

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: 7¢ each, plus 70¢ 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: \$9.50 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 \$900.

SUBURBAN CORTLAND-ITHACA THE SHOPPER RATE SCHEDULES

Rates Effective February 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 February 1st, 2024

Non-Commissionable

Open Rate

Circulation: 23,171

Effective February 1st, 2024

Local Rate

Circulation: 23,171

Effective February 1st, 2024

Non-Commissionable

\$8.65 col. in.		\$7.85 col. in.		\$7.60 col. in.		\$7.35 col. in.		\$11.35 col. in.		\$10.55 col. in.		\$10.15 col. in.		\$9.80 col. in.		\$10.05 col. in.		\$9.20 col. in.		\$8.85 col. in.		\$8.45 col. in.	
COLUMN INCHES	COST	COLUMN INCHES	COST	COLUMN INCHES	COST	COLUMN INCHES	COST	COLUMN INCHES	COST	COLUMN INCHES	COST	COLUMN INCHES	COST	COLUMN INCHES	COST	COLUMN INCHES	COST	COLUMN INCHES	COST	COLUMN INCHES	COST	COLUMN INCHES	COST
3-	\$25.95	24-	\$188.40	48-	\$364.80	72-	\$529.20	3-	\$34.05	24-	\$253.20	48-	\$487.20	72-	\$705.60	3-	\$30.15	24-	\$220.80	48-	\$424.80	72-	\$608.40
4-	34.60	25-	196.25	49-	372.40	73-	536.55	4-	45.40	25-	263.75	49-	497.35	73-	715.40	4-	40.20	25-	230.00	49-	433.65	73-	616.85
5-	43.25	26-	204.10	50-	380.00	74-	543.90	5-	56.75	26-	274.30	50-	507.50	74-	725.20	5-	50.25	26-	239.20	50-	442.50	74-	625.30
6-	51.90	27-	211.95	51-	387.60	75-	551.25	6-	68.10	27-	284.85	51-	517.65	75-	735.00	6-	60.30	27-	248.40	51-	451.35	75-	633.75
7-	60.55	28-	219.80	52-	395.20	76-	558.60	7-	79.45	28-	295.40	52-	527.80	76-	744.80	7-	70.35	28-	257.60	52-	460.20	76-	642.20
8-	69.20	29-	227.65	53-	402.80	77-	565.95	8-	90.80	29-	305.95	53-	537.95	77-	754.60	8-	80.40	29-	266.80	53-	469.05	77-	650.65
9-	77.85	30-	235.50	54-	410.40	78-	573.30	9-	102.15	30-	316.50	54-	548.10	78-	764.40	9-	90.45	30-	276.00	54-	477.90	78-	659.10
10-	86.50	31-	243.35	55-	418.00	79-	580.65	10-	113.50	31-	327.05	55-	558.25	79-	774.20	10-	100.50	31-	285.20	55-	486.75	79-	667.55
11-	95.15	32-	251.20	56-	425.60	80-	588.00	11-	124.85	32-	337.60	56-	568.40	80-	784.00	11-	110.55	32-	294.40	56-	495.60	80-	676.00
12-	103.80	33-	259.05	57-	433.20	81-	595.35	12-	136.20	33-	348.15	57-	578.55	81-	793.80	12-	120.60	33-	303.60	57-	504.45	81-	684.45
13-	112.45	34-	266.90	58-	440.80	82-	602.70	13-	147.55	34-	358.70	58-	588.70	82-	803.60	13-	130.65	34-	312.80	58-	513.30	82-	692.90
14-	121.10	35-	274.75	59-	448.40	83-	610.05	14-	158.90	35-	369.25	59-	598.85	83-	813.40	14-	140.70	35-	322.00	59-	522.15	83-	701.35
15-	129.75	36-	282.60	60-	456.00	84-	617.40	15-	170.25	36-	379.80	60-	609.00	84-	823.20	15-	150.75	36-	331.20	60-	531.00	84-	709.80
16-	138.40	37-	290.45	61-	463.60	85-	624.75	16-	181.60	37-	390.35	61-	619.15	85-	833.00	16-	160.80	37-	340.40	61-	539.85	85-	718.25
17-	147.05	38-	298.30	62-	471.20	86-	632.10	17-	192.95	38-	400.90	62-	629.30	86-	842.80	17-	170.85	38-	349.60	62-	548.70	86-	726.70
18-	155.70	39-	306.15	63-	478.80	87-	639.45	18-	204.30	39-	411.45	63-	639.45	87-	852.60	18-	180.90	39-	358.80	63-	557.55	87-	735.15
19-	164.35	40-	314.00	64-	486.40	88-	646.80	19-	215.65	40-	422.00	64-	649.60	88-	862.40	19-	190.95	40-	368.00	64-	566.40	88-	743.60
20-	173.00	41-	321.85	65-	494.80	89-	654.15	20-	227.00	41-	432.55	65-	659.75	89-	872.20	20-	201.00	41-	377.20	65-	575.25	89-	752.05
21-	181.65	42-	329.70	66-	501.60	90-	661.50	21-	238.35	42-	443.10	66-	669.90	90-	882.00	21-	211.05	42-	386.40	66-	584.10	90-	760.50
22-	190.30	43-	337.55	67-	509.20	91-	668.85	22-	249.70	43-	453.65	67-	680.05	91-	891.80	22-	221.10	43-	395.60	67-	592.95	91-	768.95
23-	198.95	44-	345.40	68-	516.80	92-	676.20	23-	261.05	44-	464.20	68-	690.20	92-	901.60	23-	231.15	44-	404.80	68-	601.80	92-	777.40
		45-	353.25	69-	524.40	93-	683.55			45-	474.75	69-	700.35	93-	911.40			45-	414.00	69-	610.65	93-	785.85
		46-	361.10	70-	532.00	94-	690.90			46-	485.30	70-	710.50	94-	921.20			46-	423.20	70-	619.50	94-	794.30
		47-	368.95	71-	539.60	95-	698.25			47-	495.85	71-	720.65	95-	931.00			47-	432.40	71-	628.35	95-	802.75
				96-	705.60							96-	940.80							96-	811.20		

