



Photo by Michael Turton

# The HIGHLANDS Current

## Advertising Media Kit

View online at [highlandscurrent.org/advertise](http://highlandscurrent.org/advertise)



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ADVERTISING DIRECTOR

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**The Highlands Current**  
142 Main St., Cold Spring, NY 10516





Photo by Michael Turton

*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](http://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



*Circulation audit  
report available  
on request.*





Photo by Scott Snell

## MARKET COMPARISON

TABLOIDS	1/4 PAGE B&W	1/4 PAGE COLOR
<b><i>The Highlands Current</i></b>	<b>\$150</b>	<b>\$175</b>
<i>Putnam County News &amp; Recorder</i>	\$205	\$355
<i>Putnam County Times</i>	\$200	\$300
<i>Putnam County Examiner</i>	\$250	\$350
<i>Beacon Free Press</i>	\$200	\$300
<i>PennySaver (Zones 4/5A)</i>	\$257	\$387

“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



# MARKET PROFILE

## COLD SPRING / NELSONVILLE / PHILIPSTOWN (10516)

**Total population:** 5,639  
Males 2,920 (52) | Females 2,719 (48)  
**Median age:** 46  
**Total adults:** 4,437  
**College degree:** 63.5 percent  
**Total households:** 2,283  
**Median home value:** \$504,600  
**Median household income:** \$119,980  
**Average household income:** \$162,188

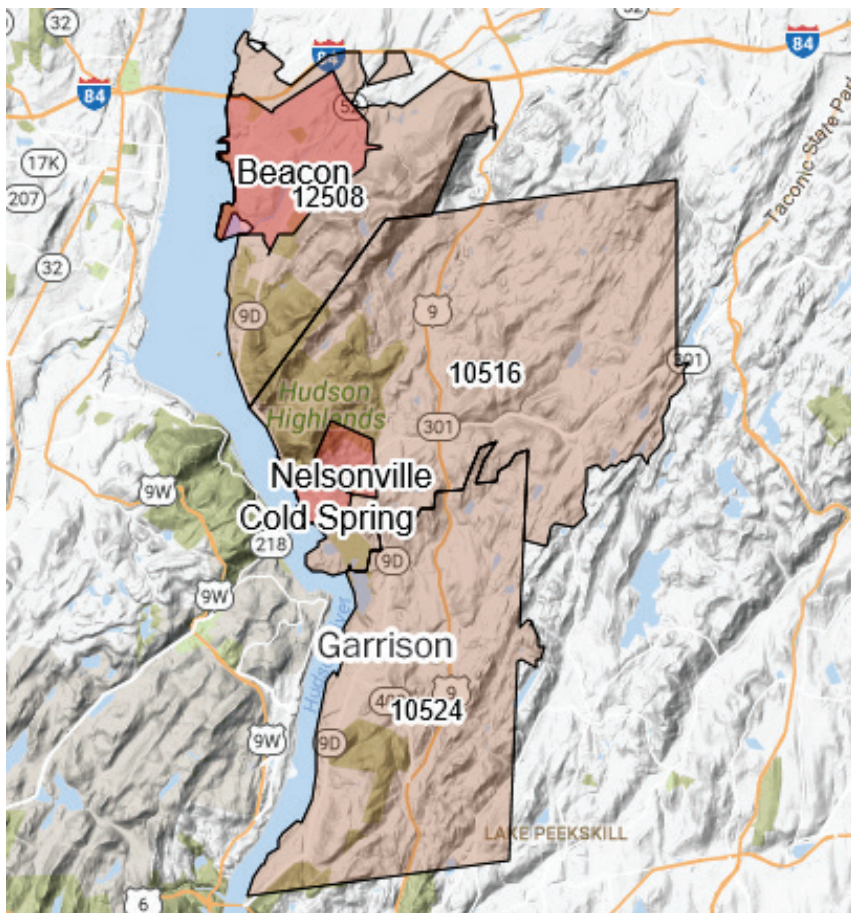
## GARRISON (10524)

**Total population:** 4,251  
Males 1,996 (47) | Females 2,255 (53)  
**Median age:** 49  
**Total adults:** 3,447  
**College degree:** 54.7 percent  
**Total households:** 1,478  
**Median home value:** \$453,600  
**Median household income:** \$123,426  
**Average household income:** \$145,457

## BEACON (12508)

**Total population:** 19,697  
Males 10,195 (52) | Females 9,502 (48)  
**Median age:** 39.8  
**Total adults:** 15,988  
**College degree:** 37.5 percent  
**Total households:** 7,588  
**Median home value:** \$342,200  
**Median household income:** \$88,910  
**Average household income:** \$104,908

