



ADD YOUR LOGO TO ANY PRODUCT. THOUSANDS OF LOW COST ITEMS TO CHOOSE FROM.

OCCASIONS

- Brand Awareness
- Customer Giveaways
- Employee Recognition
- Company Meetings
- Holidays & Celebrations
- Trade Show Handouts
- Parties
- Golf Events

PRODUCT TYPES

- Apparel
- Bags
- Calendars
- Candies
- Drinkware
- Folders
- Giveaways
- Magnets
- Pens & Pencils
- Sporting Gear
- Umbrellas
- & so much more!

Shop thousands of unique, quality gift ideas on our website:

lakecountrymedia.com

REV 090722

LAKE COUNTRY MEDIA

ADVERTISING • PRINTING • DISTRIBUTION • ONLINE NEWS & SPORTS

In print & online

LAKE COUNTRY Pennysaver

orleansHUB.com
Connecting you with community news

170 North Main Street, PO Box 231, Albion, NY 14411

phone 585-589-5641 • fax 585-589-1239

email ads@lakecountrymedia.com • web lakecountrymedia.com

A little about us...



Weekly Printed Publication • Circulation: 20,385

Every Sunday, 52 weeks per year. Subject to change when warranted by holidays.

Published continually since October 1947.

Specifications

Tabloid format - Full page = 10.375" x 16", Double Truck = 21.5" x 16"

1 column = 1.625"wide

2 column = 3.375"wide

3 column = 5.125"wide

4 column = 6.875"wide

5 column = 8.625"wide

6 column = 10.375"wide

Color Printing

Available for display advertisements. Process-color placement at discretion of printer. Space is limited.

Deadlines

Display & classified ads - Thursday at noon. Subject to change when warranted by holidays.

Advertising Policy

The Lake Country Pennysaver will make every effort to see that all advertising copy, neatly presented, is correctly printed. Also, we take no responsibility for statements or claims made in any advertisement and will, upon written request, reveal the name and address of the person or persons responsible for placing any display advertisement, political or otherwise except for "blind ads." Ad position or placement cannot be guaranteed. Also we reserve the right to refuse any and/or all advertising.

Distribution

Total market saturation; carrier delivery.

Advertising Agencies

Agency Advertising is welcome and will be billed at the Open Rate. This rate is net and not subject to discount.

Circulation Audit

Semi-annually by Circulation Verification Council. (Complete audit information is available by request.)

Errors

Claims for errors must be made within five days of publication. In the event of a typographical error, advertising goods or services at less than the correct price, the publisher will furnish letters to be posted in the store stating correct price. Our liability for an error shall not exceed cost of space occupied by the error.

Omissions

The publisher will not be held responsible for wrong insertions or omissions.

Print Work Cancellation and Refund Policy

We begin processing your order immediately upon receipt of proof approval, and some products are printed in just one working day. Since work has already begun on your order, costs are incurred to cancel. Please review the cancellation charges below which are based on the status of your job in our plant at the time of cancellation.

Orders can be canceled for a fee based on the following processing times and rates:

1. Job through Sales, Proofing, Art (10% of total cost - Minimum \$11.00)
2. Job through Press (75% of total cost)
3. Job through Bindery (100% of total cost)

If a refund is issued, it will be issued using the same method of payment that was used to purchase the products. If a credit card was used to make the refunded purchase, then only that actual credit card will receive the credit for the refund.

Sponsored Posts

\$100 per day. A sponsored post is one image 675px wide, maximum 585px tall, posted on our home page. Your post can link to any page on your web site. It will stay on our home page for 24 hours. **You can choose an AM or PM post.** For complete guidelines on our sponsored posts, including election-related posts, please visit www.OrleansHub.com, ask your sales representative, or call 585-589-5641.



Information Pages

Perfect for the business that doesn't have a web site. **For a one-time \$75.00** set-up fee, we create a custom web page including any text, photos, graphics, links to other web sites, downloadable brochures, menu, flyers, etc. Your display ad links to the information page. Talk to your sales rep today!



Printable Pages

For an extra \$20.00, your display ad can link to a printer-friendly page perfect for coupons or flyers. It can also include a link to your website.



