



# The HIGHLANDS Current

## Advertising Rate Card

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

**Michele Gedney**  
Advertising Director  
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**The Highlands Current**  
161 Main St.  
Cold Spring, NY 10516





Photo by Russ Cusick

“ *The latest advertisement I put in The Highlands Current for my book, Lament Of An Expat, resulted in 10 sales over the weekend. This doesn't surprise me because every time I advertise in The Current, people always stop by the store to see what else I have that is new. Thanks for being such a good conduit for my business.*”

*~ Leonora Burton,  
The Country Goose*

*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:**

- 3,200 copies distributed each week
- ◆ 110 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.com](http://highlandscurrent.com), each month receives more than:**

- 23,000 visitors
- 68,000 page views

Source: Google Analytics, April 2017

**We also have:**

- 340 opt-in subscribers to daily email newsletter
- 5,400 Facebook followers
- 800 Twitter followers

## Awards

**20 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

**9 National Newspaper Association awards** in 2016 for reporting and advertising design.

## Market Profile

### **COLD SPRING/NELSONVILLE/PHILIPSTOWN (10516)**

Total population: 5,474  
Males 2,905 (53), females 2,569 (47)  
Median age: 44  
Total adults: 4,165  
High school degree: 97 percent  
College degree: 49 percent  
Total housing units: 2,423  
Median home value: \$426,700  
Median household income: \$92,381  
Mean household income: \$120,667

### **GARRISON (10524)**

Total population: 4,252  
Males: 2,177 (51), females 2,075 (49)  
Median age: 48  
Total adults: 3,469  
High school degree: 96 percent  
College degree: 51 percent  
Total housing units: 1,795  
Median home value: \$450,000  
Median household income: \$119,583  
Mean household income: \$159,108

### **BEACON (12508)**

Total population: 19,614  
Males 10,275 (52), females 9,339 (48)  
Median age: 40  
Total adults: 15,881  
High school degree: 90 percent  
College degree: 29 percent  
Total housing units: 7,813  
Median home value: \$242,800  
Median household income: \$68,965  
Mean household income: \$81,959

Source: American Community Survey, U.S. Census Bureau, 2015

“*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*



Distribution area

“*Including Poughkeepsie Day School print ads in The Highlands Current supports our word-of-mouth marketing because families who are excited to have their children enrolled at Poughkeepsie Day School can use the ads to spark conversation.*”

*~ Andrea Tufts,  
Poughkeepsie Day School*

## Open Print Advertising Rates

### Full page printable area:

10.25" x 12.875"

### Black & White

Full Page:	\$441
1/2 Page:	221
1/4 Page:	109
1/8 Page:	55
1/16 Page:	27
Business Card:	23

### Full Color

Full Page:	\$582
1/2 Page:	290
1/4 Page:	145
1/8 Page:	72
1/16 Page:	36
Business Card:	25

