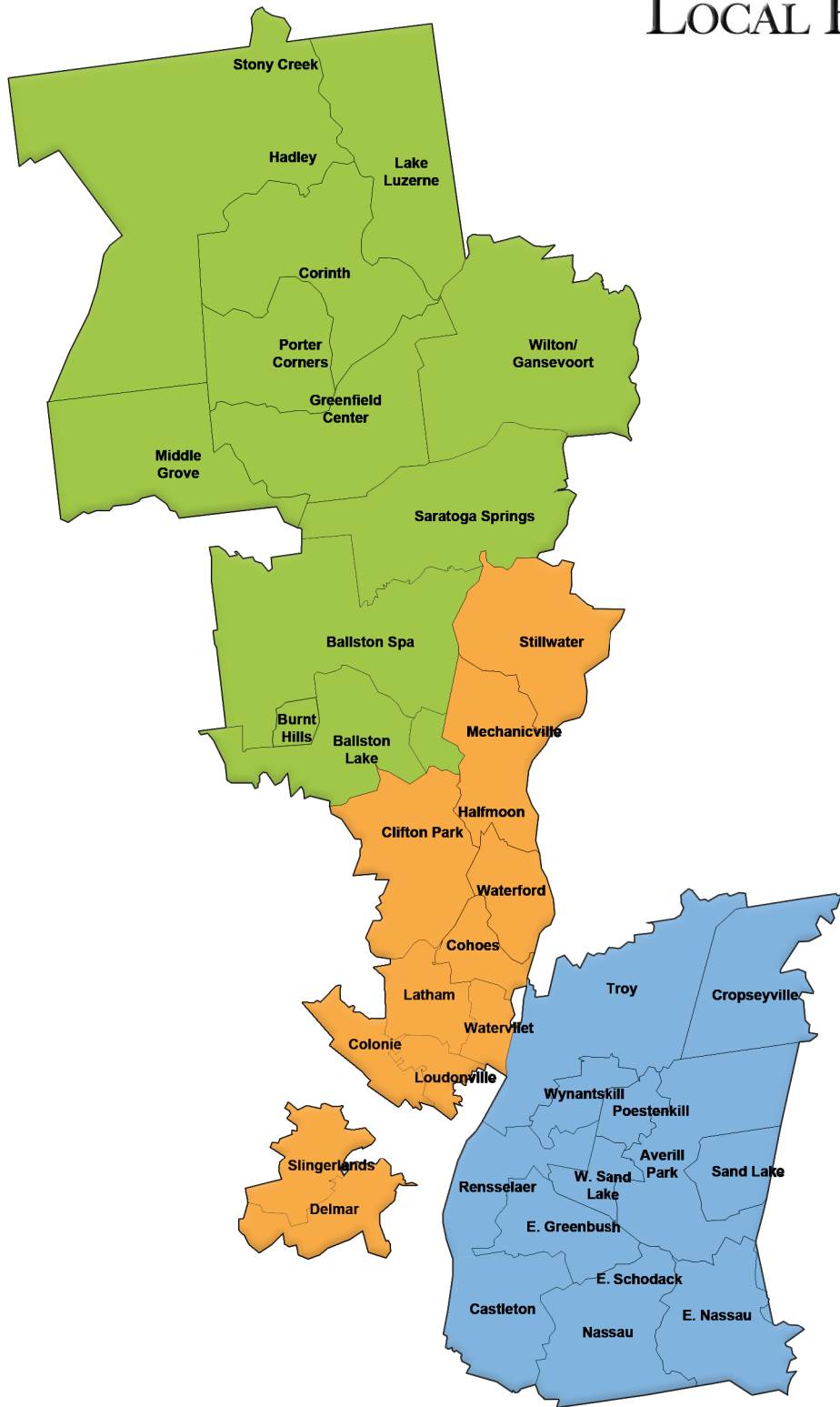


ZONES

LOCAL FIRST THE ADVERTISER



Local First Saratoga North Edition

- 12822 Corinth
- 12833 Greenfield Center
- 12835 Hadley
- 12846 Lake Luzerne
- 12850 Middle Grove
- 12859 Porter Corners
- 12878 Stony Creek
- 12831 Wilton/Gansevoort
- 12866 Saratoga Springs
- 12020 Ballston Spa
- 12019 Ballston Lake
- 12027 Burnt Hills

Circulation
58,110

Local First Twin Bridges Edition

- 12065 Clifton Park/Halfmoon
- 12170 Stillwater
- 12118 Mechanicville
- 12047 Cohoes
- 12188 Waterford
- 12110 Latham
- 12189 Watervliet
- 12211 Loudonville
- 12205 Colonie
- 12054 Delmar
- 12159 Slingerlands

Circulation
73,725

The Advertiser

- 12180 Troy
- 12052 Cropseyville
- 12061 East Greenbush
- 12198 Wynantskill
- 12144 Rensselaer
- 12140 Poestenkill
- 12018 Averill Park
- 12196 West Sand Lake
- 12153 Sand Lake
- 12123 Nassau
- 12062 East Nassau
- 12063 East Schodack
- 12033 Castleton