Source: U.S. Census Bureau, 2021



Distribution area

## 121 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



**2X WINNER:**  
**Newspaper of the Year**

**2X WINNER:**  
**1ST PLACE Advertising Excellence**

**2X WINNER:**  
**1ST PLACE Local Business Support Campaign**



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](mailto: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

**Full page:** \$550

**1/2 page:** \$275

**1/4 page:** \$150

**1/8 page:** \$75

**1/16 page:** \$40

**Obituary (print +online):**

1/4 page: \$150 1/2 page: \$200

## FULL COLOR

**Full page:** \$700

**1/2 page:** \$350

**1/4 page:** \$175

**1/8 page:** \$85

**1/16 page:** \$50

**Business Card:** \$30

## DISCOUNTS

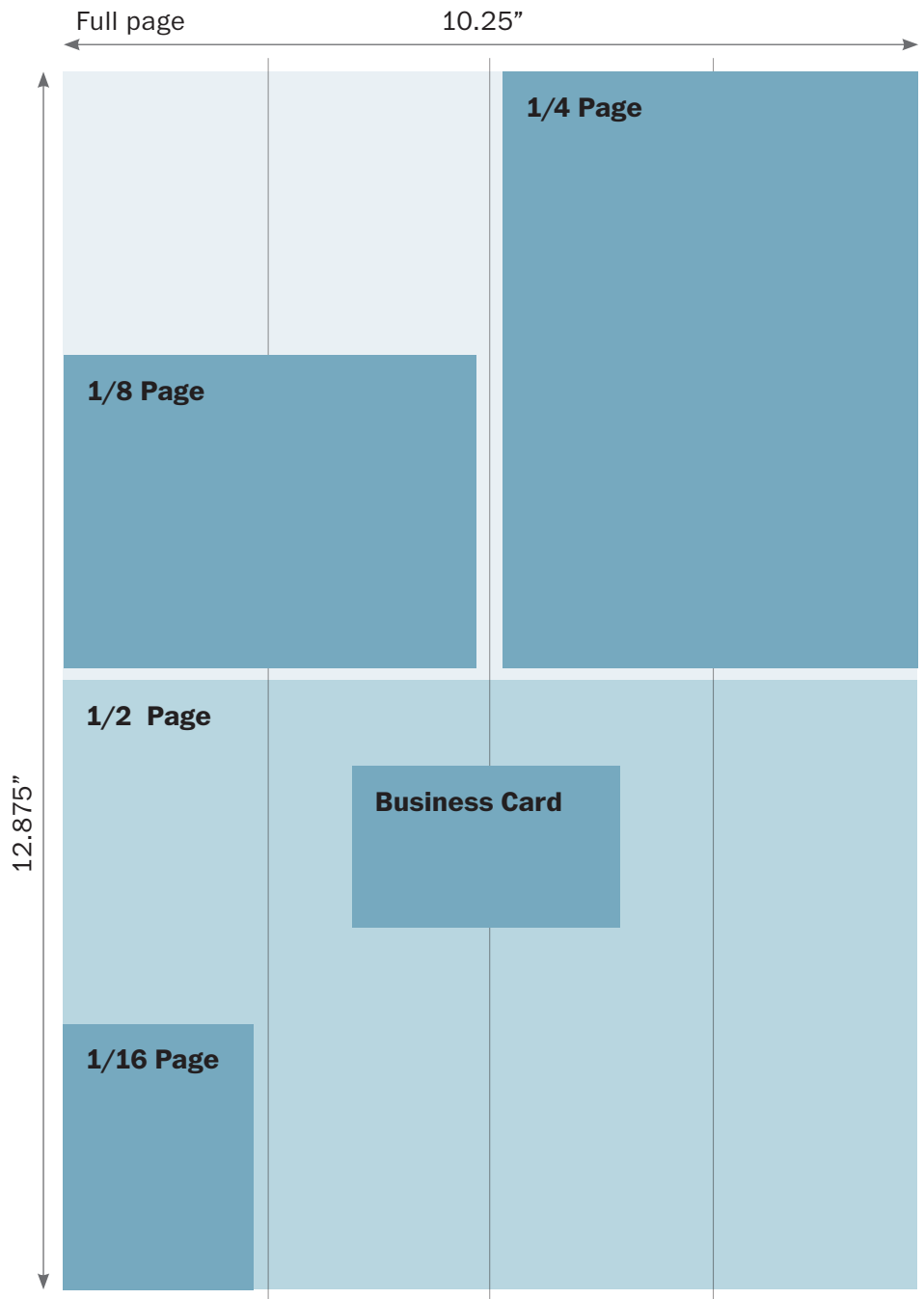
**4 Weeks:** 5%

**8 Weeks:** 10%

**26 Weeks:** 15%

**1 Year:** 20%

Discounted ads must be prepaid.