Photo Printing

Most of the photos published are available for purchase. Our commemorative photo prints are produced on high-quality, archival photo paper. To place your order, go to 'Photo Orders' link in the upper right and fill out the form, or call 585-589-5641 to place your order. Photo orders must be prepaid.

- 4 x 6" \$7 each or two of the same image \$12**
- 5 x 7" \$10 each or two of the same image \$16**
- 8 x 10" \$14 each**
- Article \$20 each**

9,900+ UNIQUE VISITORS
per day

2021 daily average

29,900+ DAILY PAGEVIEWS

2021 total

over
25,000 FOLLOWERS ON SOCIAL MEDIA

Facebook, Twitter

Every new headline link is posted to:



Orleans Hub



@orleans_hub

@orleans_sports



Free online local news and sports for Orleans County, New York

Display Ads

To submit an ad, email ads@lakecountrymedia.com

Rotating Banner Ads \$400/month

- Top left of window: 690 x 100 px
- Right side of window: 360 x 180 px | Three ads per slide show – check for availability
- Top right of window: 360 x 100 px
- To the right of our logo: 360 x 100 px
- Below our logo: 720 x 65 px | Check for availability

Small Side Ads \$100/month

Right side ad area: 160 px wide x 100 px tall | *These ads are shuffled with EVERY page load*

Large Side Ads \$150/month

Right side ad area: 160 px wide x 180 px tall | *These ads are shuffled with EVERY page load*

Event Ads \$50/week

Left side ad area: 160 px wide x 180 px tall | *These ads are shuffled with EVERY page load*

Ads link to one of the following:

- Your web site/Facebook page
No additional charge to link to your choice of URL
- Info page on our web site
\$75 one-time set-up fee; includes any text, photos, links
- Printable ad/flyer/coupons
\$20/month, one black & white printer-friendly page

Text Listings

Links to these pages are at the top of every page on the site.

Employment
\$20/week

Classified Ads
\$20/week

Legal Notices
\$75/week

Obituaries

\$60 one-time fee

We work with all funeral homes in Orleans County, and in neighboring counties. Mention the Hub to your funeral director, and we'll take care of the rest.

To submit an obituary, email info@orleanshub.com

Advertising Rate Card

AD DEADLINE: NOON ON THURSDAYS

SIZE	RATE	5 ISSUES	10 ISSUES	MAX DIS.
2"	\$30	n/a	n/a	n/a
3"	\$45	n/a	n/a	n/a
4"	\$60	\$55	\$50	n/a
5"	\$75	\$70	\$60	n/a
6"	\$90	\$85	\$80	\$70
7"	\$105	\$100	\$95	\$85
8"	\$120	\$115	\$110	\$100
9"	\$135	\$130	\$125	\$115
10"	\$150	\$145	\$140	\$130
11"	\$165	\$160	\$155	\$145
12" - 1/8 page	\$180	\$175	\$170	\$160
13"	\$195	\$190	\$185	\$175
14"	\$210	\$205	\$200	\$190
15"	\$225	\$220	\$215	\$205
16"	\$240	\$235	\$230	\$220
17"	\$255	\$250	\$245	\$235
18"	\$270	\$265	\$260	\$250
19"	\$285	\$280	\$275	\$265
20"	\$300	\$295	\$290	\$280
21"	\$315	\$310	\$300	\$290
22"	\$330	\$325	\$320	\$310
23"	\$345	\$340	\$330	\$320
24" - 1/4 page	\$360	\$350	\$340	\$320
25"	\$375	\$370	\$360	\$340
26"	\$390	\$380	\$370	\$350
27"	\$405	\$395	\$385	\$365
28"	\$420	\$410	\$400	\$380
29"	\$435	\$425	\$415	\$405
30"	\$450	\$440	\$430	\$410
31"	\$465	\$455	\$445	\$425
32"	\$480	\$470	\$460	\$440
33"	\$495	\$485	\$475	\$455
34"	\$510	\$500	\$490	\$470
35"	\$525	\$515	\$505	\$485
36"	\$540	\$530	\$520	\$500
38"	\$570	\$560	\$550	\$530
39"	\$585	\$575	\$565	\$545

