

# SHAWANGUNK JOURNAL

## 2021 Ad Rates

**W**e are the “home town” weekly newspaper for the communities of New York’s Shawangunk Ridge. Locally owned and locally produced by dozens of area writers, the Shawangunk Journal is read and loved by thousands of loyal readers every week.



The ridge is the center of our coverage area, drawing the eye to it from both the West and the East. It is a beautiful and unmistakable landmark, and to many it is the most priceless asset of our region. The ridge also represents a great opportunity for our area — for tourism, recreation, and environmental awareness — and we hope our expanded focus will aid in that growth.

## Shawangunk Journal

P.O. Box 669  
Ellenville, NY 12428  
845-647-9190  
845-647-8713 fax  
ads@gunkjournal.com  
www.gunkjournal.com



NEW YORK PRESS ASSOCIATION  
**NYPA**

*Available by mail and at more than 60 retail locations:*

- Accord
- Bloomingburg
- Cragmoor
- Ellenville
- High Falls
- Kerhonkson
- Napanoch
- Phillippsport
- Pine Bush
- Rosendale
- Shawangunk
- Spring Glen
- Stone Ridge
- Summitville
- Walker Valley
- Wallkill
- Wawarsing
- Wurtsboro



- *8,000 Weekly Readers*
- *Hundreds of Satisfied Advertisers*

*“I’m so glad to be part of the great community here in Ellenville. I was most satisfied to advertise with the Shawangunk Journal – the coupon really worked well for us!”*

Harry Patel,  
Owner of Ja-Mar Liquors

## TRUST YOUR LEGAL ADVERTISING WITH US!

We are the Official Paper of Record for Ulster County government and SUNY Ulster. This is in addition to the Village of Ellenville, Ellenville, Rondout Valley, and Pine Bush schools, and the Towns of Wawarsing, Crawford & Rochester.

# PRINT Ad Rates & Sizes

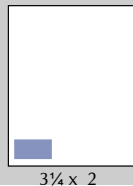
**PUBLICATION DAY:** Every Thursday, except Thanksgiving & Christmas week

**ADVERTISING DEADLINE:** 5pm Monday for that week's issue

**INSERT DEADLINE:** Must be delivered by 5pm Monday, week of publication

**1/16** Business Card

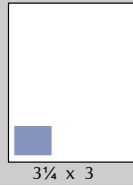
**\$30**



3 1/4 x 2

**1/12**

**\$40**

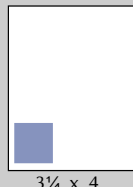


3 1/4 x 3

- Dimensions in inches
- Width x Height
- All prices per issue

**1/10**

**\$48**



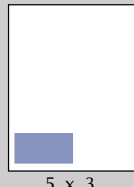
3 1/4 x 4

**1/8**

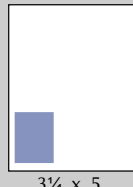
**\$60**



6 3/4 x 2



5 x 3



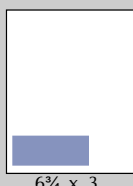
3 1/4 x 5

**1/6**

**\$80**



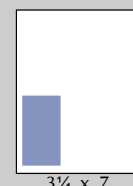
10 1/4 x 2



6 3/4 x 3



5 x 5



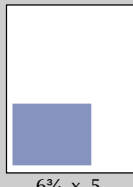
3 1/4 x 7

**1/4**

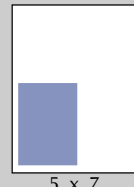
**\$120**



10 1/4 x 3



6 3/4 x 5



5 x 7



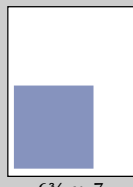
3 1/4 x 10

**1/3**

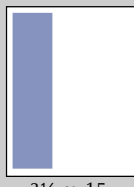
**\$160**



10 1/4 x 5



6 3/4 x 7



3 1/4 x 15

**Full**

**\$480**



10 1/4 x 15

**1/2**

**\$240**



10 1/4 x 7



5 x 15



10 1/4 x 10



6 3/4 x 15

**2/3**

**\$320**

## Frequency Discounts

4 issues 5% · 13 issues 10% · 26 issues 15% · 52 Issues 20%

## Display Ads

- JPG or PDF accepted, minimum resolution of 150dpi.
- Please call for online advertising or deals combining print and online advertising.

