



Advertising Rates

Number of insertions	12 times	6 times	1 time
Cost per column inch	\$11	\$12	\$13

Suggested common sizes and prices per insertion are shown below.
Any combination of column width and inch height is acceptable.
Minimum is 2 columns x 2."

The Chatham Press is 32-page monthly, tabloid newspaper (11" x 17") printed on bright, white paper with reporting about the Villages of Chatham, Philmont, Kinderhook, Valatie and New Lebanon. This is one of the most lucrative advertising markets in our region. The Press focuses on features about people, places and things that make our towns economically and socially vibrant.

Circulation & readership

Circulation is 3,000 copies. 5,000 people read it. 1,000 copies are distributed to local homes by paper boys and girls. 2,000 are circulated from key distribution points.

Graphic requirements

The Press is printed on white paper to enhance advertiser messages and guarantee the best reproduction.

Ad production is free. You can email text and images. Images should be TIF, JPG or EPS format at 300 dpi resolution or PDF at print (press) quality resolution. **PDF files must have fonts embedded in the file.** We print with black and one Pantone Matching color each month. All digital files can be emailed to rkraham@fairpoint.net

Terms

The Press comes out the first week of each month. **Ad deadline is twelve days prior to the month of publication.**

Ads by non-established accounts or political ads must be accompanied by payment. Make check payable to The Chatham Press, 48 Main Street, Chatham, NY 12037. Delinquent accounts lose discounts and ad privileges. The Chatham Press reserves the right to refuse any advertising for any reason. We are not liable for failure to publish and or for typographic errors published except for the cost of the portion of ad space within which the first error appeared. Advertisers are legally responsible for any claims made in their advertising.

2 column x 2"	(4" W x 2" H)	\$44	\$48	\$52
2 column x 3"	(4" W x 3" H)	66	72	78
2 column x 4"	(4" W x 4" H)	88	96	104
2 column x 5"	(4" W x 5" H)	110	120	130
2 column x 6"	(4" W x 6" H)	132	144	156
2 column x 7"	(4" W x 7" H)	154	168	182
2 column x 8"	(4" W x 8" H)	176	192	208
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3 column x 3"	(6" W x 3" H)	99	108	117
3 column x 4"	(6" W x 4" H)	132	144	156
3 column x 5"	(6" W x 5" H)	165	180	195
3 column x 6"	(6" W x 6" H)	198	216	234
3 column x 7"	(6" W x 7" H)	231	252	273
3 column x 8"	(6" W x 8" H)	264	288	312
3 column x 10"	(6" W x 10" H)	330	360	390
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4 column x 4"	(8" W x 4" H)	176	192	208
4 column x 5"	(8" W x 5" H)	220	240	260
4 column x 6"	(8" W x 6" H)	264	288	312
4 column x 7"	(8" W x 7" H)	308	336	364
4 column x 8"	(8" W x 8" H)	352	384	416
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5 column x 8" half page	(10" W x 8" H)	440	480	520
5 column x 16" full page	10" W x 8" H	880	960	1040

Graphic examples of ad sizes ▼

