



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

Tara Barnwell
Advertising Director
607-547-6103
Tarab@allotsego.com

**GIVE US A CALL TO
GAIN ACCESS TO
OTSEGO COUNTY**



MARKETING • ADVERTISING • SALES • SUPPORT – Call (607) 547-6103