The HIGHLANDS Current

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 Philipstown (Cold Spring, Garrison, Nelsonville, North Highlands and Continental Village) and Beacon, New York, six communities along the Hudson River in the area of the Hudson Valley known as the Highlands. Founded in 2010, Highlands Current Inc. is a nonprofit corporation funded by advertising, donations from readers and grants.

Our print edition has:
- 4,200 copies distributed each week
  ▶ 56 drop locations, including five indoor racks and 14 outdoor boxes at high-traffic locations such as Foodtown in Cold Spring and Main Street Beacon
  ▶ 400 copies sent by mail

Our website, highlandscurrent.org, each month receives more than:
- 30,000 visitors
- 160,000 page views

Source: Google Analytics

We also have:
- 1,400 opt-in subscribers to email newsletter
- 8,200 Facebook followers
- 1,400 Twitter followers
- 3,600 Instagram followers
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>The Highlands Current</td>
<td>$150</td>
<td>$175</td>
</tr>
<tr>
<td>Putnam County News &amp; Recorder</td>
<td>$205</td>
<td>$355</td>
</tr>
<tr>
<td>Putnam County Times</td>
<td>$200</td>
<td>$300</td>
</tr>
<tr>
<td>Putnam County Examiner</td>
<td>$250</td>
<td>$350</td>
</tr>
<tr>
<td>Beacon Free Press</td>
<td>$200</td>
<td>$300</td>
</tr>
<tr>
<td>PennySaver (Zones4/5A)</td>
<td>$257</td>
<td>$387</td>
</tr>
</tbody>
</table>

"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

Join our longtime advertisers!

Artisan Wine Shop, Beacon Fine Art Printing, Buster Levi Gallery, Cold Spring Farmers’ Market, Compass/Gate House Realty, Darman Construction, Dr. K Car Service, Four Winds Farm, Fresh Company, Frugal Gardener, Garrison Art Center, Gergely Pediatrics, The Gift Hut, The Highland Studio, Houlihan Lawrence, Howland Cultural Center, Hudson Beach Glass, iGuitar Workshop, Jaymark Jewelers, Magazzino Italian Art, NewYork-Presbyterian Hospital, Parcel Flower Co., Philipstown Depot Theatre, Pidala Oil, Putnam History Museum, Riverview Restaurant, Robert McCaffrey Realty, Southern Dutchess Eye Care, Tompkins Corner Cultural Center
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

**CONTACT / QUESTIONS:** email ads@highlandscurrent.org or call 845-809-5584

**FULL PAGE PRINTABLE AREA**
10.25” x 12.875”

**ART REQUIREMENTS**
PDF or jpeg (300 dpi) format

**ADVERTISING DEADLINE**
Tuesday morning

### BLACK & WHITE

<table>
<thead>
<tr>
<th>Page Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$550</td>
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<tr>
<td>1/2 page</td>
<td>$275</td>
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<tr>
<td>1/4 page</td>
<td>$150</td>
</tr>
<tr>
<td>1/8 page</td>
<td>$75</td>
</tr>
<tr>
<td>1/16 page</td>
<td>$40</td>
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</table>

**Obituary (print + online):**

<table>
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<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>1/4 page</td>
<td>$150</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$200</td>
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</tbody>
</table>

### FULL COLOR

<table>
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<tbody>
<tr>
<td>Full page</td>
<td>$700</td>
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<tr>
<td>1/2 page</td>
<td>$350</td>
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<tr>
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<td>$175</td>
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<tr>
<td>1/8 page</td>
<td>$85</td>
</tr>
<tr>
<td>1/16 page</td>
<td>$50</td>
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</tbody>
</table>

**Business Card:**

- $30

### DISCOUNTS

<table>
<thead>
<tr>
<th>Duration</th>
<th>Discount</th>
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<tbody>
<tr>
<td>4 Weeks</td>
<td>5%</td>
</tr>
<tr>
<td>8 Weeks</td>
<td>10%</td>
</tr>
<tr>
<td>26 Weeks</td>
<td>15%</td>
</tr>
<tr>
<td>1 Year</td>
<td>20%</td>
</tr>
</tbody>
</table>

Discounted ads must be prepaid.

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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 SPECIFICATIONS

#### Full page
- 10.25” W
- 12.875” H

#### Back page
- 10.25”W
- 11.7” H

#### 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

#### Business Card
- 3.5” W
- 2” H

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**Questions:** Call 845-809-5584
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OPEN ONLINE ADVERTISING RATES

Multiple ads may rotate in any position. All ads may be hyperlinked.

1. Masthead banner, 468 x 60 pixels $50/week $150/month
2. Right navigation, top $50/week $150/month
3. Lower banner, 468 x 60 pixels $25/week $75/month
4. Right navigation, bottom 300 x 250 pixels $30/week $125/month

SPECIAL ADVERTISING PACKAGE

- 4 x 1/4-page color ads
- 300x250 or 468x60 banner ad on highlandscurrent.org
- One sponsored post on Facebook, Twitter or Instagram
- Four ads in weekly newsletter sent to 1,000+ subscribers
- Two ads in weekly newsletter sent to 900+ members

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

$795 ($1,000 VALUE)
HOW TO IMPROVE AD QUALITY

Here are a few professional tips when designing an advertisement to be printed in our newspaper. Following these tips will ensure legibility in print.

1. **Keep Text and QR Codes in 100% Black**

   Newspapers are printed using four colors, CMYK (Cyan, Magenta, Yellow and Black, identified as K), layered on top of each other to make varying colors. If you use a color font, and the layers are not properly aligned, the text may come out illegible. We cannot control the alignment of colors. Our printer has to manually align all colors so we cannot ensure precise alignment. If you put the text in black, it will always come out clean because black is one of the four color layers. This is especially important for QR Codes. Note: make sure the text is 100% black and not black with all the other three colors. If you are unsure, feel free to reach out to us and we will correct it for you.

2. **Do not place text over an image.**

   Text on an image will appear very busy because it lacks contrast. To ensure legibility, place any text outside the image.

3. **Files (.jpg/.pdf required) must be at least 300 DPI.**

4. **Remember we can design your ad for free!**

   There is no shame in asking for help. Our graphic designer will be happy to take your ad elements and format them into an ad for the best quality in print.