



Photo by Rosetta Ammino

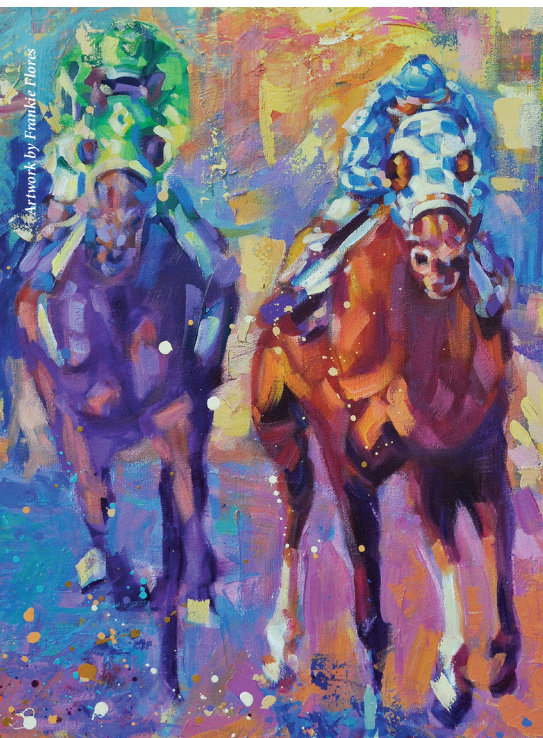


Photo by Gabrielle Eve Photography

LOCAL . INDEPENDENT . FREE

SARATOGA TODAY[®] 2024 MEDIA KIT

saratogaTODAYnewspaper.com • 518.581.2480 • 2254 Route 50 South • Saratoga Springs, NY 12866



Artwork by Franjise Flores



Photo by Michael Nelson

The Fine Print

ARTWORK REQUIREMENTS

In order to help us produce the best quality representation of your brand, it is recommended that you submit press-ready vector art from the original design files. If you do not have access to the original files, our expert graphic designers will happily work with you in recreating your ad in a press-ready format, or will even help to develop the ad you desire from scratch.

PREFERRED PRINT FORMATS

.PDF • .EPS • .AI • .PSD • .INDD • .TIFF

Note: Files should be in their original format, e.g. or rasterizing or flattening (contains layers), with all fonts and associated files included. Rasterized or 'camera ready' files must be 300 dpi or larger

PREFERRED APPLICATIONS

Adobe Acrobat, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Microsoft Word.

PREFERRED WEB FORMATS

.PNG • .JPEG • .GIF

Note: Web images should be no larger than 20 KB

DEMOGRAPHICS

Our targeted home delivery program focuses on desirable communities, ranging from the prestigious Saratoga Lake neighborhoods to the traditional homes located throughout Wilton. If you are looking to reach homeowners, business owners, Moms and Dads, then Saratoga TODAY is the media of choice for Saratoga Springs.

FILE DELIVERY

Creative files that do not exceed 10 megabytes can be emailed to ads@saratogapublishing.com. Larger files can be uploaded to our Dropbox account by contacting your sales rep. Once your files have been successfully uploaded we will receive an email notification.

PAYMENT TERMS

- AMEX / Visa / MasterCard / Discover / Cash and Check accepted.
- Political advertisements must be pre-paid with cash, check or valid credit card.
- Saratoga TODAY reserves the right to cancel or reject any advertisement or preprinted insert at any time.
- No advertisement designed or prepared by Saratoga TODAY Newspaper may be used elsewhere without express permission.
- These are non-commissionable, net rates

POLICIES

The subject matter, form, size, wording, illustration and typography of all ad copy shall be subject to approval, revision, classification, cancellation or rejection at any time by Saratoga Publishing, in its sole and absolute discretion. Saratoga TODAY will not guarantee a specific location in the paper.

CREATIVE SERVICES

Our art department will work with you to develop the ad you desire. Your account executive will help you develop an effective advertising program.