SIZE	RATE	5 ISSUES	10 ISSUES	MAX DIS.
40"	\$600	\$590	\$580	\$560
42"	\$630	\$620	\$610	\$590
44"	\$660	\$650	\$640	\$620
45"	\$675	\$665	\$655	\$635
46"	\$690	\$680	\$670	\$650
48" - 1/2 page	\$700	\$650	\$600	\$550
50"	\$730	\$680	\$630	\$580
51"	\$745	\$695	\$645	\$595
52"	\$760	\$710	\$660	\$610
54"	\$790	\$740	\$690	\$640
55"	\$805	\$755	\$705	\$655
56"	\$820	\$770	\$720	\$670
57"	\$835	\$785	\$735	\$685
58"	\$850	\$800	\$750	\$700
60"	\$880	\$830	\$780	\$730
62"	\$895	\$845	\$795	\$745
63"	\$910	\$860	\$810	\$760
64"	\$925	\$875	\$825	\$775
65"	\$940	\$890	\$840	\$790
66"	\$955	\$905	\$855	\$805
69"	\$1000	\$950	\$900	\$850
70"	\$1015	\$965	\$915	\$865
72"	\$1045	\$995	\$945	\$895
75"	\$1090	\$1040	\$990	\$940
78"	\$1135	\$1085	\$1035	\$985
80"	\$1165	\$1115	\$1065	\$1015
81"	\$1180	\$1130	\$1080	\$1030
84"	\$1225	\$1175	\$1125	\$1075
87"	\$1270	\$1220	\$1170	\$1120
90"	\$1315	\$1265	\$1215	\$1165
93"	\$1360	\$1310	\$1260	\$1210
96" - full page	\$1400	\$1200	\$1000	\$900
corner coupon	\$225	\$200	\$175	n/a

OBITUARIES

Up to 14 column inches: **FREE**

Each additional column inch: **add \$15**

All obituaries will run as submitted. Average font size 10-11pts.

ORLEANSHUB.COM ADD-ONS

Include a OrleansHub.com event ad with any display event ad: (160px x 180px) • **add \$25**

All employment ads will be on OrleansHub.com: **add \$10**

COLOR CHARGE
 Ad sizes 2-23": **add \$30**
 Ad sizes 24-46": **add \$50**
 Ad sizes 48-96": **add \$100**

Pre-printed Insert Rates

PRE-PRINTED INSERTION RATES EFFECTIVE AUGUST 2022.
 DELIVERY ADDRESS: C/O BUFFALO NEWSPRESS, 200 BROADWAY AVE., BUFFALO, NY 14204

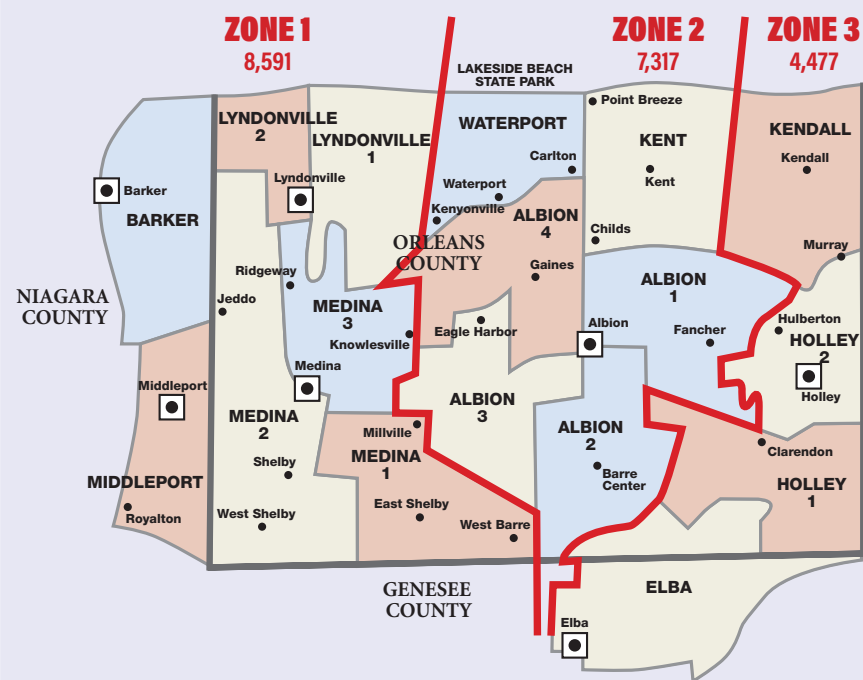
Delivery	Open Rate	5 Insertions	10 Insertions	Max Discount
One Zone	\$70.00/m	\$65.00/m	\$60.00/m	\$55.00/m
Two Zones	\$65.00/m	\$60.00/m	\$55.00/m	\$50.00/m
Three Zones	\$60.00/m	\$55.00/m	\$50.00/m	\$45.00/m

