



# The most cost effective and efficient buy in OTSEGO COUNTY

*Print + Web = Success*

***THE LARGEST COMBINED NEWSPAPER CIRCULATION AND  
THE FOREMOST NEWS WEBSITE IN OTSEGO COUNTY!***

## DISPLAY ADVERTISING

### Open Rate

\$14.00 per column inch, per issue  
Non-profit rate: \$12.80

### Price Breaks for Larger Ads

Quarter page (30 inches)  
\$350 per issue  
Half page (60 inches)  
\$550 per issue,  
Full page (120 inches)  
\$900 per issue

### Price Breaks for Repeat Insertions

Six insertions – 10% (\$12.60)  
13 insertions – 15% (\$11.90)  
26 insertions – 20% (\$11.20)  
52 insertions – 25% (\$10.50)

### Classified Rates

3 Weeks, 30 Words, \$30

### Political Rates

\$15 per column inch, per issue

### Employment Rates

\$15 per column inch

### Color Rates

Full Color \$100

Inserts: Call for Rates!

By Far, This Quality Print and  
Electronic Media Buy Is  
The Most Cost-Effective  
Way To Connect You With  
The Customers You Want Most.

Hometown Oneonta Is Mailed  
To ALL Homes and Businesses  
In Oneonta (13820)  
And West Oneonta (13861)  
100% penetration every week.

The Freeman's Journal Offers  
Cooperstown (13326),  
The Local Zip Code With  
The Highest Disposable Income  
in Otsego County plus the areas  
surrounding Lake Otsego.

*All*OTSEGO.com

OTSEGO COUNTY'S DAILY  
E-NEWSPAPER

Provides up-to-the-minute news and  
on-line presence for advertisers.

*We get it out there....*  
the fastest most reliable news  
source in the county!

PRICES INCLUDE  
THE FREEMAN'S JOURNAL,  
HOMETOWN ONEONTA AND YOUR  
AD ON WWW.ALLOTSEGO.COM

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OTSEGO COUNTY**



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