

THE RYE RECORD



NEWS OF RYE AND ITS PEOPLE

14 Elm Place, Rye New York 10580

www.ryerecord.com

914-925-0777

Circulation

The Rye Record is mailed to every home in Rye (10580) and Purchase (10577) – approximately 7,400 households. The paper also has 300+ out-of-town subscribers. Another 1,000 copies are distributed to every store and business in Rye, as well as banks, the YMCA, City Hall, the library, the schools, and non-profits.

Demographics:

The median family income in Rye is \$207,773 according to the U.S. Census, making it one of the wealthiest communities in the nation. 72% of Rye adults (25 or older) have a bachelor's degree or higher.

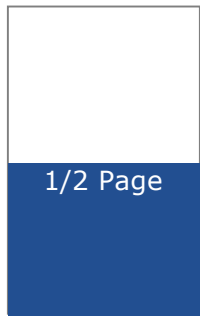
The Rye Record 2017 Publication Schedule

Publication Date	Ad Reservation Date	Ad Materials Deadline	Special Sections
January 20	January 6	January 13	
February 3	January 20	January 27	
February 17	February 3	February 10	
March 3	February 17	February 24	
March 24	March 10	March 17	
April 7	March 24	March 31	
April 21	April 7	April 14	
May 5	April 21	April 28	Mother's Day
May 19	May 5	May 12	Home & Garden
June 9	May 26	June 2	
June 23	June 9	June 16	High School Graduation
July 14	June 30	July 7	
August 18	August 4	August 11	Back to School
September 8	August 25	September 1	Rye/Harrison Football
September 22	September 8	September 15	
October 6	September 22	September 29	
October 20	October 6	October 13	
November 3	October 20	October 27	
November 17	November 3	November 10	
December 1	November 17	November 24	Holiday
December 15	December 1	December 8	