## Inserts

- \$240/issue flat rate
- Single page or small flyer
- Folding services available. Please call for details.
- Great for coupons & circulars

## Classifieds

- \$10 for 25 words
- 25¢ each additional word
- Run 3 weeks get the 4th FREE!
- Sell your goods and services!

## Legal Ads

- Rates determined by NY State
- Municipal and Legal Notifications
- LLC Publication

## Options

- **Full Color!** Make your ad stand out with full process color. \$75/issue (1/4 page and smaller) \$150/issue (larger than a 1/4)
- **Premium Placement Available** Please call for details

## Artwork

- Basic advertising design services free of charge
- Update and change your ad as often as you like!

## Payment Information

- Monthly contracts available
- Call for Pre-pay Discounts
- New advertisers pay prior to publication unless otherwise negotiated

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# Advertise on NewsAtomic and Kingston Wire

**Reach tens of thousands of Ulster County online readers every week, including weekenders and fulltime residents**

## Website Advertising Options

Each news site offers Premium and Standard ad options. Premium ads are rectangular and placed across the top of pages. Standard ads are square and positioned on the right side of pages.

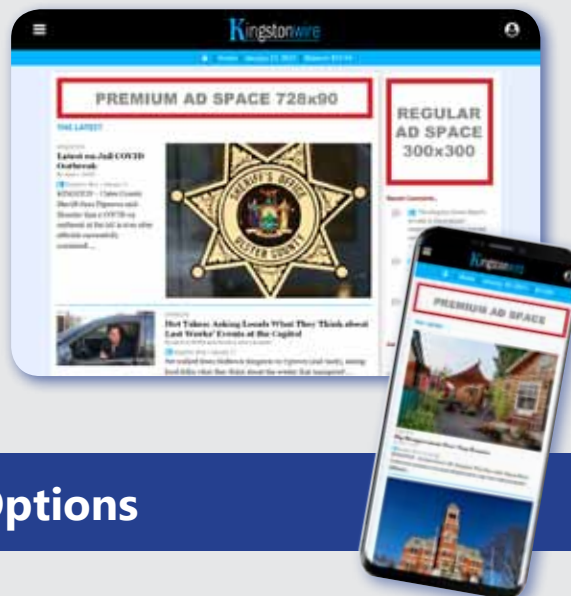
2021 RATES	Premium	Regular	Both
<b>Kingston Wire Audience</b> (25K views/month)	\$199/mo	\$149/mo	\$249/mo
<b>Shawangunk Journal Audience</b> (100K views/month)	\$249/mo	\$199/mo	\$349/mo
<b>Both Audiences</b>	\$299/mo	\$249/mo	\$449/mo

### Discounts

- 15% off for 6 months, 25% off for one year, must be pre-paid
- Non-profits: 25% discount
- 25% discount on email advertising with any web advertising campaign

### Ad sizes/specs

- Premium ad: 728x90 pixels
- Standard ad: 300x300 pixels
- Artwork creation available - ask for details



## RESEARCH SHOWS...

- *Local news consumers prefer to buy local*
- *Locally-owned community publications are the most trusted news sources in the US.*



**NewsAtomic.com**  
Actual news, locally grown

Office: 1 Market Street  
Mail: PO Box 669, Ellenville NY 12428  
Phone: 845-647-9190  
[www.newsatomic.com](http://www.newsatomic.com)

## Email Advertising Options

Emails are sent out to:

**NewsAtomic & Shawangunk Journal** 8K recipients in the Rondout Valley  
**Kingston Wire** 2.5K recipients, City of Kingston

Standard email ad size is a 600x122 pixel banner.

There are three placement options:

- Top – just above first photo
- Bottom – just above address
- Both – both top and bottom

### Discounts

- Non-profits: 25% discount
- Buy 3 email ads, get the fourth free

2021 RATES	Top	Bottom	Both
<b>Kingston Wire Audience</b>	\$149	\$99	\$199
<b>Shawangunk Journal Audience</b>	\$199	\$149	\$299
<b>Combo (Both)</b>	\$299	\$199	\$449

**Kingstonwire**

Office: 516 Broadway, Suite 2  
Mail: PO Box 4434, Kingston, NY 12401  
Phone: 845-481-3431  
[www.kingstonwire.com](http://www.kingstonwire.com)

## CONTACT

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[amberly@gunkjournal.com](mailto:amberly@gunkjournal.com)