the typical Progress section by inviting all businesses of Oswego County to submit business profiles to give their own business' highlights and outlook. Outlook has a presence in both a print and online throughout the entire year. The publication will be distributed to all our readers with an overrun going to the best business-to-business settings across our county. This ensures that we'll maximize audience reach and have an evergreen shelf-life throughout the year.



GUIDE TO OSWEGO COUNTY

The Guide to Oswego County is just that...a guide! This section has reference guides and directories to various venues, attractions and local businesses. The Guide is a great way to give your business top of mind awareness. Newcomers and longtime residents need to be reminded of all the great places to visit and shop in the area. This guide provides them with the means to do that because it contains pertinent information that can be referenced all year long. The guide covers everyone's interests. 10,000 copies are distributed; a full run in The Palladium-Times and extra copies to area businesses throughout the entire year that welcome new visitors to the area. The guide will also have a year-long posting on palltimes.com.



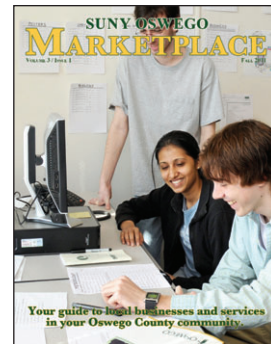
HARBORFEST

The Palladium-Times partners with Oswego Harborfestivals Inc., to bring you the official, full color, glossy Harborfest magazine. This year's 26th anniversary magazine is going to contain even more valuable featured content and festival coverage. It will also contain a pull-out feature, containing a schedule of events and their locations, that visitors can carry with them throughout the week-end. This year we will continue to make the magazine available for purchase but with added value in the form of coupon savings from participating vendors. This is just one more reason for Oswegonians and visitors to seek out this essential guide to Harborfest! Harborfest 2013 is July 25-28.



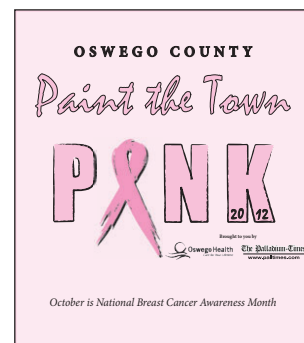
SUNY MARKETPLACE

New and returning students are getting ready to come back to Oswego and that means they're going to be looking for things to do in the area. SUNY Marketplace magazine is a full color glossy publication that contains only ads. These ads display discounts, coupons and special offers that the students can take advantage of. We drop copies throughout the campus with the support of SUNY and the Campus Community Relations Committee. This magazine is also inserted into the paper so you can reach our subscribers as well. In addition you will also reach audiences at nearly 50 different local businesses where we will be dropping copies of the magazine.



PAINT THE TOWN PINK

Paint the Town Pink is a wonderful promotion to honor October as National Breast Cancer Awareness Month. The Palladium-Times and local businesses partner to bring this promotion back for a fourth year. We're going to have PINK newspaper on the first Monday of the month (complementing our Everyday Women Feature) and for all ads purchased to run on that day we will donate a percentage back to a local breast cancer awareness organization. Also, for purchasing an ad on that day you will be given a free ad in our PINK newsprint specialty tab running in mid October, containing information on prevention and awareness with a local angle. Both of these editions will be heavily promoted before they run, increasing the amount of readers your ad will be seen by. Now you have a chance to promote your business while donating to a good cause! Please help us support National Breast Cancer Awareness Month!



ONLINE AUCTION

Bid-n-Buy is a program introduced to Oswego County by The Palladium-Times. The concept is simple...local businesses put up gift cards for goods and services and The Palladium-Times holds an online auction for local consumers to bid on these gift cards. Businesses receive full retail value of the gift cards that sell in the auction as ad credits. We promote these gift cards with paper and online ads for a month. Then for an entire week we have an online website that community members can register on to bid for these gift cards. Gift cards allow bidders great choices, which increases the auction's bidder pool and generates walk-in traffic for the advertisers.



Contact your advertising representative for a list of this year's promotions.

Now you can target your businesses desired demographic with different daily features we offer our readers. Take advantage of one of our great packages designed to reach people ready, willing and able to buy.

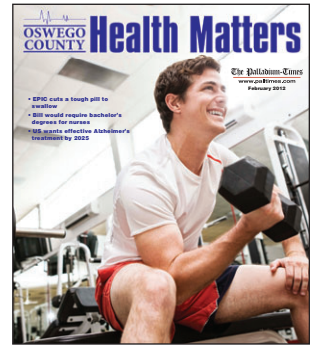
EVERYDAY WOMEN

Every Monday in The Palladium-Times we feature Everyday Women. This feature appeals to the highly desired female demographic whom traditionally are the decision-makers and shoppers in a household. The weekly content is local features from local women and about local women.



HEALTH MATTERS

Health Matters is a tabloid inserted on the 3rd Saturday of every month for a full run in The Palladium-Times. The magazine is also dropped at 60 different businesses in Oswego County and is made available online in a pdf format for the entire month. You also receive a pick up of your ad for the following 3 Fridays in The Palladium-Times, as that is our day of the week that we run health features. We also welcome any editorial that you may like to submit for this section throughout the year. We strive to have hyper-local content from different medical fields.



LIVE LOCAL, SHOP LOCAL

The Palladium-Times has teamed up with area businesses to bring an extensive marketing campaign to encourage shopping locally in Oswego County communities. The campaign, "Live Local, Shop Local" runs weekly in The Palladium-Times at different times during the year. There will be special offers and discounts featured from local businesses within Oswego County.



