

# LAKE COUNTRY Pennysaver

*Advertising Printing Distribution*



**Free Community Papers of New York  
Graphics Awards Winner  
2007 • 2009 • 2010  
First Place - General Excellence  
in Publication Design**

170 N. Main Street • P.O. Box 231  
Albion, NY 14411-0231

Phone • 585-589-5641  
Fax • 585-589-1239

E-mail • [ads@lakecountrypennysaver.com](mailto:ads@lakecountrypennysaver.com)  
Web Site • [www.lakecountrypennysaver.com](http://www.lakecountrypennysaver.com)

## 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.

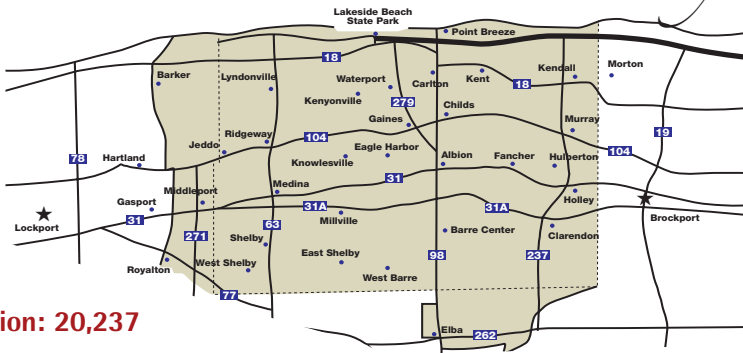
These statistics below can help our advertisers assess our power, reach and market penetration.

- ✓ 99% regularly receive the Lake Country Pennysaver
- ✓ 83.3% frequently purchase products or services from ads seen in the Lake Country Pennysaver
- ✓ 25% are planning to purchase a new or used vehicle within the next year
- ✓ 53% are planning to do home improvements within the next year
- ✓ 79% will be going out to eat
- ✓ 51% are planning to travel or go on vacation in the next year
- ✓ 46% are planning to purchase furniture or home furnishings within the next year
- ✓ 63% are planning to purchase lawn and garden supplies within the next year

These figures are based on an audit by the Circulation Verification Council, published on Sept. 30, 2007.



# Welcome to Lake Country



**Circulation: 20,237**

## Frequency of Publication

Every Sunday, 52 weeks per year. Subject to change when warranted by holidays. Published continually since October 1947.

## Specifications

Tabloid format - Full page = 10 3/8" x 16", Double Truck = 21 1/2" x 16"

1 column = 1 5/8" wide      2 column = 3 3/8" wide      3 column = 5 1/8" wide

4 column = 6 7/8" wide      5 column = 8 5/8" wide      6 column = 10 3/8" wide

## Color Printing

Available for display advertisements. Spot- and process-color placement at discretion of printer. Space is limited.

## Deadlines

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

Classified ads - Thursday at noon. Changes/cancellations Wednesday at 4:30 p.m.

## 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. Mix of adult and youth carriers.

## Advertising Agencies

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

## Editorial & Publicity Articles

We do not maintain an editorial staff or provide for such items. Advertisers or agencies requiring news releases can purchase space in the form of advertising.

## 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.

# DISPLAY ADVERTISING RATES

PRINTED IN THE LAKE COUNTRY PENNSAVER & PUBLISHED ON THE WEB, EFFECTIVE JUNE 1, 2008.

Total Column Inches	Open Rate per inch	13 Insertions 5% discount	26 Insertions 10% discount	52 Insertions 18% discount
2" to 25"	\$11.09	\$10.53	\$9.98	\$9.09
25 1/4" to 48"	\$10.53	\$10.00	\$9.47	\$8.62
48 1/4" to 72"	\$9.99	\$9.48	\$8.99	\$8.18
72 1/4" to 95"	\$9.76	\$9.26	\$8.78	\$8.00
96"	\$8.83	\$8.38	\$7.94	\$7.24

## COLOR CHARGES

Total Inches	Spot Color	Process Color
2" to 24"	\$25.00	\$85.00
25" to 72"	\$40.00	\$85.00
73" to 96"	\$55.00	\$85.00

Special color requests will be honored if possible but not guaranteed. Process and spot color are available on a space-available basis. See a salesperson for details.

## COMMON AD SIZES

<p>2x2 3<sup>38</sup>"w x 2"<sup>h</sup> \$44.36</p>	<p>3x3 5<sup>18</sup>"w x 3"<sup>h</sup> \$99.81</p>
<p>6x8 (1/2 page) 10<sup>38</sup>"w x 8"<sup>h</sup> \$505.44</p>	

<p>3x4 (1/8 page) 5<sup>18</sup>"w x 4"<sup>h</sup> \$133.08</p>	<p>2x5 3<sup>38</sup>"w x 5"<sup>h</sup> \$110.90</p>
<p>3x8 (1/4 page) 5<sup>18</sup>"w x 8"<sup>h</sup> \$266.16</p>	<p>1x3 1<sup>58</sup>"w x 3"<sup>h</sup> \$33.27</p>

# CLASSIFIED OR "READER" ADVERTISING RATES

PRINTED IN THE LAKE COUNTRY PENNSAVER. RATES EFFECTIVE MAY 1, 2008.

