

Single Sheet Inserts

REACH YOUR TARGET AUDIENCE

A powerful advertising alternative is in your hands...

For as low as \$42 per thousand.

It's the smart alternative!

Benefits

- **Target Marketing** by zip code to as few as 10,000 households or more than 300,000 households
- **Complete services**—Design, print and delivery all at one low cost
- **Flexible delivery days**—including Sunday and Tuesday through Friday
- **Reach** both newspaper subscribers and non-subscribers
- Your ad message will be delivered in a quality news and feature environment
- **Cost effective** and affordable rates
- **Co-op opportunities**—we'll check if extra money is available to you and we'll even submit your claim

Rates

8 1/2" x 11" Prices are per thousand — white or colored 60# stock

Other sizes available on a per quote basis

Quantity	1 Color 1 Side	1 Color 2 Sides	Full Color Glossy Stock—2 Sides*
10M-29M	\$56	\$68	\$85
30M-49M	\$53	\$63	\$75
50M-99M	\$46	\$58	\$62
100M+	\$42	\$51	\$55

Deadline:
21 days prior to publication

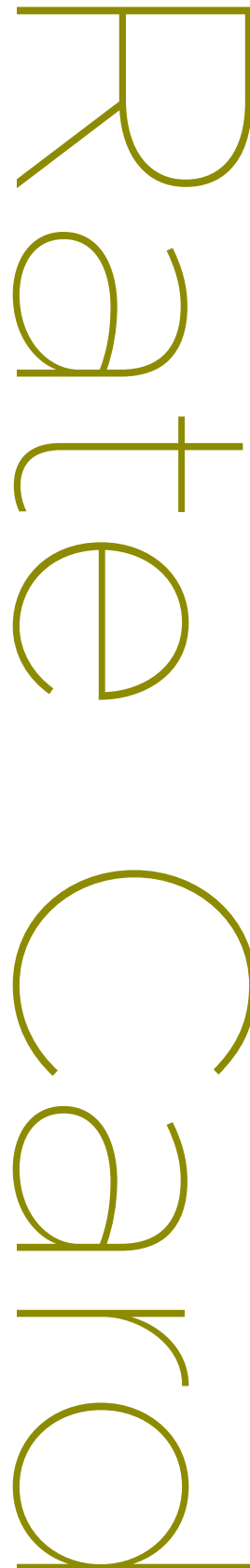
For further information on how to make this program work for you, contact your account representative or **call (518) 454-5588**.



News Plaza • Box 15000 • Albany, NY 12212
518-454-5588 • Fax: 518-454-5684
www.timesunion.com

Prices Effective:
March 1, 2018

LV15667



PREPRINT ADVERTISING

RATES & INFORMATION

EFFECTIVE MAY 2018

1 YEAR FREQUENCY/QUANTITY CONTRACT RATES										
OPEN RATE		12x PREPRINT RATE			26x PREPRINT RATE			52x PREPRINT RATE		
PAGES	\$ PER M	10-49,999	50-89,999	90K +	10-49,999	50-89,999	90K +	10-49,999	50-89,999	90K +
2 Tab	39	37	37	37	36	36	36	34	34	34
4 Tab	61	54	54	54	50	50	50	46	46	46
6 Tab	70	66	66	66	62	62	62	58	58	58
8 Tab	82	76	76	76	71	71	71	67	67	67
10 Tab	94	88	88	88	82	82	82	76	76	76
12 Tab	106	98	98	98	92	92	92	85	85	83
14 Tab	116	110	108	105	104	103	98	94	90	84
16 Tab	129	119	118	110	112	111	101	100	95	85
18 Tab	141	124	121	115	117	115	106	102	97	87
20 Tab	150	128	126	118	120	118	109	105	99	88
22 Tab	158	135	129	121	124	122	112	107	101	91
24 Tab	163	139	136	126	129	125	116	110	103	94
26 Tab	168	143	140	129	134	129	119	112	106	96
28 Tab	174	149	143	135	139	134	122	115	108	98
30 Tab	179	153	149	139	142	139	125	117	110	100
32 Tab	184	158	153	142	146	142	129	121	112	102
34 Tab	191	163	156	146	150	145	134	123	114	104
36 Tab	196	169	162	151	153	148	138	127	117	106

