



Advertising Rates

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 so special.

We do not cover time sensitive events or accept news releases. We are a print only product.

Circulation & readership

Circulation is 2,000 copies. 3,500 people read it. 700 copies are distributed to local homes. 1,300 are circulated from key distribution points.

Graphic requirements

The Press is printed on bright, 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, PO Box 343, 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.

Number of insertions	12 times	6 times	1 time
Cost per column inch	\$12	\$13	\$14

Common sizes and prices per insertion are shown below. Multiply the 6 or 12 time rate by the column inch price. Eg: 2x2 annual ad costs \$48 per insertion x 12 = \$576

2 column x 2"	(4" W x 2" H)	\$48	\$52	\$56
2 column x 3"	(4" W x 3" H)	72	78	84
2 column x 4"	(4" W x 4" H)	96	104	112
2 column x 5"	(4" W x 5" H)	120	130	140
2 column x 6"	(4" W x 6" H)	144	156	168
2 column x 7"	(4" W x 7" H)	168	182	196
2 column x 8"	(4" W x 8" H)	192	208	224
3 column x 3"	(6" W x 3" H)	108	117	126
3 column x 4"	(6" W x 4" H)	144	156	168
3 column x 5"	(6" W x 5" H)	180	195	210
3 column x 6"	(6" W x 6" H)	216	234	252
3 column x 7"	(6" W x 7" H)	252	273	294
3 column x 8"	(6" W x 8" H)	288	312	336
3 column x 10"	(6" W x 10" H)	360	390	420
4 column x 4"	(8" W x 4" H)	192	208	224
4 column x 5"	(8" W x 5" H)	240	260	280
4 column x 6"	(8" W x 6" H)	288	312	336
4 column x 7"	(8" W x 7" H)	336	364	392
4 column x 8"	(8" W x 8" H)	384	416	448
5 column x 8" half page	(10" W x 8" H)	480	520	560
5 column x 16" full page	(10" W x 16" H)	960	1040	1120

Graphic examples of ad sizes ▼

