



The HIGHLANDS Current

Advertising Rate Card

View online at highlandscurrent.org/advertise

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

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 *Current* was able to provide what we needed: print ads to promote our kids’ camps and our season schedule and online ads to sell tickets.”

**~Rick Zolzer,
*Hudson Valley Renegades***

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:

- 4,200 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
- ◆ 450 copies sent by mail

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

- 24,000 visitors
- 73,000 page views

Source: Google Analytics, June 2018

We also have:

- 450 opt-in subscribers to email newsletter
- 6,100 Facebook followers
- 900 Twitter followers



Awards

33 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

15 National Newspaper Association awards since 2016 for reporting and advertising design.

Market Profile

COLD SPRING/NELSONVILLE/PHILIPSTOWN (10516)

Total population: 5,486
Males 2,853 (52), females 2,633 (48)
Median age: 47
Total adults: 4,312
High school degree: 97 percent
College degree: 49 percent
Total housing units: 2,502
Median home value: \$443,200
Median household income: \$93,750
Mean household income: \$120,525

GARRISON (10524)

Total population: 4,421
Males: 2,159 (49), females 2,262 (52)
Median age: 46
Total adults: 3,462
High school degree: 96 percent
College degree: 49 percent
Total housing units: 1,812
Median home value: \$453,700
Median household income: \$115,833
Mean household income: \$166,844

BEACON (12508)

Total population: 19,604
Males 10,072 (51), females 9,532 (49)
Median age: 41
Total adults: 16,191
High school degree: 90 percent
College degree: 32 percent
Total housing units: 7,933
Median home value: \$243,600
Median household income: \$68,693
Mean household income: \$87,900

Source: American Community Survey, U.S. Census Bureau, 2016

“*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:	495
1/2 Page:	244
1/4 Page:	120
1/8 Page:	60
1/16 Page:	30
Business Card:	25

Full Color

Full Page:	\$640
1/2 Page:	315
1/4 Page:	155
1/8 Page:	78
1/16 Page:	39
Business Card:	27
Front Page Banner:	290

Discounts

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

Art requirements:

PDF or jpeg (300 dpi) format

Email to:

