



The Walton Reporter

Serving Delaware County and Surrounding Area Since 1881

109 Delaware Street, Suite 1, Walton, NY 13856 ▶ (607) 865-4131 ▶ Fax (607) 865-8689

info@waltonreporter.com

Effective January 1, 2011

ROP DISPLAY RATES

Per advertising unit

Open rate.....\$10.15

Non-Profit rate.....\$8.70

All rates are net. Accredited advertising agencies providing camera-ready copy and pre-payment with the ad may discount our open rate by 15%.

No further discounts are allowed.

ANNUAL ROP DISPLAY CONTRACT RATES

Advertising Units	Unit Rate
100 to 224.....	\$9.50
225 to 499.....	\$8.55
500 to 749.....	\$8.25
750 to 1,749.....	\$7.90

ROP DISPLAY CLASSIFIED RATES

Per advertising unit

Open rate.....\$7.80

All rates are net. Accredited advertising agencies providing camera-ready copy and pre-payment with the ad may discount our open rate by 15%.

No further discounts are allowed.

ANNUAL DISPLAY CLASSIFIED CONTRACT RATES

Advertising Units	Unit Rate
100 to 224.....	\$7.40
225 to 499.....	\$7.00
500 to 749.....	\$6.60
750 to 1,749.....	\$6.50
1,750 +.....	\$5.85

BUSINESS DIRECTORY RATE

\$19.15 per week (4 week minimum run)

CLASSIFIED RATE

\$6.30 for 20 words

10 cents each additional word

COLOR RATE

\$6.00 per advertising unit, per page

Call for pricing on ads a half page or larger.

LEGAL ADVERTISING RATES

CLASSIFIED ADS

First week\$395 per agate line

Each additional week\$305 per agate line

TABULAR ADS

Length X Width X 10 multiplied by.....\$395

Each additional week multiplied by\$305

MECHANICAL INFORMATION

DISPLAY COLUMN WIDTHS

1 Column.....1 7/8 inches

2 Column.....4 inches

3 Column.....6 1/8 inches

4 Column.....8 1/4 inches

5 Column.....10 1/4 inches

CLASSIFIED COLUMN WIDTHS

1 Column.....1 9/16 inches

2 Column.....3 5/16 inches

3 Column.....5 1/16 inches

4 Column.....6 13/16 inches

5 Column.....8 9/16 inches

6 Column.....10 1/4 inches

Full Page..... 10 1/4 inches wide by 15 1/2 inches deep

DELIVERY DATE – WEDNESDAY

Copy Deadline: **Monday at noon**

For display and classified advertising.

GENERAL POLICY

Position request will be considered and granted at the discretion of the newspaper. In the event of errors, *The Walton Reporter* shall be liable only for the space occupied by the error, and will supply a letter of correction when requested. All classified ads are restricted to their proper style and classification. No allowance will be made for more than one incorrect insertion. *The Walton Reporter* reserves the right to reject or edit all copy. We reserve the right to edit or cancel any advertisement at any time. We do not guarantee the accuracy of any claims made in any advertisement appearing in *The Walton Reporter*. We cannot be responsible for typographical errors or errors of omission.



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ZONED DISTRIBUTION

The Walton Reporter distributes approximately 5,600 copies throughout Delaware County and Surrounding areas

ZONE 1 **1,900 pieces**
 Walton 13856

ZONE 2 **1,600 pieces**
 Afton 13730
 Bainbridge 13733
 DeLancey 13750
 Deposit 13754
 Downsville 13755
 East Branch 13756
 Fishs Eddy 13774
 Franklin 13775
 Hamden 13782
 Hancock 13783
 Jeffersonville 12748
 Liberty 12754
 Livingston Manor 12758
 Long Eddy 12760
 Masonville 13804
 Otego 13825
 Parksville 12768
 Roscoe 12776
 Sidney 13838
 Sidney Center 13839
 Trout Creek 13847
 Unadilla 13849

ZONE 3 **1,200 pieces**
 Andes 13731
 Arkville 12406
 Bovina Center 13740
 Davenport 13750
 Davenport Center 13750
 Delhi 13753
 East Meredith 13757
 Fleischmanns 12430
 Grand Gorge 12434
 Harpersfield 13786
 Hobart 13788
 Margaretville 12455
 Meridale 13806
 New Kingston 12459
 Oneonta 13820
 Roxbury 12474
 South Kortright 13842
 Stamford 12167
 Treadwell 13846

ZONE 4 **900 pieces**
 Other New York and Out of State

PRE-PRINT RATES

We offer full run or zoned distribution of your pre-printed flyer.

Tab Size / Weight Rate per 1,000

Single Sheet to 8 Tab up to 0.55 oz\$70
12 Tab weighing 0.56 oz to 0.82 oz\$75
16 – 20 Tab weighing 0.83 oz to 1.36 oz\$80

Call for pricing on flyers weighing over 1.36 oz.

- 2,000 minimum
- Size of flyer not to exceed 8 ½" X 11"
- Quarter folding fee \$17 per thousand
- Frequency discounts available
- **Inserts must arrive 7 days prior to insertion date**
- Inserts must be delivered to address below between 8 AM and 3 PM Monday through Friday

PRE-PRINT DELIVERY ADDRESS

The Walton Reporter
c/o Our Press Inc.
41 Kattelville Road
Chenango Bridge, NY 13745
 Our Press Inc. Phone: (607) 648-3021

COMMISSION AND TERMS OF PAYMENT

All local rates are non-commissionable. All advertising is payable in advance unless a credit account is established. Account balances are due on the 25th of the month after statement date. Balances that are past due will be charged a finance fee at the rate of 1.5% per month on any unpaid balance, minimum \$5.00 charge. Accounts that are 60 days past due will not be able to advertise until the past due balance is paid.

