

Photo by Michael Turton

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

Advertising Rates

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

PRINT

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: \$600
- 1/2 Page: \$300
- 1/4 Page: \$165
- 1/8 Page: \$82
- 1/16 Page: \$44

FULL COLOR

- Full Page: \$770
- 1/2 Page: \$385
- 1/4 Page: \$188
- 1/8 Page: \$93
- 1/16 Page: \$55

OTHER

- Business Card: \$33
- Obituary (Print+Online):
 - 1/4 Page: \$165
 - 1/2 Page: \$250

DISCOUNTS*

- 4 Weeks:** 5%
- 8 Weeks:** 10%
- 26 Weeks:** 15%
- 1 Year:** 20%

*Discounted ads must be prepaid.

ONLINE

Multiple ads may rotate in any position.

All ads may be hyperlinked.

WEEKLY NEWSLETTER

(1,000+ opt-in subscribers)

4 placements for \$100

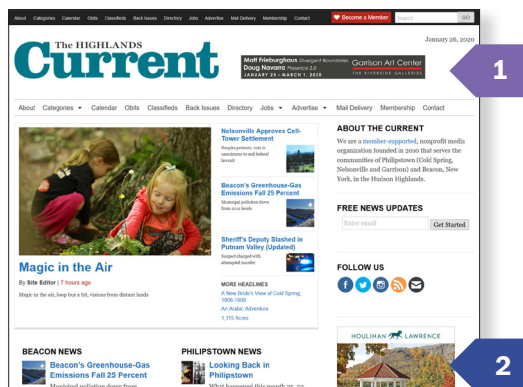
1 Masthead banner

1950 x 200 pixels
\$50/week - \$150/month

2 Right navigation square

300 x 250 pixels
\$50/week - \$150/month

MASTHEAD BANNER (DESKTOP)



MOBILE



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
- Prepayment required

\$1,000

custom package
by request

We can design your ad
– for FREE!

Print Ad Specifications

Examples in Print

Full page
10" W
12.3" H

Back page
10" W
11.3" H

1/4
10" W
3" H

1/2
10" W
6.125" H

1/16 4.9" W
1.4335" H

1/8
4.9" W
3" H

1/4
4.9" W
6.125" H

1/2
4.9" W
12.3" H

Business Card
3.3" W
1.9" H

1/16
2.35" W
3" H

1/8
2.35" W
6.125" H

1/4
2.35" W
12.3" H



Ask us about our specials!

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Testimonials

“

The Highland Current is an essential part of our community at Garrison Art Center, connecting us with our neighbors through meaningful local news. We truly appreciate their coverage of our exhibitions, artists, and events. Each Friday, we look forward to seeing what's happening around town and what matters most to us, both as residents and as a creative art center in the Hudson Valley. Congratulations *Highland Current* on your well-earned Newspaper of The Year and Advertising Excellence from the New York Press Association! Congratulations also to Ross Corsair for 2023 Photographer of the Year by the New York Press Association.

Katrin Reifeiss, Garrison Art Center

“

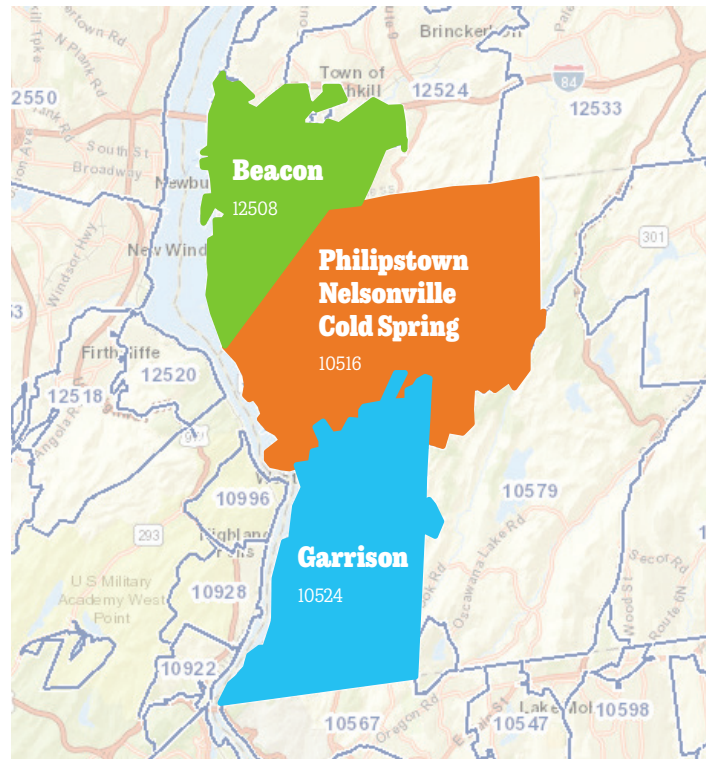
The Highlands Current is The award-winning Paper our customers read to discover what's happening in the area. Plus, tourists pick it up as they come into town.

Jennifer Smith, Hudson Beach Glass

“

The Highlands Current has supported our shop since we opened. They welcomed us to the community with a feature story that really drove people to give us a try. Since then, we've advertised with *The Current*, and the impact is noticeable. And they make the process easy and painless.

Andrea & Mark, Stanza Books



The Current By the Numbers

Our print edition has:

4,200 copies distributed each week

58 drop locations, including **12** outdoor boxes at high-traffic locations

425 copies sent by mail

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

30,000
visitors

80,000
page views

Our social presence:

2,200
opt-in subscribers to email newsletter

9,700
Facebook followers

4,800
Instagram followers