DEADLINES

Newspaper / Retail Ads – the Monday prior
Newspaper / Classified Ads – the Tuesday prior
Magazines – one month prior to publication date.
Note: Late ads will NOT be guaranteed a proof

why partner with SARATOGA TODAY.®

1

A top quality editorial environment for your ad. Our advertising-to-editorial ratio is designed to create the perfect balance. Consumers are engaged with well-designed ads.

2

Outstanding coverage of Saratoga County.

3

Your partnership demonstrates your support for your community. Your partnership helps us to pursue our mission of promoting business, organizations and individuals in the region.

4

Targeted, direct access to informed readers. A high quality editorial product and incredibly effective distribution delivers a desirable and coveted demographic. Reach them through us!



“

In 2006 I created Saratoga TODAY because I am passionate about this region. My team and I are committed to delivering superior results and giving back to the communities in which we live, work and raise our families. Your support makes this all possible, and for that I thank you.”

-Chad Beatty, Owner/Publisher

Our Demographics

We deliver the audience you seek!

Saratoga Springs offers a great quality of life in a small, walkable city with an urban feel and a low crime rate, and our residents – are our readers, meaning **your potential customers!**

POPULATION:

Saratoga County: 237,359
City of Saratoga Springs: 28,056

PEOPLE:

Median HHI: \$90,800
Median Age: 41.4
43% College educated
19% are under age 18

DWELLINGS:

73% of dwellings are owner occupied
Median Home Value: \$360,000

www.census.gov/quickfacts/fact/table/glensfallsnorthcdpnnewyork,saratogacountynewyork

The Newspaper

Saratoga TODAY is the community's weekly source for news and information. With a distribution of 10,500 newspapers every Friday, Saratoga TODAY's colorful, easy-to-read tab format, is a must-have for homeowners and business people in the greater Saratoga Springs region.



RETAIL RATES

Open Rate / Non-Contract:

\$25 per column inch (pci)
Discount for Chamber/DBA Members:
\$22 pci
Note: As in any business, the more you buy, the better the rate. Ask about our frequency rates.

Full Process Color

Up To 35" = \$35
Over 35" = \$60

INSERTIONS

\$55 per thousand - single sheet
Multi-page insert rates available

CLASSIFIED RATES

Business Service Directory

\$13.00 for the first five lines
(each additional line \$3.00)

Note: Four week minimum purchase.

Private Party Display Ads

\$11.00 per column inch
(\$17.00 additional for color)

Private Party Line Ads

\$11.00 for four lines
(each additional line \$3.00)
(approx. 30 characters per line)

Commercial/Help Wanted Line Ads

\$22.00 for four lines
(each additional line \$3.00)
(approx. 30 characters per line)

Help Wanted Ads

Help Wanted Line Ad:
\$22 for the first 4 lines,
\$3.00 for each additional line.
(approx. 30 characters per line)

Help Wanted Display Ad:
\$20 per column inch
(\$17.00 additional for color)

Obituaries

Death Notice: (50 words): \$35
Standard: (up to 300 words): \$60
Extended: 301-400 words is \$125
(*\$75 for every 100 words after the 400*)

Legal Notices*

Must be prepaid.
Rate is 41.5 cents (.415) per line for the first insertion.
Each additional insertion cost 32.5 cents (.325) per line, per day.

Legal Advertising LLC Publications*

Must be prepaid.
LLC Publications run for 6 weeks consecutively.
Cost is \$90 for all six weeks.
Content for LLC is provided by advertiser.
Sample content is available upon request.

Liquor License Notices*

Must be prepaid.
Cost is \$40 for two insertions.
Content is provided by advertiser.
Sample content is available upon request.

*Affidavit of Publication is provided to each customer at the end of the required times run.

SARATOGA TODAY®

Saratoga TODAY is proud to be the primary source of 'all things local' in the Saratoga community. When it comes to reaching locals, brand trust, and a hometown feel, Saratoga TODAY delivers results. We are a locally-owned and operated multi-media company located in Saratoga Springs, NY. Originally launched in 2006 as a grass roots local newspaper, we now also produce a variety of high-quality lifestyle magazines, websites, events, and offer an in-house 'Creative Team' to oversee all specialty products. From layout and design to writing and photo editing, we do it all!

