



# The Daily Star

The Daily Star | The Cooperstown Crier | The Weekly Star | Upstate Life Magazine | [www.thedailystar.com](http://www.thedailystar.com)



*Serving the Communities of Central New York State for 136 Years*

# MEDIA KIT

## 2026

# Pre-Print Insert Advertising Rates

Tabloid Pages	Broadsheet Pages	CPM Insert Rate
Single Sheet	Single Sheet	\$62.00
4	2	\$64.00
8	4	\$64.00
12	6	\$66.00
16	8	\$66.00
20	10	\$68.00
24	12	\$68.00
28	14	\$70.00
32	16	\$70.00
40	20	\$72.00
44	22	\$72.00
48+	24+	\$74.00

*Preprint insert cancellations made less than 10 business days prior to insertion will be billed a \$50 disposal, recycling, and labor fee. Print and Deliver inserts and post it notes cancelled after the product has been printed will be billed for all 3rd party printing and shipping costs.*

**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!*

## DIGITAL MARKETING SOLUTIONS

We help to get you found and deliver leads.

### Foundation Products



#### 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.

## Total Audience Engagement through thedailystar.com

### Website & Mobile

\$17 / per 1,000 Impressions

### Homepage Takeover

\$359/per day  
Parallax + Floorboard

Save even  
more with our  
multimedia  
marketing  
packages!



# Multimedia MARKETING

The Daily Star  
The Cooperstown Crier  
The Weekly Star

## FREQUENCY DISCOUNTS

### Full Page Dominance

#### PACKAGES & TOTALS

13 WEEKS	9 WEEKS	6 WEEKS	3 WEEKS	1 WEEK
\$1,928	\$2,046	\$2,164	\$2,281	\$2,597

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

### Quarter Page Dominance

#### PACKAGES & TOTALS

13 WEEKS	9 WEEKS	6 WEEKS	3 WEEKS	1 WEEK
\$706	\$745	\$779	\$829	\$850

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

### Half Page Dominance

#### PACKAGES & TOTALS

13 WEEKS	9 WEEKS	6 WEEKS	3 WEEKS	1 WEEK
\$1,210	\$1,283	\$1,355	\$1,428	\$1,500

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

### Eighth Page Dominance

#### PACKAGES & TOTALS

13 WEEKS	9 WEEKS	6 WEEKS	3 WEEKS	1 WEEK
\$450	\$474	\$499	\$525	\$550

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

\*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. Process color ads MUST BE created in CMYK MODE with TEXT 100% BLACK (K) if applicable.

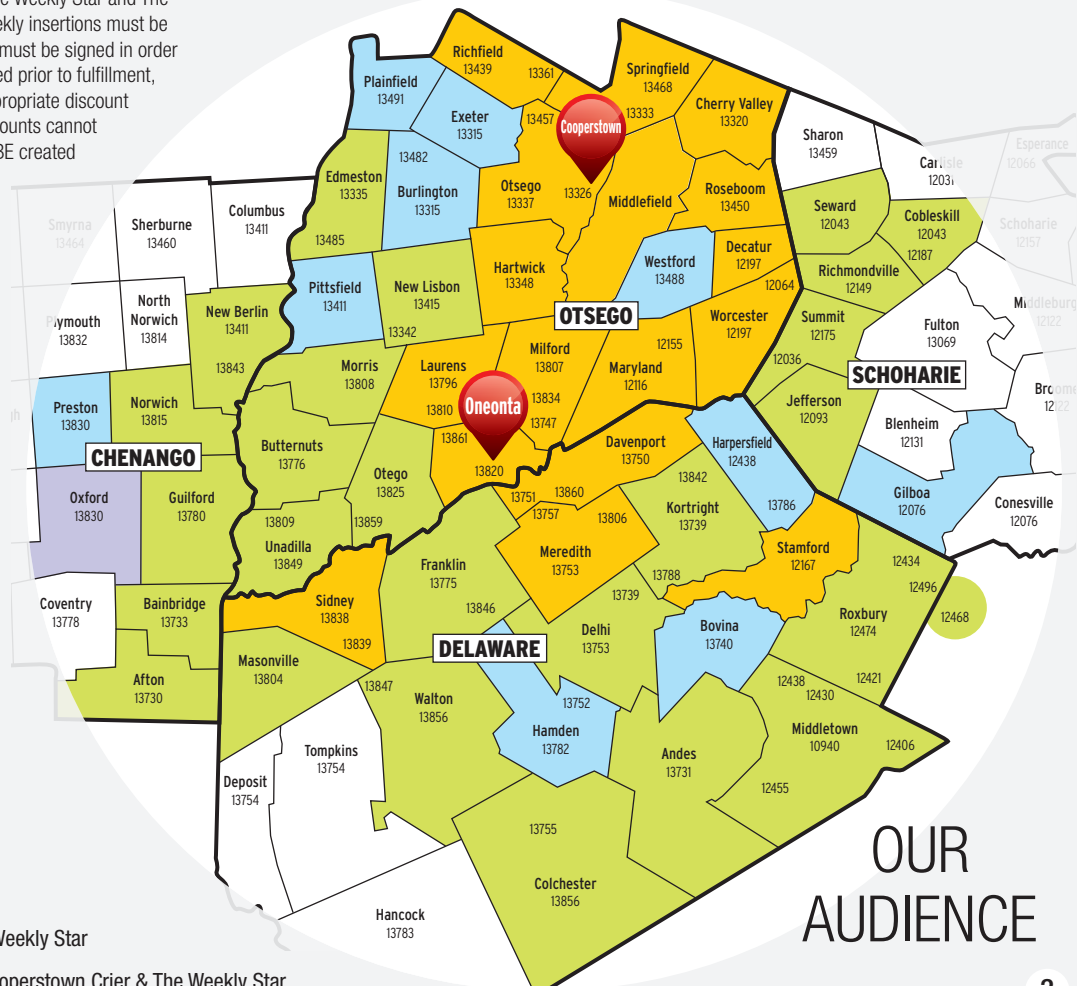
Includes Total  
Audience Digital



PRINT



ONLINE | MOBILE



- The Daily Star
- The Daily Star & The Weekly Star
- The Weekly Star
- The Daily Star, The Cooperstown Crier & The Weekly Star

# 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 black and white 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](mailto:creativeservices@thedailystar.com)  
in PDF format with all fonts embedded. Process color ads must be created in  
CMYK mode, with text 100% black (K) if applicable. 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

### Valerie Alder, Publisher

607-441-7235 • [valder@thedailystar.com](mailto:valder@thedailystar.com)

### Public Notices

[legals@thedailystar.com](mailto:legals@thedailystar.com)

### General Inquiries

[advertising@thedailystar.com](mailto:advertising@thedailystar.com)