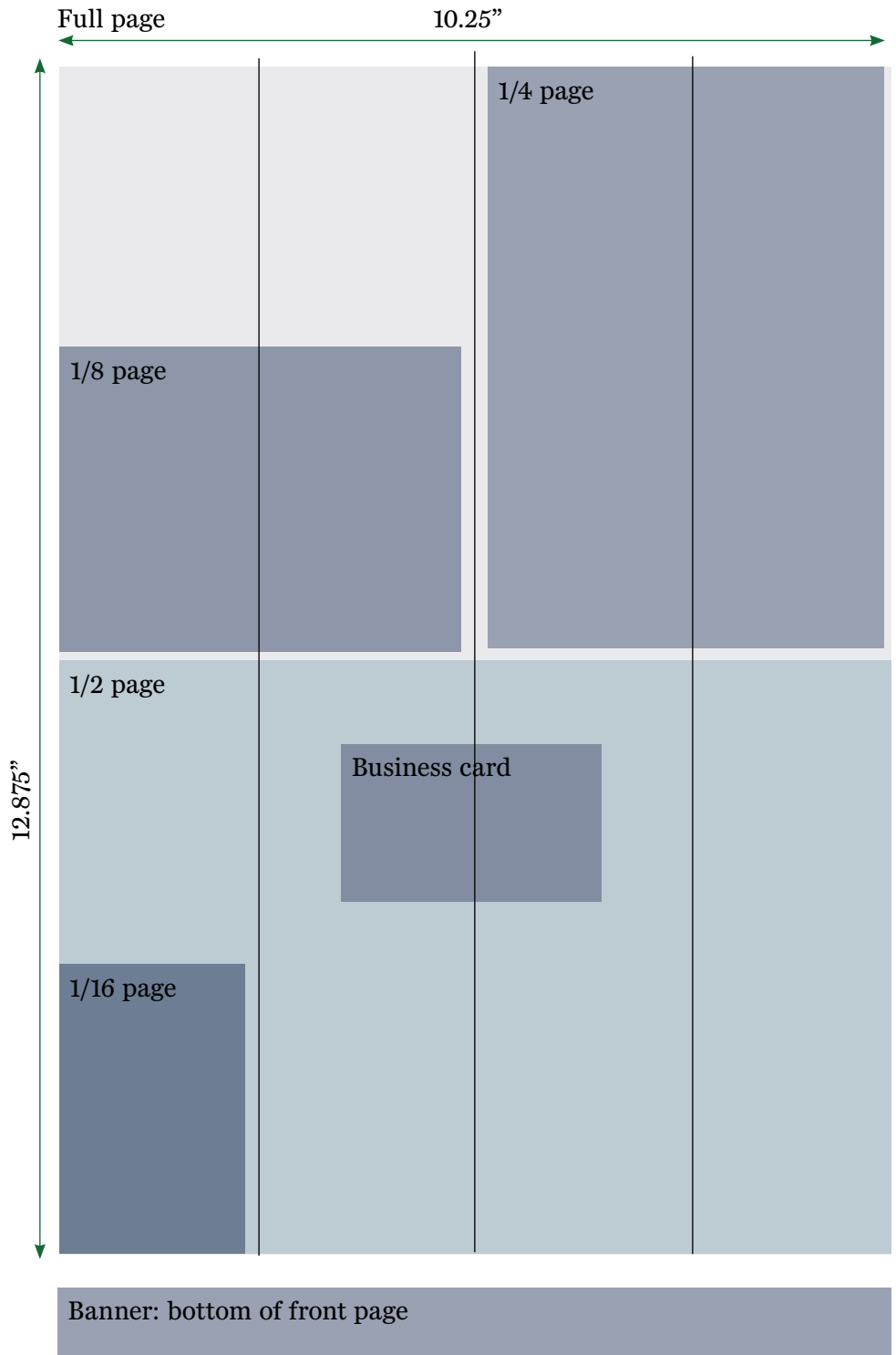
ads@highlandscurrent.org

Advertising deadline:

Tuesday morning

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.org

1/4 page

2.4" W
12.875" H

1/4 page

5.025" W
6.4375" H

1/8 page

2.4" W
6.4" H

1/8 page

5.025" W
3.1875" H

1/4 page

10.25" W
3.125" H

Full page

10.25" W
12.875" H

Back page

10.25" W
11.7" 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

1/2 page

10.25" W
6.375" H

Open Online Advertising Rates

All ads are guaranteed at least 5,000 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"

Print/online package = \$475
(regularly \$580)

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

Banner ad: 468x60 pixels

Online ads at highlandscurrent.org

Questions: Call 845-809-5584
ads@highlandscurrent.org

Website interior

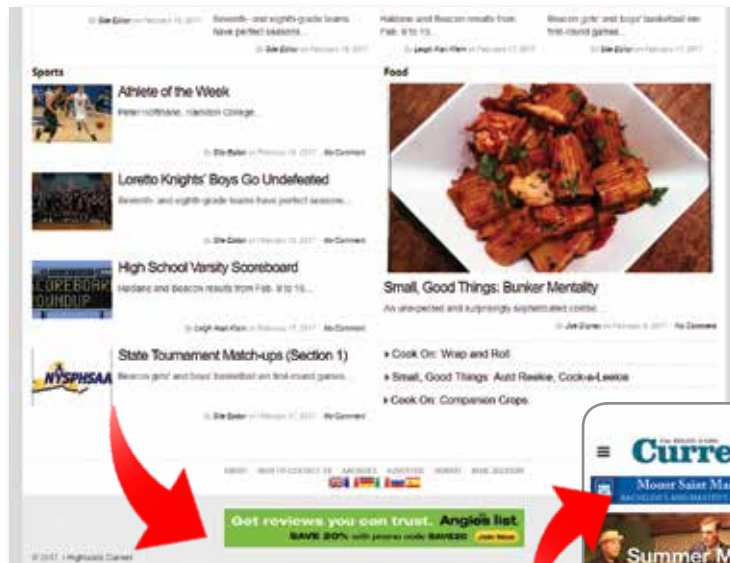
Website upper



Website front page



Website lower



Mobile



Mobile



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

Tabloids	¼ page B&W	¼ page color
<i>The Highlands Current</i>	\$120	\$155
<i>Putnam County News & Recorder</i>	\$189	\$339
<i>Putnam County Times</i>	\$200	\$300
<i>Putnam County Examiner</i>	\$220	\$330
<i>Beacon Free Press</i>	\$200	\$300
<i>PennySaver (Zones 4/5A)</i>	\$257	\$257

Print/online package = \$475

(regularly \$580)

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

Join our longtime advertisers: Artisan Wine Shop, Beacon Fine Art Printing, Buster Levi Gallery, C&E Paint Supply, Cold Spring Farmers’ Market, Cold Spring Physical Therapy, Darman Construction, Downing Film Center, Dr. K Car Service, Fresh Company, Frugal Gardener, Gergely Pediatrics, Highland Studio, Houlihan Lawrence, Hudson Beach Glass, Hudson Valley Auctioneers, Magazzino Italian Art, Paramount Hudson Valley, Philipstown Depot Theatre, Philipstown Recreation, Pidala Oil, Putnam History Museum, Robert McCaffrey Realty, Southern Dutchess Eye Care, Towne Crier Cafe