### Discounts

4 Weeks:	5%
8 Weeks:	10%
26 Weeks:	15%
1 Year:	20%
Legal Notices:	20%

### Premium Positions

Front Page Banner:	\$245
Back Page:	\$695

### Art requirements:

PDF or jpeg (300 dpi) format

### Email to:

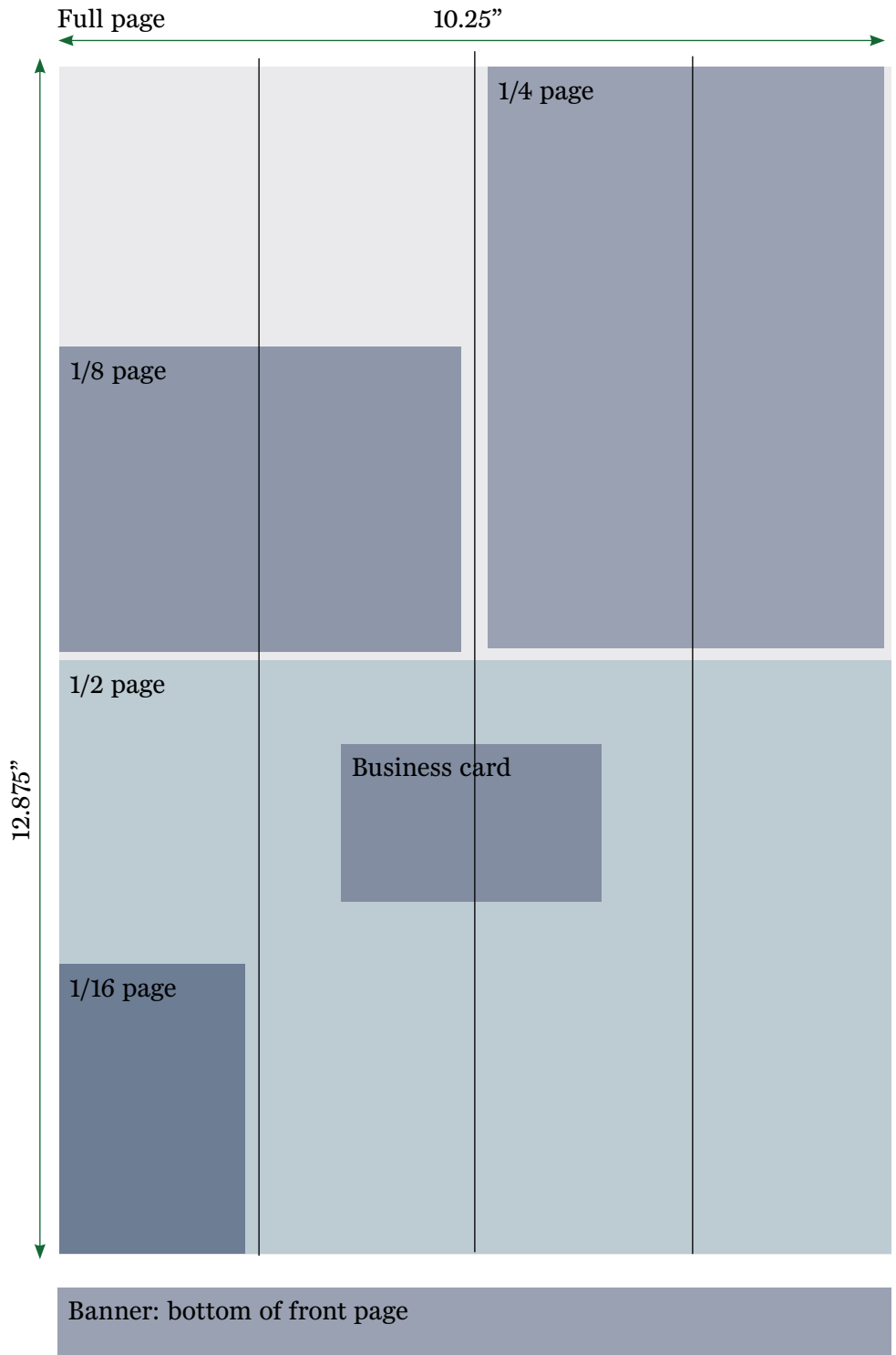
ads@highlandscurrent.com

### Advertising deadline:

Every Tuesday at noon

### Questions:

Call 845-809-5584



**Prepay for four 1/8 page or larger ads and we'll design the ad for you. (\$100 value)**

# Print Ad Specifications

**Questions:** Call 845-809-5584

ads@highlandscurrent.com

## 1/4 page

2.4" W  
12.875" H

## 1/4 page

5.025" W  
6.4375" H

## 1/8 page

2.4" W  
6.4" H

## 1/8 page

5.025" W  
3.1875" H

## 1/4 page

10.25" W  
3.125" 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

## 1/16 page

2.4" W  
3.2" H

## 1/16 page

5.025" W  
1.5625" H

## 1/2 page

5.025" W  
12.875" H

## 1/2 page

10.25" W  
6.375" H

## Open Online Advertising Rates

All ads are guaranteed at least 10,000 displays per month. A total of three ads may rotate in any position. All ads may be hyperlinked.

