

The original 100% U.S.  
Mail circulation paper  
serving the “between-cities”  
market area of Cortland  
and Ithaca, N.Y. reaching  
over 23,000 Homes

**PREPRINTS / INSERTS:** The Shopper carries many preprints (inserts) throughout the year, averaging over 3 per issue. Inserts may cover our entire circulation or be broken down into partial coverage by zip codes. This can prove to be an economical way to convey much information to a targeted audience. There are minimum numbers required depending on the unit breakdowns. We require prior notice of at least 1 week when inserts are to be included in an issue.

**COST OF INSERTS:** 8¢ each, plus 80¢ per pound. Inserts are U.S. Mailed within The Shopper.

**MINIMUM DISPLAY ADVERTISEMENT:**  
3 column inches (2 col. x 1 1/2" or 1 col. x 3").

**PAGE SIZE:** Tabloid.  
6 column page 10 1/4" x 16" depth (image size).

**COLUMN WIDTHS:**  
1/4" gutter between columns. 1 col. is 1 1/2";  
2 col. is 3 1/4"; 3 col. is 5"; 4 col. is 6 3/4"; 5 col. is 8 1/2"; 6 col. is 10 1/4".

**CIRCULATION:** Over 23,000 families between Cortland and Ithaca, N.Y. Serving 24 communities and 40 rural routes by U.S. Mail.

## THE SHOPPER

9 Main Street, Freeville, N.Y. 13068

607-844-9119

FAX 607-844-3381

www.thefreevilleshopper.com

Your Prime Advertising  
Media in the Cortland / Ithaca  
Market Assures You of  
Maximum Results.



**PUBLICATION FREQUENCY:** Published every Tuesday throughout the year (subject to holiday change).

**DEADLINE:** Display and Classified advertisements deadline is Monday, 12 noon, the day before Tuesday distribution. Advertising copy must be in our hands, in our office at 9 Main Street, Freeville, N.Y. 13068.

**PAYMENT:** Required in advance of publication. Credit may be established. References required. Visa, MasterCard and American Express accepted.

**RATE CARD PACKAGE:** Complete details and requirements plus map, circulation breakdown, mechanical specifications and policy are contained in our Rate Card Package. We will provide this information by request.

**OPEN RATE:** Rate applies to advertising agencies. Rate is subject to 15% agency commission on camera ready copy.

**LOCAL RATE:** Rate applies to local advertisers serviced by The Shopper. Rate includes reasonable layout and typography.

**NON-PROFIT RATE:** Applies to legitimately qualified non-profit entities such as local government, school districts, churches and fraternal organizations.

**BUSINESS CLASSIFIED:** \$12.00 for the first 10 words (minimum), 15¢ each additional word per week.

**COLOR:** All color locations are subject to availability. Full Color = \$75. Price is in addition to ad cost.

**PREMIUM LOCATIONS:** Availability is limited to regular advertisers and advance notice is required. Front/back cost including full color is \$950.

## SUBURBAN CORTLAND-ITHACA THE SHOPPER RATE SCHEDULES

*Rates Effective August 1st, 2024*



We are  
US Postal delivered  
to over 23,000  
homes every Tuesday,  
reaching over  
60,000 community  
members.

*For complete rates and circulation,  
or for more information,  
Just Call*

607-844-9119

Fax 607-844-3381

# SUBURBAN CORTLAND-ITHACA

# THE SHOPPER

## Advertising Rate Schedule

### Non-Profit Rate

Circulation: **23,171**

Effective August 1st, 2024

Non-Commissionable

### Open Rate

Circulation: **23,171**

Effective August 1st, 2024

### Local Rate

Circulation: **23,171**

Effective August 1st, 2024

Non-Commissionable

\$9.10 col. in.		\$8.25 col. in.		\$7.95 col. in.		\$7.65 col. in.	
COLUMN INCHES	COST	COLUMN INCHES	COST	COLUMN INCHES	COST	COLUMN INCHES	COST
3-	\$27.30	24-	\$198.00	48-	\$381.60	72-	\$550.80
4-	36.40	25-	206.25	49-	389.55	73-	558.45
5-	45.50	26-	214.50	50-	397.50	74-	566.10
6-	54.60	27-	222.75	51-	405.45	75-	573.75
7-	63.70	28-	231.00	52-	413.40	76-	581.40
8-	72.80	29-	239.25	53-	421.35	77-	589.05
9-	81.90	30-	247.50	54-	429.30	78-	596.70
10-	91.00	31-	255.75	55-	437.25	79-	604.35
11-	100.10	32-	264.00	56-	445.20	80-	612.00
12-	109.20	33-	272.25	57-	453.15	81-	619.65
13-	118.30	34-	280.50	58-	461.10	82-	627.30
14-	127.40	35-	288.75	59-	469.05	83-	634.95
15-	136.50	36-	297.00	60-	477.00	84-	642.60
16-	145.60	37-	305.25	61-	484.95	85-	650.25
17-	154.70	38-	313.50	62-	492.90	86-	657.90
18-	163.80	39-	321.75	63-	500.85	87-	665.55
19-	172.90	40-	330.00	64-	508.80	88-	673.20
20-	182.00	41-	338.25	65-	516.75	89-	680.85
21-	191.10	42-	346.50	66-	524.70	90-	688.50
22-	200.20	43-	354.70	67-	532.65	91-	696.15
23-	209.30	44-	363.00	68-	540.60	92-	703.80
		45-	371.25	69-	548.55	93-	711.45
		46-	379.50	70-	556.50	94-	719.10
		47-	387.75	71-	564.45	95-	726.75
						96-	734.40