“Saratoga Today newspaper is an essential read each and every week to keep up to date with what's important in our community. It's the one reliable source for all our local news!”

- Barry Potoker: Roohan Realty
Saratoga Builders Association

“I just got a peek at **Simply Saratoga** and the magazine is absolutely amazing! I can't even begin to imagine the work that goes into these mags. You and your team do such a great job!! We are so proud to be a part of it!”
- Julia Howard, Market Administrator, SFMA

NEWSPAPER MECHANICAL MEASUREMENTS:

Retail ad sizes:

Column	Width (inches)
1	1.76
2	3.7
3	5.6
4	7.6
5	9.5

Note: Retail pages are 5 columns wide by 13 inches high.

Contact Us

518.581.2480
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2254 Route 50 South
Saratoga Springs, NY 12866

SARATOGA TODAY®

Ask your sales rep about
"Sponsored Content"
in any of our publications!

SIMPLY SARATOGA

The People, The Places, The Lifestyle!
This award winning magazine tells those stories and brings readers into our little corner of the world. With vibrant photos, behind-the-scene stories and regular features, this bi-monthly lifestyle magazine paints a picture of life in the beautiful Saratoga region.

SARATOGA BRIDE

The area's premier bridal magazine, celebrating the Saratoga, Adirondack & Capital Region as a world class four-season wedding destination - now printing two issues yearly! Distribution starts in February & continues all year!

WELCOME HOME

Serving as the community guide for the Saratoga Region, WELCOME HOME has an easy-to-read color coded format that provides an alphabetized listing with detailed contact information of all the towns that make up Saratoga County. Welcome Home is your go to guide for all things local.

EQUICUREAN

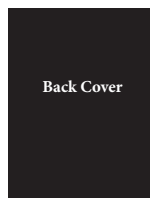
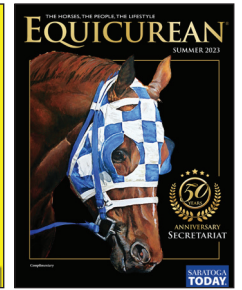
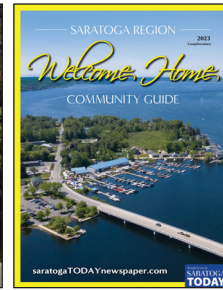
Equicurean is the go-to publication for those with a love for Thoroughbred horse racing. Advertising in Equicurean reaches a select audience whom you seek...the affluent, lifestyle-specific demographic that travels into the area to enjoy not only the prestigious Saratoga Race Course, but all the charm the area has to offer.

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Perfect Bound Magazines

Saratoga TODAY's assortment of magazines are distributed throughout Saratoga County, and allow you to target the specific demographics you are looking to reach as an advertiser. Our partnerships include Price Chopper, Hannaford, Stewart's Shops and Adirondack Trust (to name a few). We deliver your message directly into the hands of your potential customers. Distribution varies from 8,000 to 20,000 copies per issue.



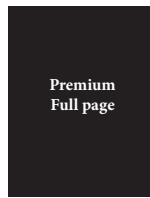
Back Cover

full bleed: 8.6 x 11.125
trim: 8.375 x 10.875
1x \$2,750.00
3x \$2,500.00
6x \$2,250.00



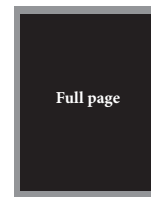
Inside Back or Front Cover

full bleed: 8.6 x 11.125
trim: 7.75 x 10.125
1x \$2,500.00
3x \$2,250.00
6x \$2,000.00



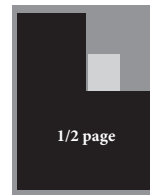
Premium Full Page (Before the Contents)

full bleed: 8.6 x 11.125
trim: 7.75 x 10.125
1x \$2,250.00
3x \$2,000.00
6x \$1,750.00



