

THE RYE RECORD



THE NEWS OF RYE AND ITS PEOPLE

44 Purchase Street, Rye New York 10580 | ryerecord.com | 914-305-1461

About Us

The Rye Record was founded in 1996 as a monthly newspaper. It is mailed to every home in Rye (10580) and Purchase (10577) — some 8,500 households — and many in between. We hand deliver the paper to every shop, business, and bank in downtown Rye and beyond, as well as City Hall, the library, the YMCA, and all the public and private schools.

Our website, ryerecord.com, averages more than 1,000 visitors a day. You can also follow us on our active social media channels — Instagram, Facebook, X (formerly Twitter) and LinkedIn — [@ryerecordnews](https://www.instagram.com/ryerecordnews).

Contact Nick Jovanovich,
Advertising Director,
at 917-635-1763
or njovanovich@ryerecord.com.

2024 PUBLICATION SCHEDULE

| Publication Date/Friday | Ad Materials Due By |
|-------------------------|---------------------|
| 1/12/24 | 1/5/24 |
| 1/26/24 | 1/19/24 |
| 2/9/24 | 2/2/24 |
| 2/23/24 | 2/16/24 |
| 3/8/24 | 3/1/24 |
| 3/22/24 | 3/15/24 |
| 4/12/24 | 4/5/24 |
| 4/26/24 | 4/19/24 |
| 5/10/24 | 5/3/24 |
| 5/24/24 | 5/17/24 |
| 6/8/24 | 6/1/24 |
| 6/28/24 | 6/21/24 |
| 7/19/24 | 7/12/24 |
| 8/23/24 | 8/16/24 |
| 9/13/24 | 9/6/24 |
| 9/27/24 | 9/20/24 |
| 10/11/24 | 10/4/24 |
| 10/25/24 | 10/18/24 |
| 11/8/24 | 11/1/24 |
| 11/22/24 | 11/15/24 |
| 12/6/24 | 11/30/24 |
| 12/20/24 | 12/13/24 |

Please note: Ad cancellations MUST be made a minimum of 7 days prior to a publication date. Any cancellation received within 7 days of a publication date will be charged a fee, up to the cost of the insertion.

PRINT ADS, POPULAR SIZES



Full Page

Full Page

5 col x 16 inch
(10"x16")



1/2 Page

Half Page

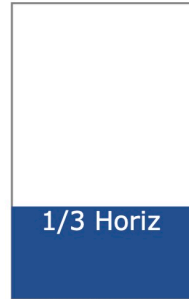
5 col x 7.5 inch
(10"x7.5")



Strip Ad

Front Page
Strip Ad

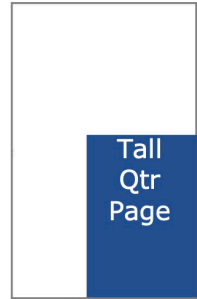
5 col x 1.25 in
(10"x1.25")



1/3 Horiz

Third Page
Horizontal

5 col x 6 in
(10"x6")



Tall
Qtr
Page

Tall Quarter
Page

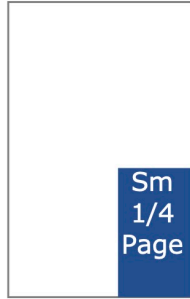
3 col x 9 inch
(5.95"x9")



1/4
Page

Quarter Page

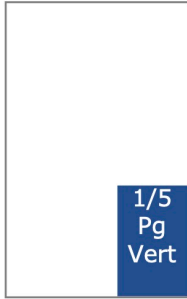
3 col x 7 inch
(5.95"x7")



Sm
1/4
Page

Small Quarter
Page

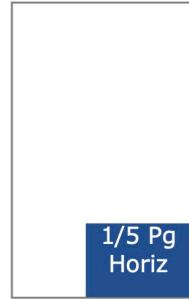
2 col x 7 inch
(3.926"x7")



1/5
Pg
Vert

Fifth Page
Vertical

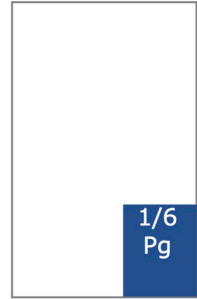
2 col x 6 inch
(3.926"x6")



1/5 Pg
Horiz

Fifth Page
Horizontal

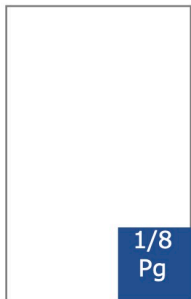
3 col x 4 inch
(5.95"x4")



1/6
Pg

Sixth Page

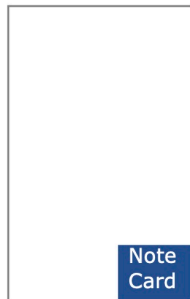
2 col x 5 inch
(3.926"x5")



1/8
Pg

Eighth Page

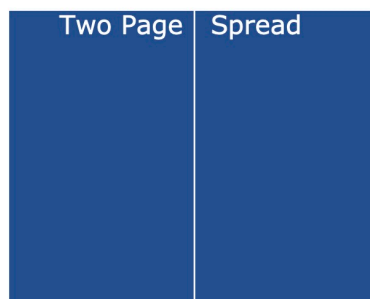
2 col x 4 inch
(3.926"x4")



Note
Card

Note Card

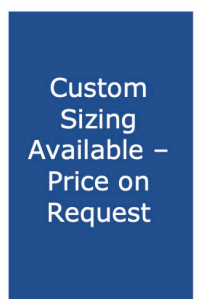
2 col x 3 inch
(3.926"x3")



Two Page Spread

Two Page Spread

10 col x 16 inch
(20"x16")



Custom
Sizing
Available –
Price on
Request

Insert Fees

Base Price Rate equivalent to under 3 ounces. Postage Fees will be incurred, based on weight of insert, and will be calculated when reserving insert space. Call for estimates.

