

The Daily Star

Fred Scheller, Publisher

*Serving the Communities of
Central New York State Since 1890*

MEDIA KIT

Effective 2018



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

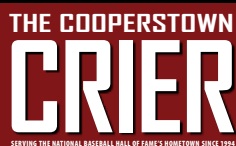
Non-Profit Rate: \$6.60 pci | Color Rates: Spot Color \$7.00 pci | Full Process Color: \$350 Per Ad

Repeat Your Ad
Within Six Days and
Save Even More!

1st Repeat
25% Off

All Others*
50% Off

*Within 6 Calendar
Days of First Ad



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

Pre-Print Insert Advertising Rates

Tabloid Pages	Broadsheet Pages	CPM Insert Rate
Single Sheet	Single Sheet	\$58.00
4	2	\$60.00
8	4	\$60.00
12	6	\$62.00
16	8	\$62.00
20	10	\$64.00
24	12	\$64.00
28	14	\$66.00
32	16	\$66.00
40	20	\$68.00
44	22	\$68.00
48+	24+	\$70.00



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!*

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

Total Audience Engagement Through Multiple Digital Platforms

Website

728 x 90 Banner	\$14.00
300 x 250	\$13.00
Expanding Billboard	\$200.00 per day

*3, 6 and 12 month packages available.

600 x 1000 LMS	\$240.00 per month
310 x 1000 Wallpaper	\$200.00 per day
Floorboard	\$200.00 per day
Mobile Floorboard	\$100.00 per day



Mobile

All Placements
\$15.00

All rates ROS & CPM unless otherwise stated.

Print & Digital Packages

Reach our Total Audience through combination print & digital packages and take

40% Off or more

Compared to purchasing each component separately. Ask your representative for all the details.

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



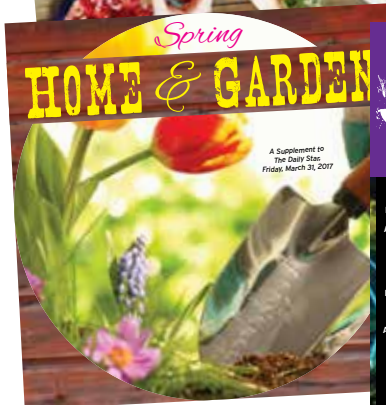
UPSTATE Life magazine

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

Placement	January 1 Issue	April 2 Issues	June 3 Issues	October 4 Issues
Front Cover	\$1,995			
Back Cover	\$1,109	\$999	\$889	\$779
Page 2 or 3	\$919	\$829	\$779	\$699
Full Page	\$829	\$769	\$649	\$589
Half Page	\$529	\$479	\$429	\$379
Quarter Page	\$309	\$279	\$249	\$209
Eighth Page	\$219	\$189	\$159	\$129

**Special
Cooperstown
Edition
JULY 2018**
SAVE 50%
When You
Reserve Space
in All 5 Issues!

**ASK
ABOUT OUR
SPECIAL
SECTIONS!**



our readership Is Number 1

The Daily Star is the area's recognized source for news and information.
The numbers speak for themselves.

**More Readers
More Results
More Often**

People in our community, your customers, look to The Daily Star each day to stay in touch with their community. This is your opportunity to be part of the number 1 source for news and information in the community.

(*Among local news and information sites)

Sources: *Readers Per Copy: Scarborough Research 2011
*Circulation: ABC Audit *Mobile: Verve, Inc. *Web: Google Analytics



*Based on August 2017 Saturday circulation totals and the average number of people who read a newspaper.

Let us
help you
grow your
business.

The
Daily Star
www.thedailystar.com

To reach your total audience call 607-432-1000 • 1-800-721-1000

MULTIMEDIA MARKETING



FULL PAGE DOMINANCE		
AD SIZE	PUBLICATION	
6 X 21	Daily Star	Includes Digital Banner Ad
6 X 21	Cooperstown Crier	
6 X 21	Weekly Star	
35K Impressions	Website	
35K Impressions	Mobile	
3 Days Rich Media		
TOTAL	\$1,959.00	

EIGHTH PAGE PRESENCE		
AD SIZE	PUBLICATION	
3 X 5	Daily Star	Includes Digital Cube Ad
3 X 5	Cooperstown Crier	
3 X 5	Weekly Star	
10K Impressions	Website	
10K Impressions	Mobile	
50% Off Rich Media		
TOTAL	\$397.00	

HALF PAGE SATURATION		
AD SIZE	PUBLICATION	
6 X 10	Daily Star	Includes Digital Banner Ad
6 X 10	Cooperstown Crier	
6 X 10	Weekly Star	
25K Impressions	Website	
25K Impressions	Mobile	
2 Days Rich Media		
TOTAL	\$1,089.00	

2X3 KICKSTART		
AD SIZE	PUBLICATION	
2 X 3	Daily Star	Includes Digital Banner Ad
2 X 3	Cooperstown Crier	
2 X 3	Weekly Star	
5K Impressions	Website	
5K Impressions	Mobile	
50% Off Rich Media		
TOTAL	\$199.00	

QUARTER PAGE BIG IMPACT		
AD SIZE	PUBLICATION	
3 X 10	Daily Star	Includes Digital Banner Ad
3 X 10	Cooperstown Crier	
3 X 10	Weekly Star	
10K Impressions	Website	
10K Impressions	Mobile	
1 Day Rich Media		
TOTAL	\$609.00	

2X2 BUSINESS CARD		
AD SIZE	PUBLICATION	
2 X 2	Daily Star	Includes Digital Banner Ad
2 X 2	Cooperstown Crier	
2 X 2	Weekly Star	
2K Impressions	Website	
2K Impressions	Mobile	
50% Off Rich Media		
TOTAL	\$132.00	

Full color at no additional charge for all packages!

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 colors 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. A 1.5% service charge per month will be added to past due accounts.
- 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 Sales Manager

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