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

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

## 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

## ■ Business Card

- 3.5" W  
2" H

Full page

10.25" W  
12.875" H

## Back page

10.25"W  
11.7" H

**1/4**

10.25" W  
3.125" H

1/2

10.25" W  
6.4375" H

**1/16** 5.025" W  
1.5625" H

**1/8**

5.025" W  
3.1875" H

**1/4**

5.025" W  
6.4375" H

**1/2**

5.025" W  
12.875" H

## Business Card

3.5" W  
2" H

**1/16**  
2.4" W  
3.2" H

1/8

2.4" W  
6.4" H

**1/4**

2.4" W  
12.875" H

# OPEN ONLINE ADVERTISING RATES

142 Main St., Cold Spring NY 10516  
845-809-5584 / ads@highlandscurrent.org

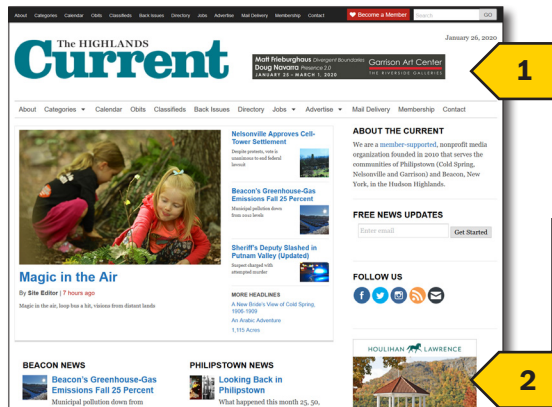
Multiple ads may rotate in any position.  
All ads may be hyperlinked.

## WEEKLY NEWSLETTER

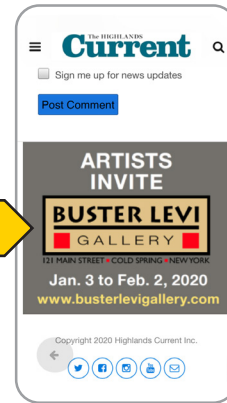
(1,000+ opt-in subscribers)  
4 placements for \$100

1. **Masthead banner,**  
468 x 60 pixels  
\$50/week  
\$150/month

### MASTHEAD BANNER (DESKTOP)



### MOBILE

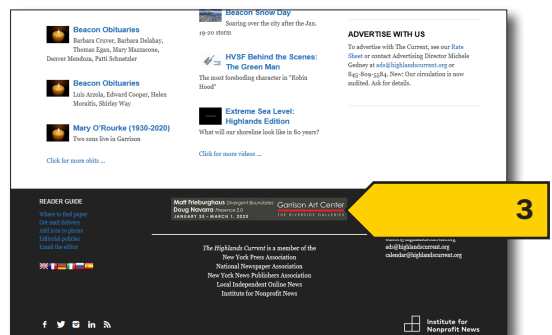


2. **Right navigation, top**  
\$50/week  
\$150/month

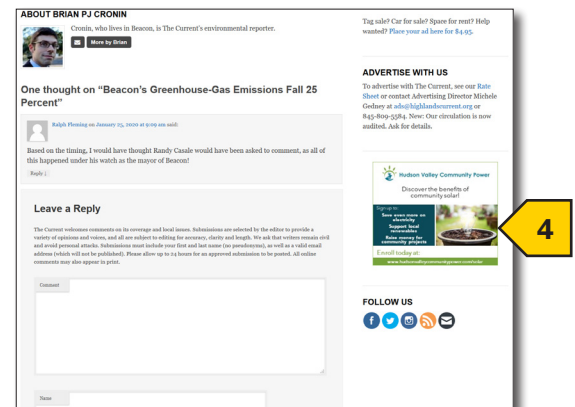
2

3. **Lower banner,**  
468 x 60 pixels  
\$25/week  
\$75/month

### LOWER BANNER



### LOWER RIGHT



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.



(1) Example of how color is printed in our paper. CMY are used to make up all other colors, K, black, is always printed as black.



(2) Can you read the text on this image?