Classified Ads / 10 or fewer words.....	\$5.00
Each Additional Word.....	25¢
Custom Headlines.....	add \$1.00

- Headlines have 17-character max. (inc. spaces/punctuation). No choice of size/font.
- Deadline is Thursday at noon.
- NO REFUNDS on cancelled reader ads
- READERS CAN ONLY BE SCHEDULED 4 WEEKS IN ADVANCE
- LIMIT OF 100 WORDS - Ads of 101 words or more must be placed as a display ad

## STATEWIDE CLASSIFIED ADVERTISING

PRINTED IN COMMUNITY PAPERS THROUGHOUT NEW YORK STATE. RATES EFFECTIVE MAY 1, 2008.

Circulation .....	6,750,000 homes in New York State
Statewide Classified Ads / 15 words.....	\$440.00
Each Additional Word.....	\$10.00

# PRE-PRINTED INSERT RATES

ADVERTISING AND PRE-PRINTED INSERTION RATES EFFECTIVE MAY 1, 2008.

Quantity/Delivery	Open Rate	13 Insertions	26 Insertions	52 Insertions
Up to 5000	\$50.00/m	\$45.00/m	\$42.50/m	\$40.00/m
5001-12000	\$47.50/m	\$42.75/m	\$42.38/m	\$38.00/m
12,001-18,000	\$45.00/m	\$40.50/m	\$38.25/m	\$36.00/m
18,000 or more	\$40.00/m	\$36.00/m	\$34.00/m	\$32.00/m

Per Thousand Rate for inserts up to the maximum size of 8 1/2"x 11"

Max. weight 2 oz. Add \$5.00 per 1,000 each 1/2 oz. over 2 oz. Add \$5.00 per 1,000 for inserts over 8 1/2"x 11"

**WE WILL PRINT AND INSERT  
YOUR 8 1/2 X 11 FLYER FOR ONLY**

Camera-ready copy, one-sided, black on white, 5000 min.

6¢

EACH

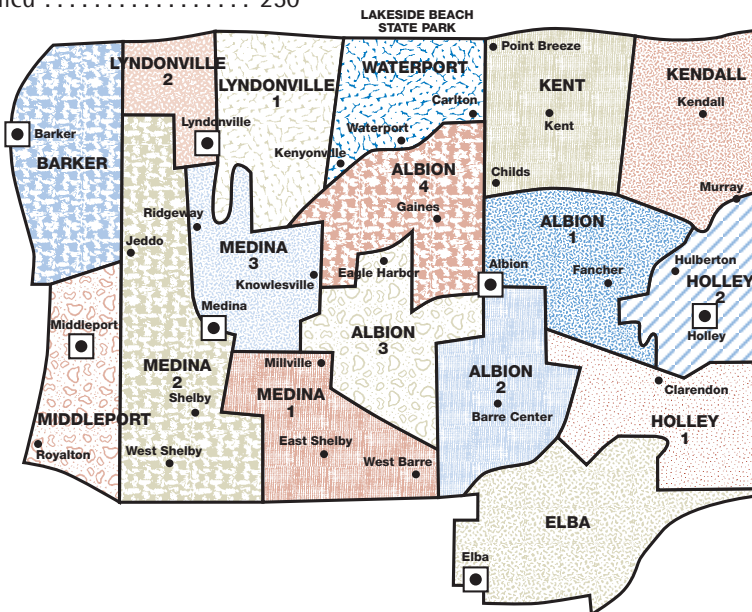
*Zone your flyer – target your market!*

## Distribution By Zip Code:

Barker	14012	940
Elba	14058	708
Lyndonville	14098	1170
Medina	14103	4716
Middleport	14105	1290
Albion	14411	5903
Clarendon	14429	200
Fancher	14452	75
Holley	14470	2545
Hulberton	14473	100
Kendall	14476	726
Kent	14477	635
Knowlesville	14479	200
Morton	14508	99
Waterport	14571	680
Mailed		250

## By Carrier Route

Barker	14012	940
Elba	14058	708
Lyndonville	14098	1170
Medina	14103, 14479	4916
Middleport	14105	1290
Albion	14411, 14452	5978
Kendall	14476, 14508	825
Holley	14470, 14429, 14473	2845
Kent	14477	635
Waterport	14571	680
Mailed		250



# 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 disk, 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

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 \$25.00 SERVICE CHARGE.**



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