

2024

**MOHAWK and SCHOHARIE  
VALLEY EDITIONS**



**BUSINESS, SALES & ACCOUNTING OFFICES FOR ALL PUBLICATIONS**  
P.O. Box 111, 18-20 Mechanic St., Norwich, NY 13815  
**(800) 767-7862 FAX (607) 336-7318**  
[www.mysbopperonline.com](http://www.mysbopperonline.com) • [production@mysbopperonline.com](mailto:production@mysbopperonline.com)

**EFFECTIVE JANUARY 1, 2024**

**• OPEN DISPLAY RATES**

per advertising unit

**Mohawk Valley Edition.....\$9.80**

**Schoharie Valley Edition.....\$10.75**

*All display ads will incur an additional  
\$5.00 on-line ad fee.*

*NOTE: Payment must be made when ad is placed until  
credit is established.*

**• STATEWIDE NETWORK**

We can arrange to have your My Shopper display ad placed in neighboring publications or in publications throughout New York State. Call us for rates and other information.

**YEARLY BULK SPACE AGREEMENT RATES  
MOHAWK VALLEY EDITION**

| Minimum Advertising Units | Advertising Unit Rate |
|---------------------------|-----------------------|
| 200.....                  | \$9.30                |
| 400.....                  | \$9.05                |
| 900.....                  | \$8.90                |
| 1500.....                 | \$8.60                |
| 2500.....                 | \$8.45                |
| 3000.....                 | \$8.25                |
| 4000.....                 | \$8.00                |
| 6000.....                 | \$7.80                |
| 8000.....                 | \$7.60                |

**SCHOHARIE VALLEY EDITION**

| Minimum Advertising Units | Advertising Unit Rate |
|---------------------------|-----------------------|
| 200.....                  | \$10.25               |
| 400.....                  | \$9.90                |
| 900.....                  | \$9.70                |
| 1500.....                 | \$9.50                |
| 2500.....                 | \$9.30                |
| 3000.....                 | \$9.00                |
| 4000.....                 | \$8.80                |
| 6000.....                 | \$8.60                |
| 8000.....                 | \$8.30                |

**• COMMERCIAL CLASSIFIED RATE**

\$8.50 for first 20 words  
25¢ each additional word

Price includes BOTH editions and FREE ON THE INTERNET!  
*All classified ads are restricted to their proper style and classification.*  
Classified Ad Deadline Thursday at 2 pm

**• NEW YORK STATE  
CLASSIFIED NETWORK**

Expand your reach to over 3 million homes.  
Call for rates and other information, including National reach.

**• PRE-PRINTED CIRCULAR  
DELIVERY RATES**

We can deliver your pre-printed newsprint circular in any or all of our circulation areas.

up to 24 page tab.....\$70 per 1000  
up to 32 page tab.....\$90 per 1000  
up to 40 page tab.....\$105 per 1000

*500 minimum amount necessary and can be zoned by zip code to  
only the areas you prefer. Yearly frequency rates available.*

*These rates do not apply to groups or associations.*

*\* Finished size to insert must be 8 1/2" x 11", must arrive  
7 days prior to insertion.*

*\* Folding charge \$50 per 1000.*

**• COLOR ADVERTISING**

Spot color is available in a variety of colors at a cost of \$75 per color, per page, per paper.

Process color available at a cost of \$225 per page, per paper.

**• COPY DEADLINES**

Mohawk Valley Edition - Wednesday, 5:00 pm.

Schoharie Valley Edition - Thursday, Noon

**• DELIVERY**

Sunday (Mohawk Valley)

Saturday & Sunday (Schoharie Valley)

**• MECHANICAL INFORMATION**

- Printed by photo-offset process
- Page size - 6 columns wide by 16" deep
- 96 advertising units per page
- Column width is 1 5/8" or 10 picas (for mechanical requirements)
- There will be an additional charge for E-mailing of finished ads to other publications.  
*See your retail advertising consultant for details and pricing.*