# Print Productions

Minimum ad size of 4 column inches required to obtain frequency discounts.

## The Daily Star

Retail & Classified Advertising Rates (per column inch)
*Publishing Daily Monday through Saturday*

### Saturday Frequency Discounts

<table>
<thead>
<tr>
<th>Open Rate</th>
<th>6 Weeks</th>
<th>13 Weeks</th>
<th>26 Weeks</th>
<th>52 Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>$13.10</td>
<td>$12.50</td>
<td>$11.90</td>
<td>$11.30</td>
<td>$9.80</td>
</tr>
</tbody>
</table>

### Weekday Frequency Discounts

<table>
<thead>
<tr>
<th>Open Rate</th>
<th>6 Weeks</th>
<th>13 Weeks</th>
<th>26 Weeks</th>
<th>52 Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>$12.50</td>
<td>$11.50</td>
<td>$10.50</td>
<td>$9.50</td>
<td>$8.50</td>
</tr>
</tbody>
</table>

**Non-Profit Rate:** $6.60 pci | Color Rates: Spot Color $7.00 pci | Full Process Color: $350 Per Ad

## The Cooperstown Crier

Retail & Classified Advertising Rates (per column inch)
*Publishing Weekly on Thursdays*

### Weekday Frequency Discounts

<table>
<thead>
<tr>
<th>Open Rate</th>
<th>6 Weeks</th>
<th>13 Weeks</th>
<th>26 Weeks</th>
<th>52 Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>$8.50</td>
<td>$8.00</td>
<td>$7.00</td>
<td>$6.00</td>
<td>$5.00</td>
</tr>
</tbody>
</table>

### Weekday Annual Spending Discounts

<table>
<thead>
<tr>
<th>Open Rate</th>
<th>$1,000+</th>
<th>$3,000+</th>
<th>$5,000+</th>
<th>$8,000+</th>
<th>$12,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>$8.50</td>
<td>$8.00</td>
<td>$7.00</td>
<td>$6.00</td>
<td>$5.00</td>
<td>$4.50</td>
</tr>
</tbody>
</table>

**Non-Profit Rate:** $4.50 pci | Color Rates: Spot Color $2.00 pci ($100 Max)
Full Process Color: $180 Per Ad

## The Weekly Star

Retail & Classified Advertising Rates (per column inch)
*Publishing Weekly on Fridays*

### Weekday Frequency Discounts

<table>
<thead>
<tr>
<th>Open Rate</th>
<th>6 Weeks</th>
<th>13 Weeks</th>
<th>26 Weeks</th>
<th>52 Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5.50</td>
<td>$5.25</td>
<td>$5.00</td>
<td>$4.75</td>
<td>$4.50</td>
</tr>
</tbody>
</table>

### Weekday Annual Spending Discounts

<table>
<thead>
<tr>
<th>Open Rate</th>
<th>$1,000+</th>
<th>$3,000+</th>
<th>$5,000+</th>
<th>$8,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5.50</td>
<td>$5.25</td>
<td>$5.00</td>
<td>$4.75</td>
<td>$4.50</td>
</tr>
</tbody>
</table>

**Non-Profit Rate:** $4.00 pci | Color Rates: Spot Color $2.00 pci ($100 Max)
Full Process Color: $180 Per Ad

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### Repeat Your Ad Within Six Days and Save Even More!

<table>
<thead>
<tr>
<th>1st Repeat</th>
<th>All Others*</th>
</tr>
</thead>
<tbody>
<tr>
<td>25% Off</td>
<td>50% Off</td>
</tr>
</tbody>
</table>

*Within 6 Calendar Days of First Ad

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### PRIME PLACEMENT

**SKYBOX - THE DAILY STAR**

- **$99/Weekday**
- **$149/Weekend**

**FRONT PAGE POST-IT NOTE**

- **$699 Per Day**

**FRONT PAGE STRIP AD**

- **$150 Per Day**
The Daily Star
- **$100 Per Day**
The Cooperstown Crier/The Weekly Star

