

SHAWANGUNK JOURNAL

2020 Ad Rates

We are the “home town” weekly newspaper for the communities of New York’s Shawangunk Ridge. Locally owned and locally produced by dozens of area writers, the Shawangunk Journal is read and loved by thousands of loyal readers every week.



The ridge is the center of our coverage area, drawing the eye to it from both the West and the East. It is a beautiful and unmistakable landmark, and to many it is the most priceless asset of our region. The ridge also represents a great opportunity for our area — for tourism, recreation, and environmental awareness — and we hope our expanded focus will aid in that growth.

Shawangunk Journal

P.O. Box 669
Ellenville, NY 12428
845-647-9190
845-647-8713 fax
ads@gunkjournal.com
www.gunkjournal.com



NEW YORK PRESS ASSOCIATION
NYPA

Available by mail and at more than 60 retail locations:

- Accord
- Bloomingburg
- Cragmoor
- Ellenville
- High Falls
- Kerhonkson
- Napanoch
- Phillippsport
- Pine Bush
- Shawangunk
- Spring Glen
- Stone Ridge
- Summitville
- Walker Valley
- Wallkill
- Wawarsing
- Wurtsboro



- *8,000 Weekly Readers*
- *Hundreds of Satisfied Advertisers*

“I’m so glad to be part of the great community here in Ellenville. I was most satisfied to advertise with the Shawangunk Journal – the coupon really worked well for us!”

Harry Patel,
Owner of Ja-Mar Liquors

TRUST YOUR LEGAL ADVERTISING WITH US!

We are the Official Paper of Record for Ulster County government and SUNY Ulster. This is in addition to the Village of Ellenville, Ellenville, Rondout Valley, and Pine Bush schools, and the Towns of Wawarsing, Crawford & Rochester.

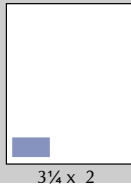
PRINT Ad Rates & Sizes

PUBLICATION DAY: Every Thursday, except Thanksgiving & Christmas week

ADVERTISING DEADLINE: 5pm Monday for that week's issue

INSERT DEADLINE: Must be delivered by 5pm Monday, week of publication

1/16 Business Card



\$30

3 1/4 x 2

1/12

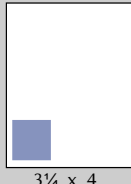


\$40

3 1/4 x 3

- Dimensions in inches
- Width x Height
- All prices per issue

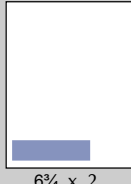
1/10



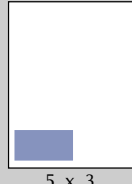
\$48

3 1/4 x 4

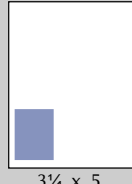
1/8



6 3/4 x 2



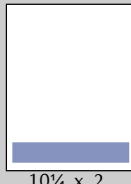
5 x 3



3 1/4 x 5

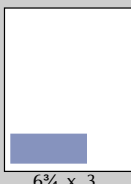
\$60

1/6

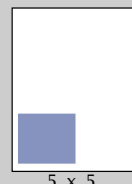


\$80

10 1/4 x 2



6 3/4 x 3

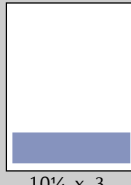


5 x 5



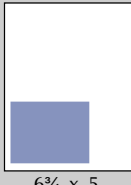
3 1/4 x 7

1/4

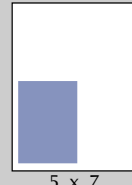


\$120

10 1/4 x 3



6 3/4 x 5



5 x 7



3 1/4 x 10

1/3



\$160

10 1/4 x 5



6 3/4 x 7



3 1/4 x 15

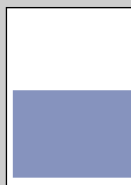
Full



\$480

10 1/4 x 15

1/2



\$240

10 1/4 x 7



5 x 15



10 1/4 x 10



6 3/4 x 15

2/3

\$320

Display Ads

- JPG or PDF accepted, minimum resolution of 150dpi.
- Please call for online advertising or deals combining print and online advertising.

Inserts

- \$240/issue flat rate
- Single page or small flyer
- Folding services available. Please call for details.
- Great for coupons & circulars

Classifieds

- \$10 for 25 words
- 25¢ each additional word
- Run 3 weeks get the 4th FREE!
- Sell your goods and services!

Legal Ads

- Rates determined by NY State
- Municipal and Legal Notifications
- LLC Publication

Options

- **Full Color!** Make your ad stand out with full process color. \$75/issue (1/4 page and smaller) \$150/issue (larger than a 1/4)
- **Premium Placement Available** Please call for details

Artwork

- Basic advertising design services free of charge
- Update and change your ad as often as you like!

Payment Information

- Monthly contracts available
- Call for Pre-pay Discounts
- New advertisers pay prior to publication unless otherwise negotiated

Frequency Discounts

4 issues 5% · 13 issues 10% · 26 issues 15% · 52 Issues 20%

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ONLINE Advertising



NewsAtomic.com
Actual News, Locally Grown

NewsAtomic is where you find the Shawangunk Journal online!

We created it from the ground up as a vibrant platform to deliver local journalism with speed, accuracy and insight.

Partner with us to position your brand among powerful stories that inspire action!

DEMOGRAPHICS

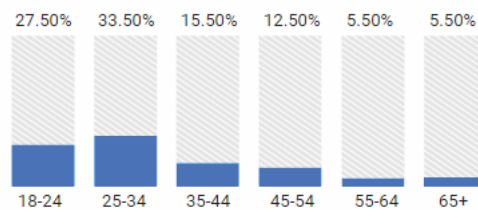
Pageviews: 75,000/month
(65% mobile)

Unique viewers: 14,000/month

Registered readership: 2,800+

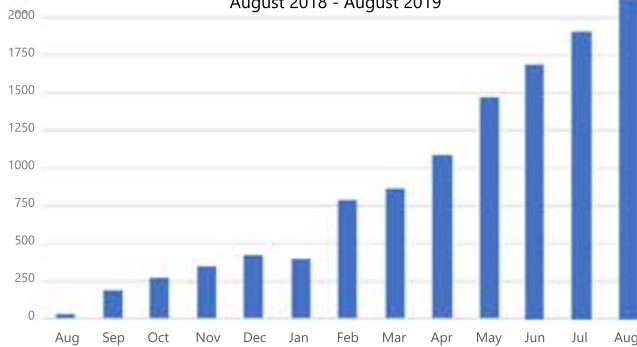
Age Of NewsAtomic Readership

(Female: 45.85%, Male 54.15%)



NewsAtomic Readership Growth (Registered)

August 2018 - August 2019



AFFORDABILITY

Advertising with NewsAtomic is easy – YOU choose when and for how long.

Credit card payment rates:

MONTHLY: \$100

WEEKLY: \$30

DAILY: \$5

For other payment arrangements, please call the office at 845-647-9190.

SPECIFICATIONS

- Dimensions: 600 x 600
- JPG, GIF or PNG accepted. No video or audio.
- All ads with a white background require a black border.
- Click-through URL required: Tagged for google analytics acceptable.

PLACEMENTS

- Reach thousands of news-savvy readers through targeted advertising!
- Our audience can be your customers.
- Your ad gets its own page, plus placement on every article page AND the home page.



Contact Amberly Jane Campbell, Publisher of the Shawangunk Journal, at 845-647-9190 or amberly@gunkjournal.com to find out more.