- **Masthead banner, run of site**  
468x60 pixels  
\$100 monthly
- **Front page center plus interior**  
300x250 pixels  
\$100 monthly
- **Lower banner, run of site**  
468x60 pixels  
\$50 monthly
- **Interior page right, position 1**  
300x250 pixels  
\$75 monthly
- **Interior page right, position 2**  
300x250 pixels  
\$75 monthly

**Banner ad:** 468x60 pixels  
4.88"x0.63"

300x250 pixels  
3.13"x2.6"

**Banner ad:** 468x60 pixels

# Online ads at highlandscurrent.com

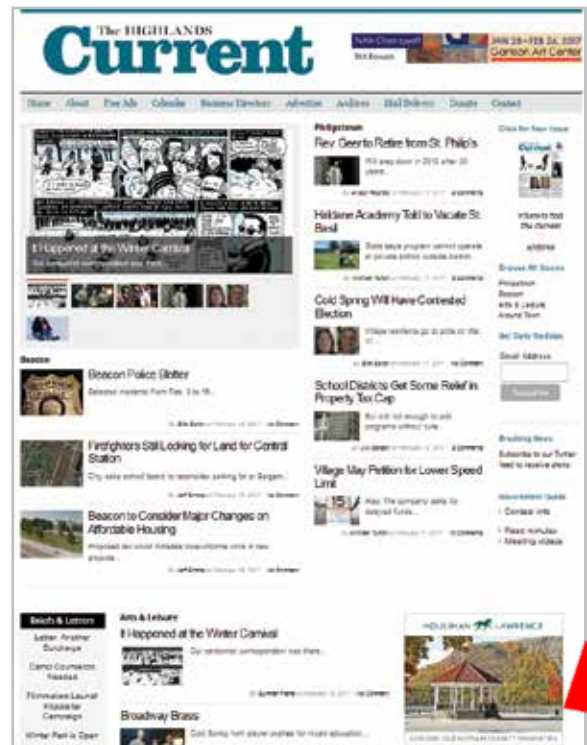
Questions: Call 845-809-5584  
ads@highlandscurrent.com

Website interior

Website upper



Website front page



Website lower

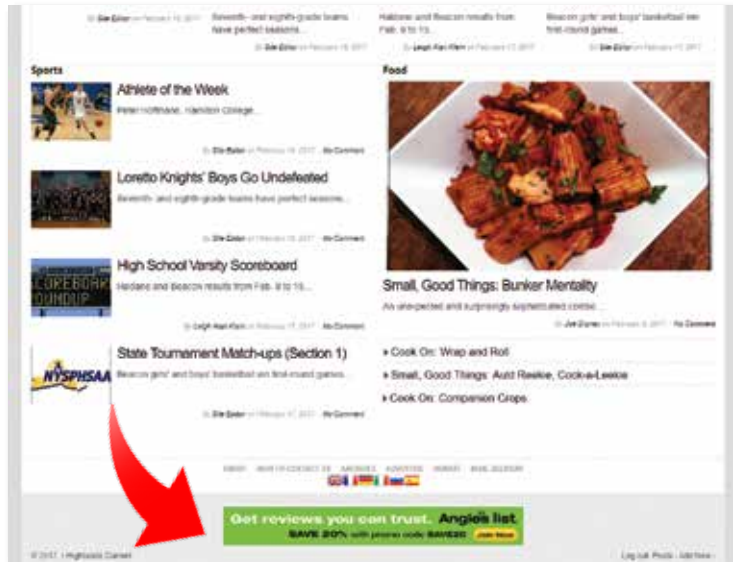




Photo by Jeff Simms

“ *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*

## Market comparison

	¼ page B&W	¼ page color
<i>The Highlands Current</i> (tabloid)	\$109	\$145
<i>Putnam County News &amp; Recorder</i> (broadsheet)	\$189	\$489
<i>Putnam County Times</i> (tabloid)	\$200	\$300
<i>Beacon Free Press</i> (tabloid)	\$100	\$150
<i>PennySaver</i> (Zones 4/5A)	\$257	\$257

**Print/online package = \$550**

**(regularly \$680)**

- 4 quarter-page color print ads
- Masthead banner or 300x250 (run of site) x 4 weeks