### COUPONS

- **$49/Week or $29/Week**
With a 13 Week Commitment

**Process color ads MUST BE CMYK MODE WITH TEXT 100% BLACK (K) if applicable.**
Pre-Print Insert Advertising Rates

<table>
<thead>
<tr>
<th>Tabloid Pages</th>
<th>Broadsheet Pages</th>
<th>CPM Insert Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Sheet</td>
<td>Single Sheet</td>
<td>$60.00</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
<td>$62.00</td>
</tr>
<tr>
<td>8</td>
<td>4</td>
<td>$62.00</td>
</tr>
<tr>
<td>12</td>
<td>6</td>
<td>$64.00</td>
</tr>
<tr>
<td>16</td>
<td>8</td>
<td>$64.00</td>
</tr>
<tr>
<td>20</td>
<td>10</td>
<td>$66.00</td>
</tr>
<tr>
<td>24</td>
<td>12</td>
<td>$66.00</td>
</tr>
<tr>
<td>28</td>
<td>14</td>
<td>$68.00</td>
</tr>
<tr>
<td>32</td>
<td>16</td>
<td>$68.00</td>
</tr>
<tr>
<td>40</td>
<td>20</td>
<td>$70.00</td>
</tr>
<tr>
<td>44</td>
<td>22</td>
<td>$70.00</td>
</tr>
<tr>
<td>48+</td>
<td>24+</td>
<td>$72.00</td>
</tr>
</tbody>
</table>

Deadline for receiving inserts: 10 business days prior to publication.

Print & Deliver Packages
Let us handle your entire insert marketing campaign for one low price! We take care of everything:

- Design
- Printing
- Inserting
- All for one low price*

*Ask your rep for a custom quote today!

Get your marketing message in front of thousands of readers throughout the area in this glossy magazine!

2020 Rates & Discounts

<table>
<thead>
<tr>
<th>Placement</th>
<th>1 Issue</th>
<th>2 Issues</th>
<th>3 Issues</th>
<th>4 Issues</th>
<th>All 6 Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$1,109</td>
<td>$999</td>
<td>$889</td>
<td>$779</td>
<td>$749</td>
</tr>
<tr>
<td>Page 2 or 3</td>
<td>$919</td>
<td>$829</td>
<td>$779</td>
<td>$699</td>
<td>$639</td>
</tr>
<tr>
<td>Full Page</td>
<td>$829</td>
<td>$769</td>
<td>$649</td>
<td>$589</td>
<td>$559</td>
</tr>
<tr>
<td>Half Page</td>
<td>$529</td>
<td>$479</td>
<td>$429</td>
<td>$379</td>
<td>$349</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$309</td>
<td>$279</td>
<td>$249</td>
<td>$209</td>
<td>$199</td>
</tr>
<tr>
<td>Eighth Page</td>
<td>$219</td>
<td>$189</td>
<td>$159</td>
<td>$129</td>
<td>$109</td>
</tr>
<tr>
<td>Business Directory Listing</td>
<td>$25 Per Issue</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All ad placements include a business directory listing. Online edition will be published on thedailystar.com
We reach OVER 77,247 potential customers in the 4-County area.

19,146 THE DAILY STAR READERS*

The Daily Star has been serving Otsego, Delaware, Chenango and Schoharie counties for more than 129 years. We have been your “first sources” for local news. NO RUMORS. JUST THE FACTS! Our award winning reporters and photographer are the feet on the street and facts behind the stories.

*Here’s the numbers:
Avg. Saturday circulation including subscribers and single copy sales ~ 6,838 with an average of 2.8 readers per copy. Circulation and readership data based on Q3 2019 audit certified by the Alliance of Audited Media.

11,134 THE WEEKLY STAR READERS*

The Weekly Star is a weekly newspaper serving the counties of: Otsego, Delaware, Chenango and Schoharie.

6,672 THE COOPERSTOWN CRIER READERS*

The Cooperstown Crier is a weekly newspaper serving the Cooperstown and surrounding area.

40,295 thedailystar.com

TheDailyStar.com gives readers access to breaking local and national news, sports and in-depth coverage of events and happenings in our area.