Creative Fees

\$75/hr Starting Rate. Prices vary based on time and complexity.

Print Ad Specifications

Digital File Formats:
PDF, JPG, OR TIFF accepted

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. We prefer files under 10MB in size.

THE RYE RECORD 2024 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" | \$3,340.00 | \$3,030.00 | \$2,720.00 |
| Full Page | 10" X 16" | \$1,525.00 | \$1,425.00 | \$1475.00 |
| Half Page | 10" X 7.5" | \$935.00 | \$860.00 | \$850.00 |
| Third Page | 10" x 6" H | \$785.00 | \$735.00 | \$700.00 |
| Tall Quarter Page | 5.95" X 9" | \$710.00 | \$630.00 | \$630.00 |
| Quarter Page | 5.95" X 7" | \$610.00 | \$530.00 | \$550.00 |
| Small Quarter Page | 3.926" X 7" | \$420.00 | \$370.00 | \$400.00 |
| Front Page Strip Ad | 10" x 1.25" | \$480.00 | \$430.00 | \$380.00 |
| Fifth Page, Vertical or Horiz | 3.926" x 6" V 5.95" x 4" H | \$370.00 | \$340.00 | \$315.00 |
| Sixth Page | 3.926" X 5" | \$340.00 | \$290.00 | \$240.00 |
| Eighth Page | 3.926" X 4" | \$240.00 | \$215.00 | \$190.00 |
| Note Card | 3.926" X 3" | \$185.00 | \$160.00 | \$135.00 |
| Classified Ad, up to 35 words | 1.901" X 2" | \$50.00 | \$45.00 | \$40.00 |
| Insert | Base Price Rate, Additional Fee for Postage | \$2,000* | \$1,950* | \$1,900* |

REAL ESTATE AGENT AD BUNDLE

Real estate agents who currently have a print contract (minimum monthly contract required) can post one listing in our real estate section for \$500 for 30 days or until home gets sold (whichever is longer). Rate charged per home. Data updates available.

Home will be prominently displayed on our Home Page 3 hours per day, two days a week in high-volume trac times. Home will be displayed in Real Estate Section 24/7 until sold.

The above ONLY available to current real estate agents with print contracts in 2023

(Real Estate page sorted daily)

Real Estate Ad Size: 780×520ppx

REAL ESTATE DIGITAL AD, NO PRINT CONTRACT

Agents with no print advertising can post one listing in our real estate section for \$750 for 15 days or until home gets sold (whichever is longer). Rate charged per home. Data updates available.

Home will be prominently displayed on our Home Page 3 hours per day, two days a week in high-volume trac times. Home will be displayed in Real Estate Section 24/7 until sold.

(Real Estate page sorted daily)

Real Estate Ad Size: 780×520ppx

DIGITAL BUNDLE

Businesses who currently have a print contract (minimum monthly contract required) can run a Branding Ad at \$100/month, Banner or Rectangle, Interior Page Availability (Morsels, Sports, News, Health and Fitness, etc. Email to inquire further)

The above ONLY available to current businesses with print contracts in 2023

DIGITAL STANDALONE

Home Page Leaderboard: \$600/month.

Home Page Banner or Rectangle: \$300/month.

Branding Ad: \$200/month, Banner or Rectangle, Interior Page Availability (Morsels, Sports, News, Health and Fitness)

6 month contract for digital advertising, discounted cost: \$1,000/6 month total.

One-year contract for digital advertising, discounted cost: \$1,500/1 year total.

Banner Ad Size: 728px x 90px

Rectangle Ad Size: 300 × 250px

HOMEPAGE ADVERTISING



← **Leaderboard / Top Banner Ad:**
Available on Homepage Only
Ad Size: 728px x 90px

← **Real Estate Ad:**
Available on Homepage 3 hours per day, two days a week (always visible on Real Estate Page).
Real Estate Ad Size: 780x520px

← **Home Page Rectangle:**
Available on Homepage Only
Ad Size: 300px x 250px

← **Home Page Banner Ad:**
Available on Homepage Only
Ad Size: 728px x 90px

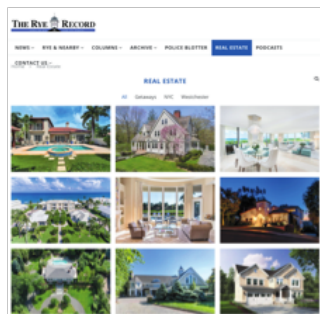
INTERIOR PAGE ADVERTISING



← **Banner Ad:**
Available on Select Interior Pages
Ad Size: 728px x 90px

← **Rectangle Ad:**
Available on Select Interior Pages
Ad Size: 300px x 250px

REAL ESTATE PAGE ADVERTISING



← **Real Estate Ad:**
Available on Real Estate Page.
Real Estate Ad Size: 780x520px

ONLINE AD SPECIFICATIONS:

- File Formats Accepted:** **JPG, PNG, GIF**
- Max File Size:** **150 KB – 200 KB**
- Include URL to desired landing page**
- Email NJovanovich@RyeRecord.com for more info**