Advertising Media Kit

View online at highlandscurrent.org/advertise

Michele Gedney
ADVERTISING DIRECTOR
845-809-5584
ads@highlandscurrent.org

The Highlands Current
142 Main St., Cold Spring, NY 10516
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:
- 4,000 copies distributed each week
  ▶ 43 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.org, each month receives more than:
- 50,000 visitors
- 200,000 page views

We also have:
- 1,500 opt-in subscribers to email newsletter
- 7,600 Facebook followers
- 1,300 Twitter followers
- 2,900 Instagram followers

Source: Google Analytics
**MARKET COMPARISON**

<table>
<thead>
<tr>
<th>TABLOIDS</th>
<th>1/4 PAGE B&amp;W</th>
<th>1/4 PAGE COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Highlands Current</strong></td>
<td>$120</td>
<td>$155</td>
</tr>
<tr>
<td><strong>Putnam County News &amp; Recorder</strong></td>
<td>$205</td>
<td>$355</td>
</tr>
<tr>
<td><strong>Putnam County Times</strong></td>
<td>$200</td>
<td>$300</td>
</tr>
<tr>
<td><strong>Putnam County Examiner</strong></td>
<td>$220</td>
<td>$330</td>
</tr>
<tr>
<td><strong>Beacon Free Press</strong></td>
<td>$200</td>
<td>$300</td>
</tr>
<tr>
<td><strong>PennySaver (Zones 4/5A)</strong></td>
<td>$456</td>
<td>$521</td>
</tr>
</tbody>
</table>

**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, Country Goose, Darman Construction, Dr. K Car Service, Four Winds Farm, Fresh Company/Dolly’s, Frugal Gardener, Garrison Art Center, Gate House Realty, Gergely Pediatrics, Highland Studio, Houlihan Lawrence, Hudson Beach Glass, Hudson Valley Auctioneers, iGuitar Workshop, Magazzino Italian Art, Marbled Meat, Michael McKee, PhD, Philipstown Depot Theatre, Philipstown Recreation, Pidala Oil, Putnam History Museum, Robert McCaffrey Realty, Southern Dutchess Eye Care, Tim Brennan, Towne Crier Cafe

"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
MARKET PROFILE

COLD SPRING / NELSONVILLE / PHILIPSTOWN (10516)
Total population: 5,542
Males 2,770 (50) | Females 2,772 (50)
Median age: 47
Total adults: 4,342
High school degree: 97 percent
College degree: 55 percent
Total households: 2,200
Median home value: $507,900
Median household income: $102,841
Mean household income: $144,639

GARRISON (10524)
Total population: 4,227
Males: 2,102 (50) | Females 2,125 (50)
Median age: 47
Total adults: 3,500
High school degree: 97 percent
College degree: 53 percent
Total households: 1,422
Median home value: $453,600
Median household income: $122,419
Mean household income: $159,306

BEACON (12508)
Total population: 19,747
Males 10,034 (51) | Females 9,713 (49)
Median age: 39.5
Total adults: 16,095
High school degree: 91 percent
College degree: 33 percent
Total households: 7,123
Median home value: $262,800
Median household income: $76,600
Mean household income: $97,800

Source: U.S. Census Bureau, 2018

76 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

71 National Newspaper Association awards
since 2016 for reporting and advertising design

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
OPEN PRINT ADVERTISING RATES

FULL PAGE PRINTABLE AREA
10.25” x 12.875”

ART REQUIREMENTS
PDF or jpeg (300 dpi) format

ADVERTISING DEADLINE
Tuesday morning

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%

CONTACT / QUESTIONS
ads@highlanderscurrent.org
Call 845-809-5584

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
PRINT AD DIMENSIONS

- **1/16 Page**
  - 2.4” W 3.2” H
  - 5.025” W 1.5625” H

- **1/8 Page**
  - 2.4” W 6.4” H
  - 5.025” W 3.1875” H

- **1/4 Page**
  - 2.4” W 12.875” H
  - 5.025” W 6.4375” H
  - 10.25” W 3.125” H

- **1/2 Page**
  - 5.025” W 12.875” H
  - 10.25” W 6.4375” 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

- **Business Card**
  - 3.5” W 2” H

**Questions:**
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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.

1. **Masthead Banner, run of site**
   - 468 x 60 pixels
   - $100 monthly

2. **Front page center plus interior**
   - 300 x 250 pixels
   - $100 monthly

3. **Lower banner, run of site**
   - 468 x 60 pixels
   - $50 monthly

4. **Interior page right, position 1**
   - 300 x 250 pixels
   - $75 monthly

5. **Interior Page Right, position 2**
   - 300 x 250 pixels
   - $75 monthly

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**Web Standard**
- 300 x 250 pixels

**Web Banner**
- 468 x 60 pixels
SPECIAL ADVERTISING PACKAGES

GOLD
(2 available per month)
• 4 x 1/4 - page color ads
• 300x250 and 468x60 banner ad on highlandscurrent.org
• Four ads in weekly newsletter sent to 1,000+ subscribers
• Two ads in weekly newsletter sent to 500+ members
• One sponsored post on:
  ▪ Facebook (7,000 followers)
  ▪ Twitter (1,100 followers)
  ▪ Instagram (1,600 followers)

$795
($1000 VALUE)

SILVER
(4 available per month)
• 4 x 1/4-page color ads
• 300x250 or 468x60 banner ad on highlandscurrent.org
• Four ads in weekly newsletter sent to 1,000+ subscribers

$595
($800 VALUE)

BRONZE
(4 available per month)
• 4 x 1/8-page color ads
• 300x250 or 468x60 banner ad on highlandscurrent.org
• Ad in weekly newsletter sent to 1,000+ subscribers

$395
($500 VALUE)

All packages must be paid in advance. We will design your ad!

Photos by Michael Turton (Pages 1, 2 and 8) and Scott Snell (Page 3)