Otsego County Market Penetration

60,750 Otsego County, NY* Population

83% Market Penetration

50,430 Multimedia Readership**

(Based on readership within Otsego County zip codes.)
Digital Marketing Solutions
We help to get you found and deliver leads

Foundation Products

Total Website Plus
A responsive website that grows with your business, tracks your leads and includes a CPM tool to make marketing your business easy, efficient and affordable.

Local Listings Builder
Be there when consumers are looking for your product or service online. Our solution includes Listing Distribution, Profile Claiming and Reputation Monitoring to ensure you are found.

Search Engine Optimization
Be found on search results by consumers who are actively researching. Our SEO packages include all the components for you to get found online and win business.

Contact your multimedia account executive for a customized campaign and watch your revenue soar!

Reactive Products

Search Engine Marketing
Get in front of consumers actively searching for your products or service at the exact time they are searching for it.

Website Retargeting
Reach prospects that have shown an initial interest in your offering. Increase the odds that your business will be the first one they remember when they're ready to buy.

Proactive Products

Social Advertising
Showcase your products and services with social media. Targeted campaigns can also improve your brand recognition, increase consumer loyalty and deliver traffic to your website.

Digital Display
Build your brand and tell your story to the right audience on the most-trusted sites.

Geo-fence Targeting
Reach your target audience with pinpoint accuracy with our Geo-fencing solutions. We work with you to strategically identify key areas to target consumers via their smartphones.

Video Advertising
Be dominant on YouTube, Social, Connected TV and Display. We have you covered across multiple channels with carefully crafted advertising campaigns and top-notch video production.

Direct E-Mail
Targeting delivery of your unique message or offer to your ideal customer - with guaranteed engagement rates.

Total Audience Engagement through thedailystar.com

Website & Mobile
Banner – $15
Cube – $15

Rich Media
Wallpaper – $200
Floorboard – $200
Mobile Floorboard – $100
Billboard – $200

Save even more with our multimedia marketing packages!
**MULTIMEDIA Marketing**

**FREQUENCY DISCOUNTS**

**PRINT | ONLINE | MOBILE**

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**The Daily Star**

**The Cooperstown Crier**

**The Weekly Star**

*All packages include one insertion into The Daily Star, The Weekly Star and The Cooperstown Crier. Full color at no additional charge. Weekly insertions must be consecutive to qualify for frequency discounts. Contracts must be signed in order for the client to receive the discount. If contract is canceled prior to fulfillment, the rate for previous insertions will be modified to the appropriate discount level based on the frequency actually ran. Frequency discounts cannot be paired with other discounts."

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### FULL PAGE DOMINANCE

<table>
<thead>
<tr>
<th>PACKAGES: 13 WEEKS</th>
<th>9 WEEKS</th>
<th>6 WEEKS</th>
<th>3 WEEKS</th>
<th>1 WEEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL:</td>
<td>$1,708</td>
<td>$1,815</td>
<td>$1,922</td>
<td>$2,029</td>
</tr>
</tbody>
</table>

- **6 x 21 Ad** in The Daily Star, The Cooperstown Crier & The Weekly Star
- **60K Desktop & Mobile Impressions**
- **3 Days Rich Media**

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### HALF PAGE DOMINANCE

<table>
<thead>
<tr>
<th>PACKAGES: 13 WEEKS</th>
<th>9 WEEKS</th>
<th>6 WEEKS</th>
<th>3 WEEKS</th>
<th>1 WEEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL:</td>
<td>$1,055</td>
<td>$1,121</td>
<td>$1,187</td>
<td>$1,253</td>
</tr>
</tbody>
</table>

- **6 x 10 Ad** in The Daily Star, The Cooperstown Crier & The Weekly Star
- **40K Desktop & Mobile Impressions**
- **2 Days Rich Media**

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### QUARTER PAGE DOMINANCE

<table>
<thead>
<tr>
<th>PACKAGES: 13 WEEKS</th>
<th>9 WEEKS</th>
<th>6 WEEKS</th>
<th>3 WEEKS</th>
<th>1 WEEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL:</td>
<td>$562</td>
<td>$597</td>
<td>$632</td>
<td>$667</td>
</tr>
</tbody>
</table>