Per Thousand Rate for inserts up to the maximum size of 8 1/2"x 11"
 Max. weight 2 oz. Add \$8.00 per 1,000 each 1/2 oz. over 2 oz.

Target your market!

**WE WILL PRINT AND INSERT
 YOUR 8 1/2 X 11 FLYER FOR ONLY**
 Camera-ready copy, one-sided, black on white, 5000 min.

10¢ Ea.



ZONE 1 - 8,591 - MEDINA

- Includes the following:
- Barker (980).....14012
 - Knowlesville (200).....14479
 - Lyndonville (1,155)14098
 - Medina (4,951).....14103
 - Middleport (1,305)14105

ZONE 2 - 7,317 - ALBION

- Includes the following:
- Albion (5,947)14411
 - Fancher (75)14452
 - Kent (645).....14477
 - Waterport (650)14571

ZONE 3 - 4,477 - HOLLEY

- Includes the following:
- Clarendon (200).....14429
 - Elba (707)14058
 - Holley (2,645)14470
 - Hulberton (100).....14473
 - Kendall (726).....14476
 - Morton (99)14508

Total Circulation: 20,385

Classified Ad Rates

Classified Ads with 15 or fewer words: \$10.00; each Additional Word 25¢

Custom Headlines +\$1.00 (17-character max., inc. spaces/punctuation.
 No choice of size/font/page placement.)

All ads will run in print in the Lake Country Pennysaver and online at www.OrleansHub.com.

- NO REFUNDS on cancelled reader ads
- READERS CAN ONLY BE SCHEDULED 4 WEEKS IN ADVANCE
- LIMIT OF 70 WORDS - Ads of 71 words or more must be placed as a display ad

Electronic Requirements

The preferred format for digital files is Adobe PDF created with print (high) resolution settings and fonts embedded. Any format other than an Adobe PDF will most likely have to be re-created. If you are not able to create a PDF, we can use your original files to re-create or print your ads, print work or copy projects. We will need:

- 1 - Printed hardcopy for comparison
- 2 - Document on a flash drive or attached to an e-mail
- 3 - All original images & font files used in document. Fonts submitted must be PostScript format.

Original image files are the digital images you have imported into a document. They may be saved as TIFF, JPEG, PDF, or EPS files. Photos should be 300 dpi and saved as a .tif file. Line art should be scanned at a minimum of 300 dpi. and saved as .bmp. Fonts must be PostScript format. Any other type will have to be substituted with something similar we have on file.

Terms & Conditions

All rates are net cash with orders except where credit has been approved. Where credit has been extended, orders are payable on receipt of invoice, and if not paid by the 15th of the month succeeding the date of invoice then credit will cease to be extended. Delinquent accounts will be charged 2 percent per month on all past-due amounts 30 days and over at an annual rate of 24 percent. (\$0.50 minimum service charge.) Credit cannot be extended when accounts are 60 days past due. Orders with cash can be accepted with payment on past-due amount.

CHECKS RETURNED WILL BE CHARGED A \$30 SERVICE CHARGE.

Circulation Audit

Lake Country Pennysaver has its circulation audited by an independent auditor. Twice every year, this independent company reviews our figures, and once a year, it conducts a telephone survey. This survey accurately measures both the readership and receipt statistics which the Lake Country Pennysaver attains within its distribution area.

These statistics below can help our advertisers assess our power, reach and market penetration:

- **90.2%** regularly receive the Lake Country Pennysaver
- **73.5%** regularly read the Lake Country Pennysaver
- **79.5%** frequently purchase products or services from ads seen in the Lake Country Pennysaver
- **58%** of readership is between 25 and 54 years old
- **32%** are planning to purchase a new or used vehicle within the next year
- **33%** are planning to do home improvements within the next year

These figures are based on an audit by the Circulation Verification Council.