

Rate Card

MARKET PLACE

Effective April 16, 2017

Mailed to over 88,655 Homes & Businesses in Orange County

ZONE A
16,505
Homes and
Businesses

- Arden
- Tuxedo
- Sterling Forest
- Harriman
- Central Valley
- Highland Mills
- Monroe
- Southfields

ZONE B
18,646
Homes and
Businesses

- Mountainville
- Cornwall
- Cornwall on Hudson
- New Windsor
- Salisbury Mills
- Washingtonville
- Blooming Grove

ZONE C
15,205
Homes and
Businesses

- Town of Newburgh
- Balmville

ZONE D
18,691
Homes and
Businesses

- Middletown
- Scotchtown

ZONE E
19,608
Homes and
Businesses

- Goshen
- Chester
- Warwick
- Florida
- Sugar Loaf
- Bellvale

Display Rates Per Insertion / Per Zone

| | 1X | 8X | 13X | 26X | 39X |
|---------------|---------------|-------|-----|-----|-----|
| Full Page | \$748 | 499 | 474 | 439 | 417 |
| Half Page | \$476 | 317 | 301 | 271 | 257 |
| Quarter Page | \$284 | 199 | 179 | 169 | 159 |
| Eighth Page | N/A | 106 | 99 | 89 | 84 |
| Covers | N/A | \$684 | | | |
| Cover Banner | \$249 | | | | |
| Color Charge: | \$49 per zone | | | | |

Mechanical Size:

| | |
|-----------------------------------|------------------------------|
| Full - 10.325w x 11h | Covers - 9.5w x 9h |
| Half Horizontal - 10.325w x 5.37h | Half Vertical - 4.875w x 11h |
| Quarter - 4.875w x 5.37h | Eighth - 4.875w x 2.6h |
| Cover Banner - 4.75w x 1.875h | |

Glossy Direct Mail Card 5x8.5 . . . \$689/full zone

Glossy Showcase 3.5wx4.5h . . . \$349/full zone

INSERTS (Print & Mail) (Minimum 10,000)

Glossy Value Card 5x8.5 (double sided)

Print & Mail • Minimum 10,000 **\$65/M**

8.5 x 11 (80 lb., glossy, full color, (Single Side) \$36/M

Double sided **\$69/M**

11 x 14 (80 lb.glossy,) print & mail, (Double Sided) . . \$95/M

11 x 14 (80 lb.glossy,) print & mail, (Single Side) . . . \$55/M

MENU (11 x 17, 80 lb. glossy, folded) print & mail . . \$95/M

Additional charge for trifold: **\$12/M**

PRINT ONLY \$85/M

PREPRINTS (Distribution only)

Single sheet, per M **4 cents**

Four Page Tab, per M **5.5 cents**

Eight Page Tab, per M **6.9 cents**

CLASSIFIED DEADLINE - FRIDAY, 1PM • DISPLAY DEADLINE - MONDAY, 3PM

www.themarketplacetoday.com

69 Brookside Ave. • Suite 208 • Chester, NY 10918 • Tel 845-469-4000 • Fax 845-469-3901 • marketplacetoday09@gmail.com