MULTIPLE YEAR DISCOUNT CONTRACT RATES			
	24-51x PREPRINTS	52-103x PREPRINTS	+104x PREPRINTS
2 YEAR	-5%	-7%	-9%
	36-77x PREPRINTS	78-155x PREPRINTS	+156x PREPRINTS
3 YEAR	-7%	-9%	-12%

Reach total saturation of selected zip codes with ***Times Union Local Values***. Ask your representative for details

- For inserts larger than 36 tab pages, please call your sales representative for pricing.
- Insert distribution charges will be based on the total amount of inserts purchased within a specific grouping of zip codes and/or zip clusters as designated by the advertiser.
- A minimum of 10,000 inserts are required.
- All inserts are converted to tabloid sizes for pricing and billing purposes.
- Rates are based on cost per thousand and apply to daily or Sunday preprinted inserts.
- Multiple year discount rates will be rounded to the nearest whole dollar.

Local Sales Director, Kriston Delisio (518) 454-5051
kdelisio@timesunion.com

Major Accounts, Rhonda Bachman (518) 454-5775
rbachman@timesunion.com

Regional Sales Manager, Dave Lenhart (518) 454-5556
dlenhart@timesunion.com

FOR DETAILED INFORMATION ON INSERT DISTRIBUTION IN THE ***TIMES UNION***, CALL YOUR SALES REPRESENTATIVE TODAY AT (518) 454-5588



NEWS PLAZA • BOX 15000 • ALBANY, NY 12212 • 518-454-5611 • FAX 518-454-5684 • www.timesunion.com
OVERNIGHT: 645 ALBANY SHAKER ROAD • ALBANY, NY 12211

LV22282 REPRINT MAY 2018

AD AND ARTWORK SPECIFICATIONS AND GUIDLINES:

FORMATS ACCEPTED

Local First encourages the delivery of advertising material electronically in Adobe Acrobat PDF format.

The following formats are NOT accepted:

Microsoft Publisher files, Word, Powerpoint or Excel files, Gif files, Low Resolution Tiff or Jpeg files

LOCAL FIRST ACCEPTS DELIVERY OF ELECTRONIC FILES VIA THE FOLLOWING METHODS:

Adtransit

This service is provided by Ad Transit.

New users can register at www.adtransit.com.

There is no charge to send ads to Local First via Adtransit.

Transmitting Large File Ads

Occasionally, full page color ads or especially double truck ads have file sizes too large for our normal methods of file transfer. For such occasions contact Digital Advertising at **518-454-5780** or htrns@timesunion.com

E-Mail

We do not encourage e-mail delivery and ads will only be accepted with prior approval from your sales representative and/or a sales manager.

File Specifications

- Create PDF files to exact ad size or use crop marks to denote exact ad size
- Please create PDF files with Adobe Acrobat Distiller or Adobe PDF Online
- Do not create encrypted files or use any security settings
- PDF files created directly from Adobe Photoshop tend to reproduce with “soft” type that is often difficult to read in the newspaper

BLACK & WHITE GUIDELINES

Screen Ruling

Line screen for new press: **100 lpi**

Recommended grayscale:

300 dpi, bitmap dpi 1200.

Logo Art:

For best possible reproduction logos should be supplied as vector art.
(**example:** Logos created in the native file like Adobe Illustrator - Ai, files)

Avoid using artwork and images from websites - they have a resolution too low to print (usually 72 dpi)

Recommended Aim Points:

Highlights 3%; Quarter tone 18%; Midtone 35%; Shadow 85%.

Dot gain:

Expect a 30% dot gain in the mid-tone range. The file should reflect this amount of gain in the scan or adjusted with photo editing software.

Color formats:

Are not accepted for black & white.

FONTS

Must be embedded.
Use only Open Type, Type 1, 3 and CID fonts.

No True Type or Multiple Master fonts.

Minimum type sizes

10 point for single color reverse type.

12 point when reversing text out of four color.

