



The HIGHLANDS Current

Advertising Rate Card

View online at highlandscurrent.com/advertise

Michele Gedney
Advertising Director
845-809-5584
ads@highlandscurrent.com

The Highlands Current
161 Main St.
Cold Spring, NY 10516





Photo by Russ Cusick

“ *The latest advertisement I put in **The Highlands Current** for my book, **Lament Of An Expat**, resulted in 10 sales over the weekend. This doesn't surprise me because every time I advertise in **The Current**, people always stop by the store to see what else I have that is new. Thanks for being such a good conduit for my business.”*

*~ Leonora Burton,
The Country Goose*

The Highlands Current is a weekly newspaper and daily website that covers Cold Spring, Garrison, Nelsonville, Philipstown and Beacon, New York, five communities along the Hudson River in the area of the Hudson Valley known as the Highlands. Founded in 2010, Highlands Current Inc. (formerly Philipstown.Info) is a nonprofit corporation funded by advertising, donations from readers and grants.

Our print edition has:

- 3,200 copies distributed each week
- ◆ 110 drop locations, including five indoor racks and 10 outdoor boxes at high-traffic locations such as Foodtown in Cold Spring and Key Food in Beacon
- ◆ 400 copies sent by mail

Our website, highlandscurrent.com, each month receives more than:

- 23,000 visitors
- 68,000 page views

Source: Google Analytics, April 2017

We also have:

- 340 opt-in subscribers to daily email newsletter
- 5,400 Facebook followers
- 800 Twitter followers

Awards

20 New York Press Association awards since 2013 for coverage of local news, breaking news, sports, features, local government and the arts and use of social media, use of video, graphic illustration, art photography and multi-advertiser pages

9 National Newspaper Association awards in 2016 for reporting and advertising design.

Market Profile

COLD SPRING/NELSONVILLE/PHILIPSTOWN (10516)

Total population: 5,474
Males 2,905 (53), females 2,569 (47)
Median age: 44
Total adults: 4,165
High school degree: 97 percent
College degree: 49 percent
Total housing units: 2,423
Median home value: \$426,700
Median household income: \$92,381
Mean household income: \$120,667

GARRISON (10524)

Total population: 4,252
Males: 2,177 (51), females 2,075 (49)
Median age: 48
Total adults: 3,469
High school degree: 96 percent
College degree: 51 percent
Total housing units: 1,795
Median home value: \$450,000
Median household income: \$119,583
Mean household income: \$159,108

BEACON (12508)

Total population: 19,614
Males 10,275 (52), females 9,339 (48)
Median age: 40
Total adults: 15,881
High school degree: 90 percent
College degree: 29 percent
Total housing units: 7,813
Median home value: \$242,800
Median household income: \$68,965
Mean household income: \$81,959

Source: American Community Survey, U.S. Census Bureau, 2015

“*Patrons of the Philipstown Depot Theatre count on The Current for advertising upcoming shows and events on a weekly basis!*”

*~ Amy Dul,
The Depot Theatre*



Distribution area

“*Including Poughkeepsie Day School print ads in The Highlands Current supports our word-of-mouth marketing because families who are excited to have their children enrolled at Poughkeepsie Day School can use the ads to spark conversation.*”

*~ Andrea Tufts,
Poughkeepsie Day School*

Open Print Advertising Rates

Full page printable area:

10.25" x 12.875"

Black & White

Full Page:	\$441
1/2 Page:	221
1/4 Page:	109
1/8 Page:	55
1/16 Page:	27
Business Card:	23

Full Color

Full Page:	\$582
1/2 Page:	290
1/4 Page:	145
1/8 Page:	72
1/16 Page:	36
Business Card:	25

Discounts

4 Weeks:	5%
8 Weeks:	10%
26 Weeks:	15%
1 Year:	20%
Legal Notices:	20%

Premium Positions

Front Page Banner:	\$245
Back Page:	\$695

Art requirements:

PDF or jpeg (300 dpi) format

Email to:

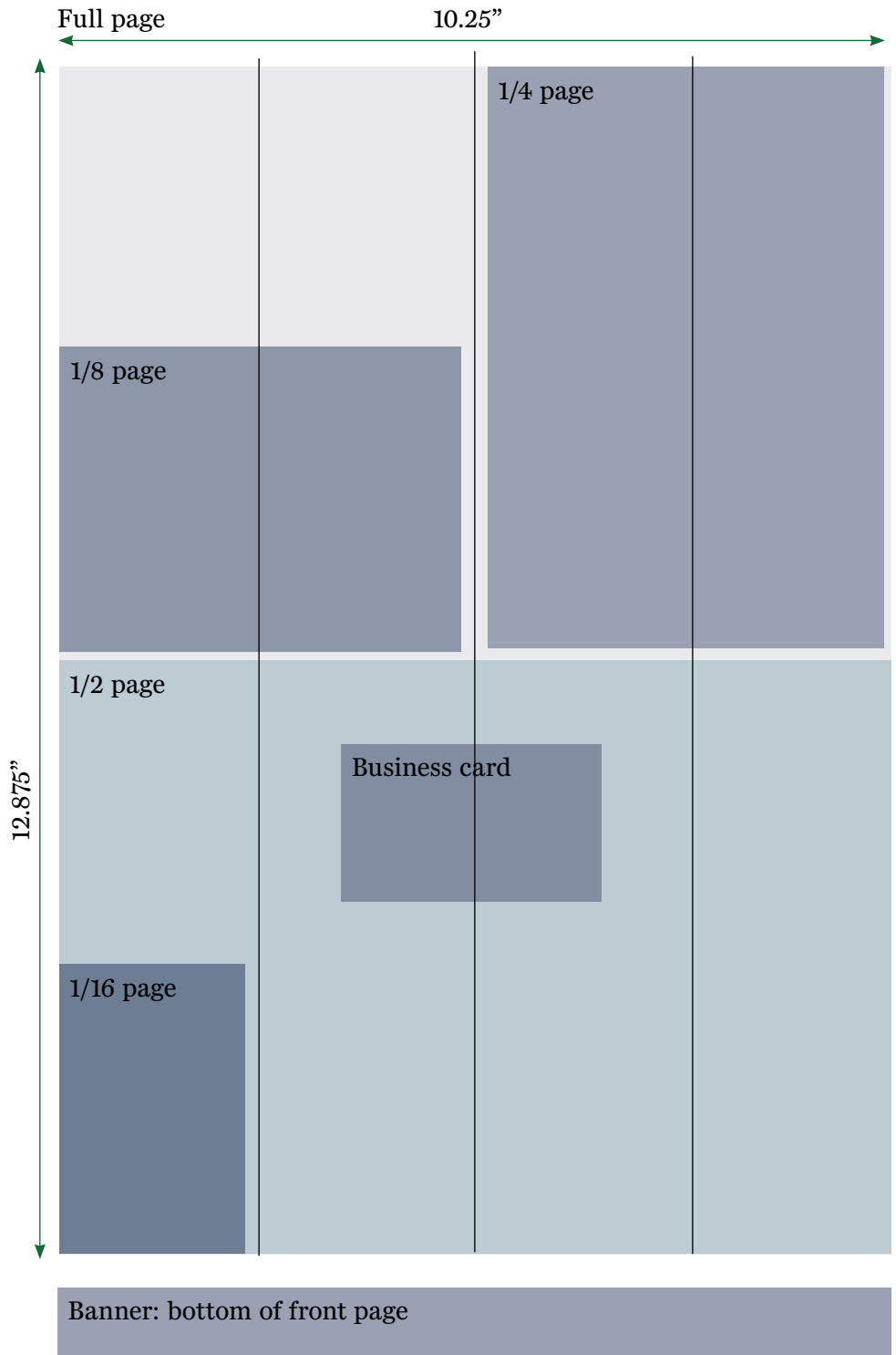
ads@highlandscurrent.com

Advertising deadline:

Every Tuesday at noon

Questions:

Call 845-809-5584



Prepay for four 1/8 page or larger ads and we'll design the ad for you. (\$100 value)

Print Ad Specifications

Questions: Call 845-809-5584

ads@highlandscurrent.com

1/4 page

2.4" W
12.875" H

1/4 page

5.025" W
6.4375" H

1/4 page

10.25" W
3.125" H

Front page banner

10.25" W 1" H

1/16 page

2.4" W
3.2" H

1/16 page

5.025" W
1.5625" H

1/2 page

5.025" W
12.875" H

1/8 page

2.4" W
6.4" H

1/8 page

5.025" W
3.1875" H

Full page

10.25" W
12.875" H

Back page

10.25" W
11.7" H

1/2 page

10.25" W
6.375" H

Open Online Advertising Rates

All ads are guaranteed at least 10,000 displays per month. A total of three ads may rotate in any position. All ads may be hyperlinked.