Full Page

5 col x 16 inch
(10"x16")
1x-\$1,600
7x-\$1,450
21x-\$1,300



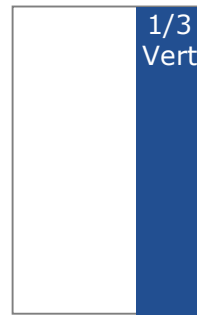
Half Page

5 col x 7.5 inch
(10"x7.5")
1x-\$900
7x-\$825
21x-\$750



Front Page Strip Ad

5 col x 1.25 inch
(10"x1.25")
1x-\$450
7x-\$400
21x-\$350



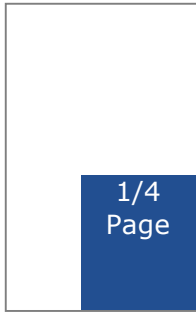
Third Page Vertical

2 col x 15.5 inch
(3.926"x15.5")
1x-\$750
7x-\$700
21x-\$625



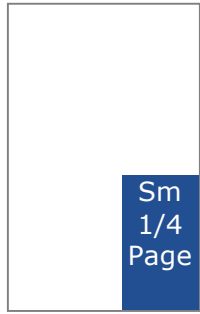
Third Page Horizontal

5 col x 6 inch
(10"x6")
1x-\$750
7x-\$700
21x-\$625



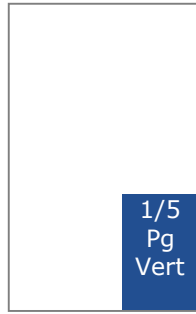
Quarter Page

3 col x 7 inch
(5.95"x7")
1x-\$575
7x-\$500
21x-\$450



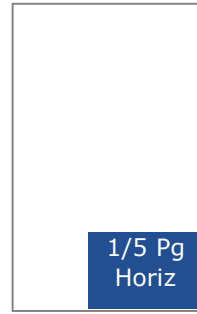
Small Quarter Page

2 col x 7 inch
(3.926"x7")
1x-\$400
7x-\$350
21x-\$325



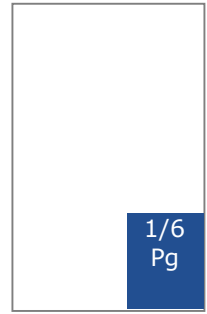
Fifth Page Vertical

2 col x 6 inch
(3.926"x6")
1x-\$350
7x-\$325
21x-\$300



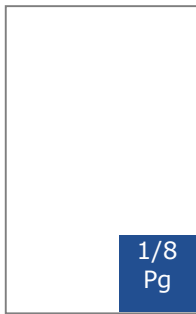
Fifth Page Horizontal

3 col x 4 inch
(5.95"x4")
1x-\$350
7x-\$325
21x-\$300



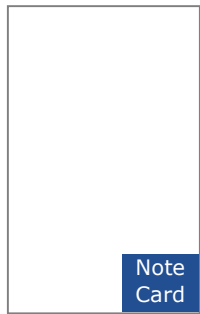
Sixth Page

2 col x 5 inch
(3.926"x5")
1x-\$325
7x-\$275
21x-\$225



Eighth Page

2 col x 4 inch
(3.926"x4")
1x-\$225
7x-\$200
21x-\$175



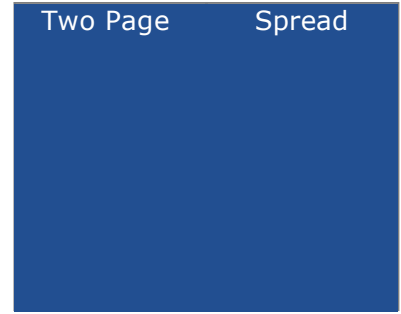
Note Card

2 col x 3 inch
(3.926"x3")
1x-\$175
7x-\$150
21x-\$125



Business Card

2 col x 2 inch
(3.926"x2")
1x-\$110
7x-\$100
21x-\$90



Two Page Spread

10 col x 16 inch
(21"x16")
1x-\$3,200
7x-\$2,900
21x-\$2,600

The Rye Record 2017 Print Ad Color Rates with Frequency Discounts

SIZE	AD DIMENSIONS (width x height)	1-6X	7-16X	17-21X
Two Page Spread	20" X 16"	\$3,200.00	\$2,900.00	\$2,600.00
Full Page	10" X 16"	\$1,600.00	\$1,450.00	\$1,300.00
Half Page	10" X 7.5"	\$900.00	\$825.00	\$750.00
Third Page	3.926" x 15.5" V 10" x 6" H	\$750.00	\$700.00	\$625.00
Quarter Page	5.95" X 7"	\$575.00	\$500.00	\$450.00
Small Quarter Page	3.926" X 7"	\$400.00	\$350.00	\$325.00
Front Page Strip Ad	10" x 1.25"	\$450.00	\$400.00	\$350.00
Fifth Page	3.926" x 6" V 5.95" x 4" H	\$350.00	\$325.00	\$300.00
Sixth Page	3.926" X 5"	\$325.00	\$275.00	\$225.00
Eighth Page	3.926" X 4"	\$225.00	\$200.00	\$175.00
Note Card	3.926" X 3"	\$175.00	\$150.00	\$125.00
Business Card	3.926" X 2"	\$110.00	\$100.00	\$90.00
Classified Ad, up to 35 words	1.901" X 2"	\$50.00	\$40.00	\$35.00
Insert	Up to 8 pages 10x16 Up to 16 pgs foldover	\$1,600	\$1,450	\$1,400

Insert Fees:

Up to 8 pgs 10x16 or 16 pgs foldover, AND not more than 4 ounces in weight, price as listed above.

Pricing for custom inserts (more than 16 pages, and/or over 4 ounces), call for quote.

Creative Fees:

\$60/hr Starting Rate. Prices vary based on time and complexity.

PRINT AD SPECIFICATIONS:**Digital File Formats:**

- * .pdf (preferably PDFX1A Format)
- * .jpg
- * .tiff

All files should be in CMYK- no RGB, Spot, or Pantone colors in any part of the files.
Art and files should be 300DPI minimum. Page size should be to the TRIM size of the ad, no crop marks please. No Bleed.



Masthead Banner Ad: Available on Homepage and Select Interior Pages

Ad Size: 728px x 90px
Monthly Rate: \$500/Homepage and News Page



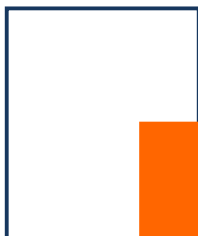
Slider Ad: Available on Homepage and Select Interior Pages. Up to 5 Photos to slide through, MUST have Logo visible in upper left or upper right corner.

Large Photo Ad Size: 648px x 331px Title Limit: 10 words
Thumbnail Photo Ad Size: 74px x 48px Detail Limit: 25 words
Monthly Rate: \$800/Homepage



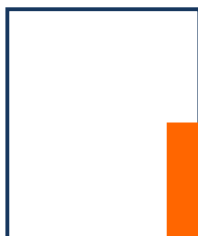
Column Banner Ad: Available on Homepage and Select Interior Pages

Ad Size: 300px x 250px
Monthly Rate: \$300/Homepage and News Page
\$200/Interior Pages



Half Page Ad: Available on Interior Pages Only

Ad Size: 300px x 600px
Monthly Rate: \$300



Wide Skyscraper Ad: Available on Interior Pages Only

Ad Size: 160px x 600px
Monthly Rate: \$200

ONLINE AD SPECIFICATIONS:

File Formats Accepted: JPG, GIF

Click-Through URL: CLICK URL MUST BE INCLUDED FOR EACH AD SUBMITTED, LENGTH CANNOT EXCEED 300 CHARACTERS

Max File Size: 500K for Slider Large Photos, 250K elsewhere.

Flash Frame Rate: No More than 18 fps.

Flash versions: Up through Flash 9

Animation: 20 sec. max (including any strobing elements)