

The Daily Star

Fred Scheller, Publisher



*Serving the Communities of Central
New York State for 130 Years*

2020 MEDIA KIT

The Daily Star | The Cooperstown Crier | The Weekly Star | Upstate Life Magazine | www.thedailystar.com

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

Open Rate	6 Weeks	13 Weeks	26 Weeks	52 Weeks
\$13.10	\$12.50	\$11.90	\$11.30	\$9.80

Weekday Frequency Discounts

Open Rate	6 Weeks	13 Weeks	26 Weeks	52 Weeks
\$12.50	\$11.50	\$10.50	\$9.50	\$8.50

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

Open Rate	6 Weeks	13 Weeks	26 Weeks	52 Weeks
\$8.50	\$8.00	\$7.00	\$6.00	\$5.00

Weekday Annual Spending Discounts

Open Rate	\$1,000+	\$3,000+	\$5,000+	\$8,000+	\$12,000+
\$8.50	\$8.00	\$7.00	\$6.00	\$5.00	\$4.50

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

Open Rate	6 Weeks	13 Weeks	26 Weeks	52 Weeks
\$5.50	\$5.25	\$5.00	\$4.75	\$4.50

Weekday Annual Spending Discounts

Open Rate	\$1,000+	\$3,000+	\$5,000+	\$8,000+
\$5.50	\$5.25	\$5.00	\$4.75	\$4.50

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

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

1st Repeat | **All Others***
25% Off | **50% Off**

*Within 6 Calendar Days of First Ad

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

Tabloid Pages	Broadsheet Pages	CPM Insert Rate
Single Sheet	Single Sheet	\$60.00
4	2	\$62.00
8	4	\$62.00
12	6	\$64.00
16	8	\$64.00
20	10	\$66.00
24	12	\$66.00
28	14	\$68.00
32	16	\$68.00
40	20	\$70.00
44	22	\$70.00
48+	24+	\$72.00

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!

ASK ABOUT OUR SPECIAL SECTIONS!



UPSTATE Life magazine

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

Winter 1/22	Spring 4/29	Tourism 6/10	Summer 7/29	Outdoors 9/16	Fall 10/29
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2020 RATES & DISCOUNTS

Placement	1 Issue	2 Issues	3 Issues	4 Issues	All 6 Issues
Back Cover	\$1,109	\$999	\$889	\$779	\$749
Page 2 or 3	\$919	\$829	\$779	\$699	\$639
Full Page	\$829	\$769	\$649	\$589	\$559
Half Page	\$529	\$479	\$429	\$379	\$349
Quarter Page	\$309	\$279	\$249	\$209	\$199
Eighth Page	\$219	\$189	\$159	\$129	\$109

Business Directory Listing – \$25 Per Issue

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.



Google Analytics for thedailystar.com from Oct. 13, 2019-Nov. 13, 2019 - 145,752 users.
40,295 are in market (based on zip codes within The Daily Star delivery area).

Otsego County Market Penetration

60,750

Otsego County, NY*
Population

*Data from datausa.com

83%
Market
Penetration

50,430

Multimedia Readership**

**Combined readers across The Daily Star, The Cooperstown Crier, The Weekly Star and thedailystar.com.
(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!

thedailystar.com

MULTIMEDIA

Marketing

PRINT

**FREQUENCY
DISCOUNTS**

ONLINE

MOBILE

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.