A sans serif font is recommended, to avoid the text filling in on the press. Color text should also be sans serif.

NO 4-COLOR BLACK TYPE.

RULES/LINES

Minimum rule weights

.5 point for black on white,

1 point for reverse out of black.

2 points is recommended for any rules made of, or reversing out of, more than one color.

COLOR GUIDELINES

Screen ruling:

Line screen for new press: **100 lpi**

Midtones:

Allow for 30% dot gain. Midtones should be open for newspaper stock.

Shadows:

Limit Cyan, Magenta and Yellow to 90% at the shadow end. Halftone Black limit is 85%.

Color format:

CMYK colors only. No RGB, Lab color, PMS or extra channels. No 4-color black.

When using black in color ads, it is preferable to set the values to C 0% M 0% Y 0% K 100% avoiding a 4-color/rich black color combination.

Total ink coverage:

Should not exceed 220%.

High resolution images:

Should be provided at least 200 dpi.
Please take file and transfer time into consideration.

Logo Art:

For best possible reproduction logos should be supplied as **vector art**.
(Logos created in the native file like Adobe Illustrator - Ai files)

Avoid using artwork and images from websites - they have a resolution too low to print (usually 72 dpi)

LOCAL FIRST

YOUR WEEKLY GUIDE TO NEWS AND SHOPPING

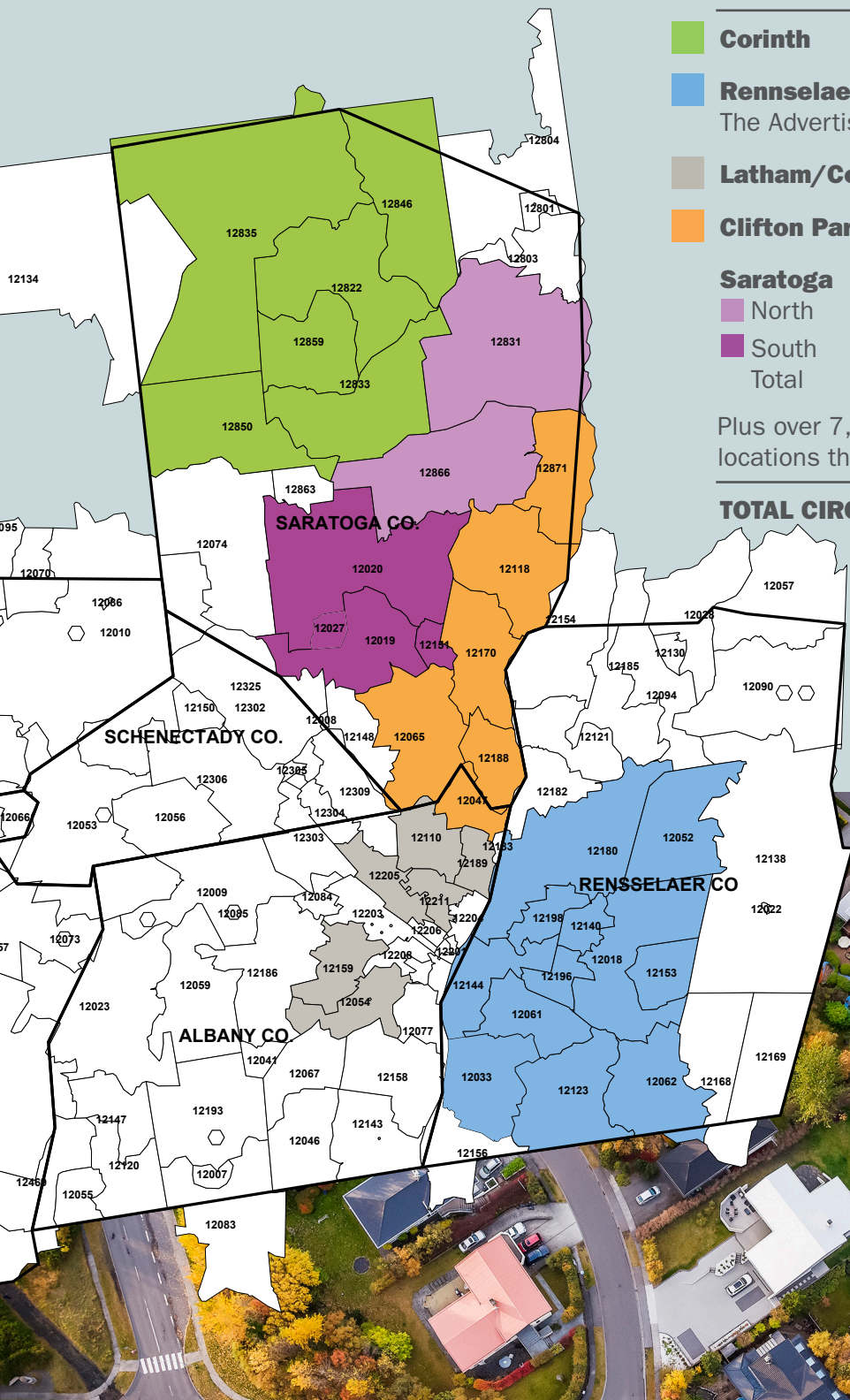


LOCAL FIRST

LOCAL FIRST Zones



ZONE	CIRCULATION
Corinth	11,733
Rensselaer County The Advertiser	42,150
Latham/Colonie/Delmar	36,722
Clifton Park	37,003
Saratoga	
North	24,607
South	21,770
Total	46,377
Plus over 7,000 copies distributed free at various locations throughout the Capital Region	
TOTAL CIRCULATION	180,000



LOCAL FIRST Rates



FULL RUN ADVERTISING RATES

Ad Size	OPEN	12x	26x	52x
Full Page (6 x 10")	3,900	3,400	3,100	2,800