Circulation
42,150

Total Circulation 180,000

75% of our readers' average income is \$75,000 **75%** of our readers are between the age of 25 - 64

65.8% of our adult readers purchase products or services from advertisements seen in our pages

RATES

FULL RUN ADVERTISING RATES:

LOCAL FIRST • SARATOGA NORTH • TWIN BRIDGES & THE ADVERTISER

Ad Size			OPEN	12x	26x	52x
1/8 Page.....	2 col x 7.5"	(3.22" x 7.5")	\$550	\$520	\$490	\$460
1/4 Page.....	3 col x 9.75"	(4.91" x 9.75")	\$1,050	\$975	\$930	\$835
1/2 Page Horizontal.....	6 col x 9.75"	(10" x 9.75")	\$2,050	\$1,780	\$1,705	\$1,540
1/2 Page Vertical.....	3 col x 19.75"	(4.91" x 19.75")	\$2,050	\$1,780	\$1,705	\$1,540
Full Page.....	6 col x 19.75"	(10" x 19.75")	\$3,900	\$3,400	\$3,100	\$2,800
1/30 Page.....	2 col x 2"	(3.22" x 2")	\$290	\$265	\$250	\$235
1/20 Page.....	2 col x 3"	(3.22" x 3")	\$430	\$405	\$380	\$355
Strip Ad.....	6 col x 2"	(10" x 2")	\$320	\$295	\$280	\$265

20% Rate Premium for Front Page Ad Placement

ZONE ADVERTISING RATES: THE ADVERTISER

Ad Size			OPEN	12x	26x	52x
1/8 Page.....	2 col x 7.5"	(3.22" x 7.5")	\$210	\$200	\$185	\$175
1/4 Page.....	3 col x 9.75"	(4.91" x 9.75")	\$395	\$350	\$330	\$300
1/2 Page Horizontal.....	6 col x 9.75"	(10" x 9.75")	\$700	\$600	\$565	\$500
1/2 Page Vertical.....	3 col x 19.75"	(4.91" x 19.75")	\$700	\$600	\$565	\$500
Full Page.....	6 col x 19.75"	(10" x 19.75")	\$1,300	\$1,200	\$1,145	\$1,025
1/30 Page.....	2 col x 2"	(3.22" x 2")	\$115	\$105	\$100	\$95
1/20 Page.....	2 col x 3"	(3.22" x 3")	\$165	\$155	\$145	\$135
Strip Ad.....	6 col x 2"	(10" x 2")	\$125	\$115	\$110	\$100

20% Rate Premium for Front Page Ad Placement

ZONE ADVERTISING RATES: SARATOGA NORTH

Ad Size			OPEN	12x	26x	52x
1/8 Page.....	2 col x 7.5"	(3.22" x 7.5")	\$378	\$368	\$353	\$343
1/4 Page.....	3 col x 9.75"	(4.91" x 9.75")	\$700	\$600	\$565	\$500
1/2 Page Horizontal.....	6 col x 9.75"	(10" x 9.75")	\$711	\$665	\$635	\$605
1/2 Page Vertical.....	3 col x 19.75"	(4.91" x 19.75")	\$711	\$665	\$635	\$605
Full Page.....	6 col x 19.75"	(10" x 19.75")	\$1,300	\$1,200	\$1,145	\$1,025
1/30 Page.....	2 col x 2"	(3.22" x 2")	\$207	\$197	\$192	\$187
1/20 Page.....	2 col x 3"	(3.22" x 3")	\$297	\$287	\$277	\$267
Strip Ad.....	6 col x 2"	(10" x 2")	\$225	\$215	\$210	\$200

20% Rate Premium for Front Page Ad Placement

20% Discount Included In Pricing

ZONE ADVERTISING RATES: TWIN BRIDGES

Ad Size			OPEN	12x	26x	52x
1/8 Page.....	2 col x 7.5"	(3.22" x 7.5")	\$378	\$368	\$353	\$343
1/4 Page.....	3 col x 9.75"	(4.91" x 9.75")	\$700	\$600	\$565	\$500
1/2 Page Horizontal.....	6 col x 9.75"	(10" x 9.75")	\$711	\$665	\$635	\$605
1/2 Page Vertical.....	3 col x 19.75"	(4.91" x 19.75")	\$711	\$665	\$635	\$605
Full Page.....	6 col x 19.75"	(10" x 19.75")	\$1,300	\$1,200	\$1,145	\$1,025
1/30 Page.....	2 col x 2"	(3.22" x 2")	\$207	\$197	\$192	\$187
1/20 Page.....	2 col x 3"	(3.22" x 3")	\$297	\$287	\$277	\$267
Strip Ad.....	6 col x 2"	(10" x 2")	\$225	\$215	\$210	\$200

20% Rate Premium for Front Page Ad Placement

20% Discount Included In Pricing

All Ad Costs Include Full Color

CONVERSION CHART 2 Column....3.22" 3 Column....4.91" 6 Column....10.0"

POP OUT - Full Run - 180,000 Weekly • Ad Size 1/4 Page (3 Columns x 9.75") • Rate \$375

FRONT PAGE AD SIZES - 1/30 Page (2 Columns x 2") • Strip Ad (6 Columns x 2")