- **3 x 10 Ad** in The Daily Star, The Cooperstown Crier & The Weekly Star
- **20K Desktop & Mobile Impressions**
- **1 Day Rich Media**

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### EIGHTH PAGE DOMINANCE

<table>
<thead>
<tr>
<th>PACKAGES: 13 WEEKS</th>
<th>9 WEEKS</th>
<th>6 WEEKS</th>
<th>3 WEEKS</th>
<th>1 WEEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL:</td>
<td>$364</td>
<td>$386</td>
<td>$409</td>
<td>$432</td>
</tr>
</tbody>
</table>

- **3 x 5 Ad** in The Daily Star, The Cooperstown Crier & The Weekly Star
- **20K Desktop & Mobile Impressions**
- **50% Off Rich Media**

* Process color ads **MUST BE CMYK MODE WITH TEXT 100% BLACK (K)** if applicable. *
Local shops stock up for Small Business Saturday

Bad weather doesn't spoil ‘classic’ Farmers’ market

Deposit moves to abolish village police, court
Mechanical Specifications

<table>
<thead>
<tr>
<th>Retail Advertising</th>
<th>Classified Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Columns</strong></td>
<td><strong>Picas</strong></td>
</tr>
<tr>
<td>1</td>
<td>9.5</td>
</tr>
<tr>
<td>2</td>
<td>19.8</td>
</tr>
<tr>
<td>3</td>
<td>30.1</td>
</tr>
<tr>
<td>4</td>
<td>40.4</td>
</tr>
<tr>
<td>5</td>
<td>50.7</td>
</tr>
<tr>
<td>6</td>
<td>61.0</td>
</tr>
<tr>
<td>7</td>
<td>47.3</td>
</tr>
<tr>
<td>8</td>
<td>54.1</td>
</tr>
</tbody>
</table>

**Policies and Guidelines**

A. All advertising is subject to the approval of the Advertising Director and/or the Publisher.

B. All political advertising is cash with copy and must include “Paid Political Advertising at the top and “Paid for by” at the bottom, clearly identifying who paid for the ad.

C. All advertisements resembling editorial content must carry the words “Paid Advertisement” at the top of the ad.

D. All advertising exceeding 18.5” in depth will be billed at full page depth.

E. The publisher shall have no liability whatsoever, by reason of any error within any advertisement including, (without limitation) failures to publish advertising on desired dates, omissions or additions to advertisements, failures of equipment or systems of publisher or suppliers causes not withing the control of the publisher. The publisher will not be responsible for and shall incur no liability for errors or misprints beyond cancellation of the charges or publishing a correction in a space equal to that occupied by the error. The publisher cannot be held liable for errors that occur when copy is received by phone. Written requests for adjustments must be made within five (5) days of the publication of the erroneous advertisement. The Daily Star will not be responsible for errors after the first publication of a repeat ad.

F. Advertising position is not guaranteed, but requests will be taken. Guaranteed advertising position is available at the following premium rates:

- Daily = 50%
- Saturday = 60%

G. Accounts are due and payable upon receipt.

H. The Advertiser assumes full and complete responsibility for advertising content that is published. The advertiser shall indemnify and save the publisher harmless against demands, claims or liability arising from the publication of said advertising copy. The Advertiser shall reimburse the publisher in settlement of claims or in satisfaction of judgements obtained by reason of the publication of such advertising copy together with all expenses incurred in connection therewith, including, but not limited to, attorney’s fees and cost of litigation.

I. Tobacco and alcoholic beverage advertising accepted.

J. The Daily Star and all associated publications do not accept brokered advertising.

K. Any contract agreement that is not reached will be short-rated back to achieved discount levels.

L. Local retail rates are non-commissionable.

M. National / Agency rates are commissionable and are calculated at 1.30 times the open rate. Call for details.

N. Composition services are rendered at no charge to customers.

**Staff Contact Information**

Fred Scheller, Publisher
607-441-7214 • fscheller@thedailystar.com

Valerie Secor, Advertising Director
607-441-7235 • vsecor@thedailystar.com

Public Notices
legals@thedailystar.com

General Inquiries
advertising@thedailystar.com