Half Page 6 col (6 x 4.75")	2,050	1,780	1,705	1,540
Half Page 3 col (3 x 10")	2,050	1,780	1,705	1,540
Half Page 3 col jr. (3 x 7.5")	1,600	1,425	1,350	1,220
1/5 Page 3 col tall (3 x 4.75")	1,050	975	930	800
1/4 Page 2 col (2 x 7.5")	1,050	975	930	835
1/7 Page (2 x 4.75")	675	635	595	555
1/8 Page (2 x 3.75")	550	520	490	460
1/10 Page (2 x 3")	430	405	380	355
1/15 Page 1 col (1 x 4")	290	265	250	235
1/15 Page 2 col (2 x 2")	290	265	250	235

- Notes:
- All ad costs include full color
 - 15% Rate Premium for Front Page ad placement
 - Front Page ad sizes accepted: 2 x 2" and 2 x 3.75"

ZONE ADVERTISING RATES

Zones available: Corinth, Rensselaer, Latham/Colonie/Delmar, Clifton Park, Saratoga North, and Saratoga South

Ad Size	OPEN	12x	26x	52x
Full Page (6 x 10")	1,500	1,305	1,250	1,130
Half Page 6 col (6 x 4.75")	780	675	640	575
Half Page 3 col (3 x 10")	780	675	640	575
Half Page 3 col jr. (3 x 7.5")	605	540	510	465
1/5 Page 3 col tall (3 x 4.75")	395	350	330	300
1/4 Page 2 col tall (2 x 7.5")	395	350	330	300
1/7 Page (2 x 4.75")	255	240	225	210
1/8 Page (2 x 3.75")	210	200	185	175
1/10 Page (2 x 3")	165	155	145	135
1/15 Page 1 col (1 x 4")	115	105	100	95
1/15 Page 2 col (2 x 2")	115	105	100	95

- Notes:
- All ad costs include full color
 - 15% Rate Premium for Front Page ad placement
 - Front Page ad sizes accepted: 2 x 2" and 2 x 3.75"
 - Add additional zones at 20% discount
 - * 50% reduced rate for Corinth

1 column	1.52"	4 column.....	6.61"
2 column.....	3.22"	5 column.....	8.30"
3 column.....	4.91"	6 column (full page)	10"

75%

of our readers are between the age of 25 - 64

72%

of our reader's income is above \$50,000

65.8%

of our adult readers purchase products or services from advertisements seen in our pages