\$11.75 col. in.		\$10.90 col. in.		\$10.50 col. in.		\$10.10 col. in.	
COLUMN INCHES	COST	COLUMN INCHES	COST	COLUMN INCHES	COST	COLUMN INCHES	COST
3-	\$35.25	24-	\$261.60	48-	\$504.00	72-	\$727.20
4-	47.00	25-	272.50	49-	514.50	73-	737.30
5-	58.75	26-	283.40	50-	525.00	74-	747.40
6-	70.50	27-	294.30	51-	535.50	75-	757.50
7-	82.25	28-	305.20	52-	546.00	76-	767.60
8-	94.00	29-	316.10	53-	556.50	77-	777.70
9-	105.75	30-	327.00	54-	567.00	78-	787.80
10-	117.50	31-	337.90	55-	577.50	79-	797.90
11-	129.25	32-	348.80	56-	588.00	80-	808.00
12-	141.00	33-	359.70	57-	598.50	81-	818.10
13-	152.75	34-	370.60	58-	609.00	82-	828.20
14-	164.50	35-	381.50	59-	619.50	83-	838.30
15-	176.25	36-	392.40	60-	630.00	84-	848.40
16-	188.00	37-	403.30	61-	640.50	85-	858.50
17-	199.75	38-	414.20	62-	651.00	86-	868.60
18-	211.50	39-	425.10	63-	661.50	87-	878.70
19-	223.25	40-	436.00	64-	672.00	88-	888.80
20-	235.00	41-	446.90	65-	682.50	89-	898.90
21-	246.75	42-	457.80	66-	693.00	90-	909.00
22-	258.50	43-	468.70	67-	703.50	91-	919.10
23-	270.25	44-	479.60	68-	714.00	92-	929.20
		45-	490.50	69-	724.50	93-	939.30
		46-	501.40	70-	735.00	94-	949.40
		47-	512.30	71-	745.50	95-	959.50
						96-	969.60

\$10.45 col. in.		\$9.55 col. in.		\$9.20 col. in.		\$8.75 col. in.	
COLUMN INCHES	COST	COLUMN INCHES	COST	COLUMN INCHES	COST	COLUMN INCHES	COST
3-	\$31.35	24-	\$229.20	48-	\$441.60	72-	\$630.00
4-	41.80	25-	238.75	49-	450.80	73-	638.75
5-	52.25	26-	248.30	50-	460.00	74-	647.50
6-	62.70	27-	257.85	51-	469.20	75-	656.25
7-	73.15	28-	267.40	52-	478.40	76-	665.00
8-	83.60	29-	276.95	53-	487.60	77-	673.75
9-	94.05	30-	286.50	54-	496.80	78-	682.50
10-	104.50	31-	296.50	55-	506.00	79-	691.25
11-	114.95	32-	305.60	56-	515.20	80-	700.00
12-	125.40	33-	315.15	57-	524.40	81-	708.75
13-	135.85	34-	324.70	58-	533.60	82-	717.50
14-	146.30	35-	334.25	59-	542.80	83-	726.25
15-	156.75	36-	343.80	60-	552.00	84-	735.00
16-	167.20	37-	353.35	61-	561.20	85-	743.75
17-	177.65	38-	362.90	62-	570.40	86-	752.50
18-	188.10	39-	372.45	63-	579.60	87-	761.25
19-	198.55	40-	382.00	64-	588.80	88-	770.00
20-	209.00	41-	391.55	65-	598.00	89-	778.75
21-	219.45	42-	401.10	66-	607.20	90-	787.50
22-	229.90	43-	410.65	67-	616.40	91-	796.25
23-	240.35	44-	420.20	68-	625.60	92-	805.00
		45-	429.75	69-	634.80	93-	813.75
		46-	439.30	70-	644.00	94-	822.50
		47-	448.85	71-	653.20	95-	831.25
						96-	840.00