Includes Total Audience Digital

FULL PAGE DOMINANCE

PACKAGES:	13 WEEKS	9 WEEKS	6 WEEKS	3 WEEKS	1 WEEK
TOTAL:	\$1,708	\$1,815	\$1,922	\$2,029	\$2,136

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

HALF PAGE DOMINANCE

PACKAGES:	13 WEEKS	9 WEEKS	6 WEEKS	3 WEEKS	1 WEEK
TOTAL:	\$1,055	\$1,121	\$1,187	\$1,253	\$1,319

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

QUARTER PAGE DOMINANCE

PACKAGES:	13 WEEKS	9 WEEKS	6 WEEKS	3 WEEKS	1 WEEK
TOTAL:	\$562	\$597	\$632	\$667	\$703

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

EIGHTH PAGE DOMINANCE

PACKAGES:	13 WEEKS	9 WEEKS	6 WEEKS	3 WEEKS	1 WEEK
TOTAL:	\$364	\$386	\$409	\$432	\$455

- **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. *

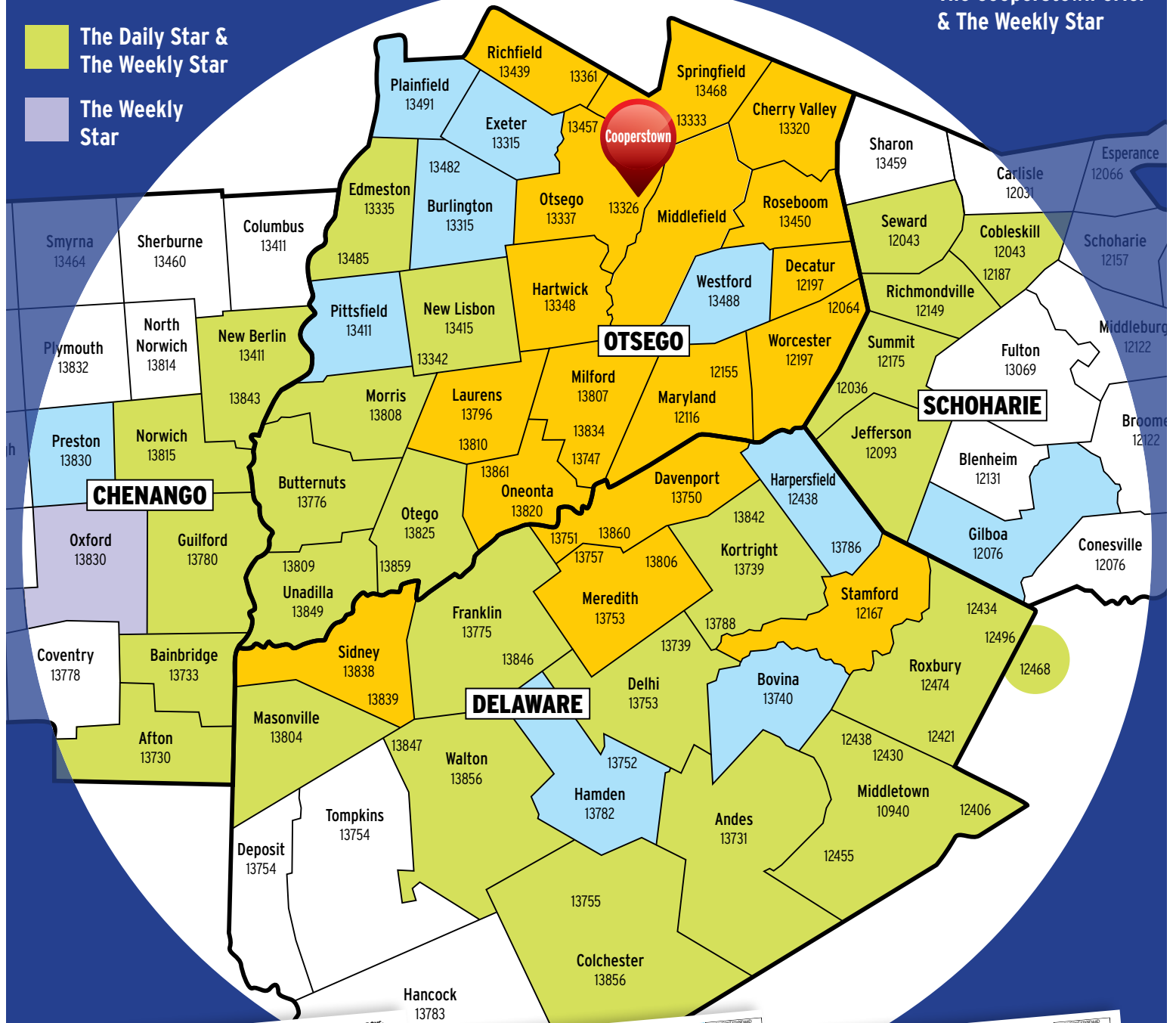
OUR AUDIENCE

The Daily Star

The Daily Star & The Weekly Star

The Weekly Star

The Daily Star, The Cooperstown Crier & The Weekly Star



Story Time with **fs**

The Daily Star

FRIDAY, NOV. 29, 2019

Local shops stock up for Small Business Saturday

By Sarah Evans

Last year, shoppers spent a record \$18 billion in independent shops and restaurants on the Saturday after Thanksgiving, according to a report by the National Retail Federation. It's a trend that's inspiring local businesses to stock up for the day.

The Cooperstown Crier

Thursday, Dec. 19, 2019

Bad weather doesn't spoil 'classic' Farmers' event

By Allison Collins

Attendance was low but the spirit was high at the annual Farmers' event in Cooperstown, N.Y., on Saturday.

The Weekly Star

FRIDAY, NOV. 22, 2019

Deposit moves to abolish village police, court

By Sarah Evans

Village of Deposit officials recently passed a resolution to abolish the village police department and court.

Trump signs bills backing H.K. protests; China fumes

By Sarah Evans

President Donald Trump signed two bills on Wednesday that support protesters in Hong Kong.

Exeter man charged in animal cruelty case

By Sarah Evans

A 34-year-old man from Exeter was charged with animal cruelty after a dog was found dead in his yard.

CCS project

By Sarah Evans

The Cooperstown Community School District is planning a new project to improve the school building.

Mechanical Specifications

Retail Advertising

Columns	Picas	Inches
1	9.5	1.583
2	19.8	3.300
3	30.1	5.017
4	40.4	6.733
5	50.7	8.450
6	61.0	10.167

Classified Advertising

Columns	Picas	Inches
1	6.3	1.050
2	13.1	2.183
3	20.0	3.333
4	26.8	4.467
5	33.6	5.600
6	40.5	6.750
7	47.3	7.883
8	54.1	9.017
9	61.0	10.167

Maximum Full Page

Height = 21" for BW, Spot Color and Process Color ads
for both retail and classified ad placements

Maximum Full Page

Height = 10.0" for all tabloid placements

Full page classified = 189 c.i. | Full page retail = 126 c.i.

Full page tabloid = 60 c.i.

Electronic ads can be submitted via email to: creativeservices@thedailystar.com
in PDF format with all fonts embedded. Process color ads must be CMYK
mode, with text 100% black(K) if applicable. Spot color ads must be created
in magenta & black. No files with Pantone, RGB, or colors other than CMYK will
be accepted. FTP transfers are available. Contact the Creative Services
Department at 607-432-1000 for more information.

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%. Subject to color capability.
- 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

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Valerie Secor, Advertising Director

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Public Notices

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General Inquiries

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