- **Masthead banner, run of site**
468x60 pixels
\$100 monthly
- **Front page center plus interior**
300x250 pixels
\$100 monthly
- **Lower banner, run of site**
468x60 pixels
\$50 monthly
- **Interior page right, position 1**
300x250 pixels
\$75 monthly
- **Interior page right, position 2**
300x250 pixels
\$75 monthly

Banner ad: 468x60 pixels
4.88"x0.63"

300x250 pixels
3.13"x2.6"

Banner ad: 468x60 pixels

Online ads at highlandscurrent.com

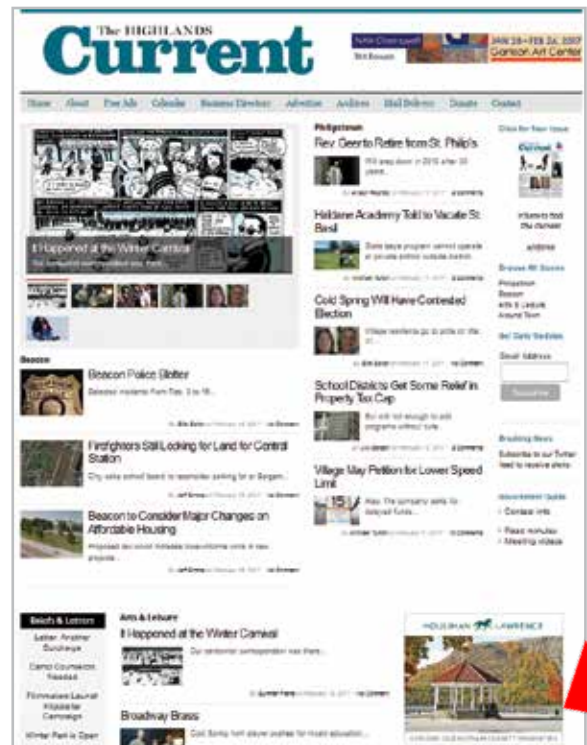
Questions: Call 845-809-5584
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Website interior

Website upper



Website front page



Website lower

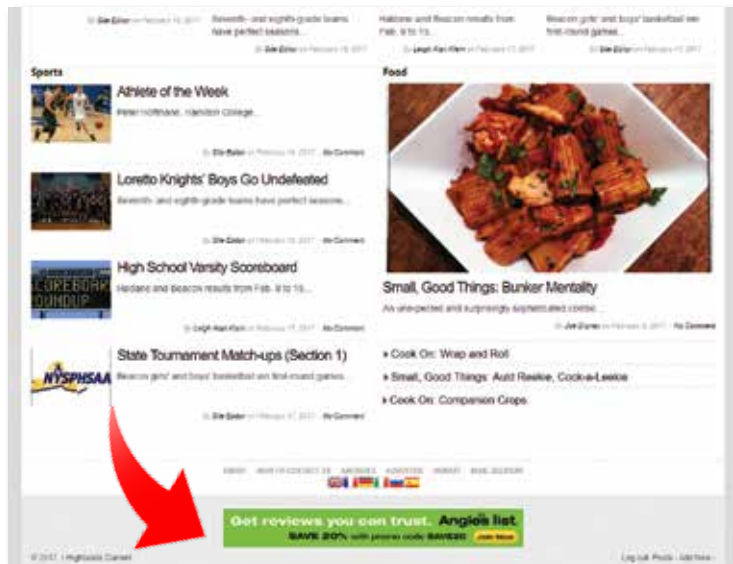




Photo by Jeff Simms

“ *The only print advertising*

Hudson Beach Glass does is with the The Highlands Current because we have found it to be the only print advertising worth doing in the Hudson Valley. We have been advertising with the paper since it began and have consistently seen a return on our money.”

*~ John Gilvey,
Hudson Beach Glass*

Market comparison

	¼ page B&W	¼ page color
<i>The Highlands Current</i> (tabloid)	\$109	\$145
<i>Putnam County News & Recorder</i> (broadsheet)	\$189	\$489
<i>Putnam County Times</i> (tabloid)	\$200	\$300
<i>Beacon Free Press</i> (tabloid)	\$100	\$150
<i>PennySaver</i> (Zones 4/5A)	\$257	\$257

Print/online package = \$550

(regularly \$680)

- 4 quarter-page color print ads
- Masthead banner or 300x250 (run of site) x 4 weeks