EDUCATION

Read the most relevant education information every Wednesday and Friday. Oswego County boasts one of New York State's most recognized school districts. With its commitment to academic excellence, strong arts program and state-of-the-art technology – the Oswego City School District has been nationally acknowledged as one of the country's finest districts. Located in the heart of Oswego, Oswego State University gives the area a warm and welcome 'college-town' atmosphere.



DINING DIRECTORY

Every Wednesday in The Palladium-Times we feature our dining directory. It's your guide to local restaurants. Every week different restaurants advertise their specials and events. This is a great place to cook up some new diners for your business!



REAL ESTATE

Housing is both available and very affordable. Land is plentiful for those who wish to build. Housing ranges from well-maintained homes in the many neighborhoods of suburban communities to new construction in rural and semi-rural developments. Get all the latest real estate news every Saturday in our Homestyle section.



Submission of Electronic Files Guidelines

PDF Files & Layout

The Palladium-Times prefers all client artwork to be sent as PDF files, distilled to our specifications. Make sure that your PDFs are set up in CMYK color only, with all fonts embedded. The workable image area for our layouts are as follows: Broadsheet [11.75" x 21.5"] and Tabloid [10.25" x 11.75"]. We do not offer any "bleeds" and margins are not needed. Do not include Crop, Registration, or any other printer marks on your PDFs.

Color & Images

The Palladium-Times prints in 1 or 4 color process. Please make sure that your art is set up using only Black or CMYK process colors. Spot colors and color profiles cause art to separate incorrectly and must be

converted to CMYK process before submission to us. Please make sure that all picture files and other graphics in your art file are set up in CMYK process colors only. Do not use RGB, Spot, or embedded Color Profiles. Resolution for any image files must be a minimum of 200 dots per inch.

Fonts

To keep your text in line, always use Post Script fonts. True Type fonts are acceptable, but Post Script fonts are more reliable for printing. Always embed all fonts in your PDFs to keep your type from dropping out at the press.

Sending Files

PDF files can be sent to us using FTP [File Transfer Protocol] or CD. E-Mail files must be sent at less than 4MB.

SNAP/Newspaper Industry Recommended Photoshop Settings

In Adobe Photoshop go to Edit > Color Settings. For the Settings option choose Custom.

RGB Settings

Working Spaces > RGB:

RGB [5.0]: ColorMatch RGB or SMPTE-240M

RGB [6.0]: Adobe RGB or SMPTE-C

Gamma: 1.8 Mac or 2.20 PC

White Point: 6500°K [D65]

CMYK Settings

Working Spaces > CMYK: > Custom CMYK

Printing Inks

Ink Colors: Custom [see below]

Dot Gain [Nets]: 28 to 34

Separation Setup

Type: GCR

Black Generation: Light to Medium

Black Limit: 85 to 90

Total Ink: 220 to 240

UCA Amount: 0

Grayscale [C/M/Y/K]

Go to Image > Adjustments > Levels
Click the corresponding Eyedropper Tool to enter each CMYK value.

Highlight: 3/1/1/0

Midtone: 38/30/30/10

Shadow: 60/50/50/80

	L*	a*	b*
C:	57	-23	-27
M:	53	48	0
Y:	79	-5	60
MY:	52	41	25
CY:	53	-34	18
CM:	41	7	-22
CMY:	30.1	15.6	10.6
W:	83	-0.3	4.2
K:	40	1	4

☒ L*a*b* Coordinates
☐ Estimate Overprints

The Palladium-Times Adobe Distiller Settings

To access your Distiller settings, open Distiller and click on the "Settings" tab on the tool bar at the top of your screen. Then, click "Edit Adobe PDF Settings." Save the settings after adjusting them as follows:

GENERAL TAB

- Compatibility: Acrobat 4.0 [PDF 1.3]
- Binding: Left
- Resolution: 1270
- All other options should be set to OFF

IMAGES TAB

- Color Images & Grayscale Images
- Sampling: Bicubic Downsampling to 200 ppi for images above 200 ppi
- Compression: Automatic [JPEG]
- Image Quality: High
- Monochrome Images
- Sampling: Bicubic Downsampling to 600 ppi for images above 900 ppi
- Compression: CCITT Group 4
- Anti-Alias to gray: Off

FONTS TAB

- Select the following:
- Embed All Fonts
- When Embedding Fails: Cancel Job

COLOR TAB

- Settings File: None
- Leave Color Unchanged
- Document Rendering Intent: Preserve
- Select: Preserve Under Color Removal and Black Generation
- When transfer functions are found: Preserve

ADVANCED TAB

- Select the following:
- Convert gradients to smooth shades
- Convert smooth lines to curves
- Preserve Level 2 copypage semantics
- Preserve Overprint Settings
- Overprinting default is nonzero overprinting
- Save original JPEG images in PDF is possible
- Process DSC comments
- Preserve EPS information from DSC
- Preserve document information from DSC
- Resize page and center artwork for EPS files

STANDARDS TAB

- Compliance Standard: None

The Palladium-Times Advertising Dimensions

Retail Sizes		Classified Sizes	
Col.	Inches	Col.	Inches
1	1.819"	1	1.194"
2	3.806"	2	2.514"
3	5.792"	3	3.833"
4	7.778"	4	5.153"
5	9.764"	5	6.472"
6	11.75"	6	7.792"
Full Pg. - 11.75" x 21"		7	9.111"
Bus. Bill. - 2.75" x 1.875"		8	10.431"
		9	11.75"

In-house Tab	
Col.	Inches
1	1.917"
2	4"
2.5	5"
3	6.083"
4	8.167"
5	10.25"

Full Pg. - 10.25" x 11.25"	
1/2 Pg. - 10.25" x 5.5"	
1/4 Pg. - 5" x 5.5"	
1/8 Pg. - 5" x 2.5"	