Full Page:

7.75 x 10.125
1x \$2,000.00
3x \$1,750.00
6x \$1,500.00



1/2 Page:

vert.: 3.75 x 10.125
horz.: 7.75 x 5
island: 5.25 x 7.375
1x \$1,150.00
3x \$1,000.00
6x \$800.00



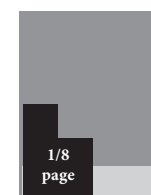
1/3 Page:

standard: 5.2 x 5
vert.: 2.5 x 10.125
horz.: 7.75 x 3.375
1x \$925.00
3x \$800.00
6x \$650.00



1/4 Page:

standard: 3.75 x 5
vert.: 1.75 x 10.125
horz.: 7.75 x 2.5
1x \$800.00
3x \$700.00
6x \$600.00

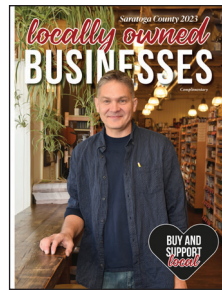
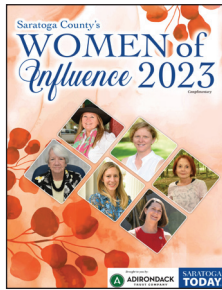


1/8 Page:

standard: 3.75 x 2.5
vert.: 1.75 x 5
horz.: 7.75 x 1.25
1x \$500.00
3x \$425.00
6x \$350.00

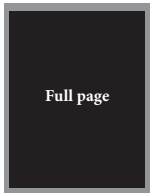
Newsprint Special Sections

Saratoga TODAY's assortment of publications are distributed throughout Saratoga County, and allow you to target the specific demographics you are looking to reach as an advertiser. Our partnerships include Price Chopper, Hannaford, Stewart's Shops and Adirondack Trust (to name a few). We deliver your message directly into the hands of your potential customers. Distribution is 10,000 copies per issue, inserted in each issue of Saratoga TODAY newspaper.



SARATOGA HOME & LIFESTYLE

The Saratoga Home & Lifestyle Show is the region's must-attend event, and our (glossy!) magazine is their must-have publication! This is a great opportunity for you to showcase your business to thousands of folks looking to improve their home environments.



Full page

Full Page:
9.5 x 13
\$750



1/2 page

1/2 Page:
9.5 x 6.5
\$550



1/4 page

1/4 Page:
4.7 x 6.5
\$450



1/8 page

1/8 Page:
4.7 x 3.25
\$250

Premium Back Cover	\$ 1,450
Premium Inside Front/Back Cover	\$ 1,200
Full Page (7.875" wide x 10.375" high)	\$ 1,000
Half Page (7.875" wide x 5" high)	\$ 750
Third Page (5.194" wide x 5" high)	\$ 600
Quarter Page (3.9" wide x 5" high)	\$ 450
Eighth Page (3.9" wide x 2.5" high)	\$ 375

Extras We Offer Our Advertisers

SPONSORED CONTENT

Are you looking to engage our readers in a relevant and informative manner? Does the traditional 'Advertising Model' not fit your plan? Perhaps Sponsored Content is the solution you are seeking.

Sponsored Content pages create a platform for you to establish a relationship with the reader while creating brand awareness.

Sponsored Content is generally understood to be content that takes the same form and qualities of our magazine's original content.

Your content should be useful or entertaining while engaging our readers and influencing their perception of your brand. Think of it as editorial marketing.

All Sponsored Content is clearly labeled in a non-obtrusive manner to assure transparency.



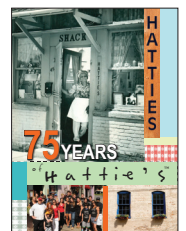
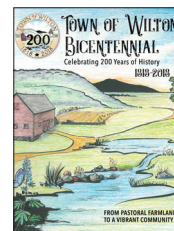
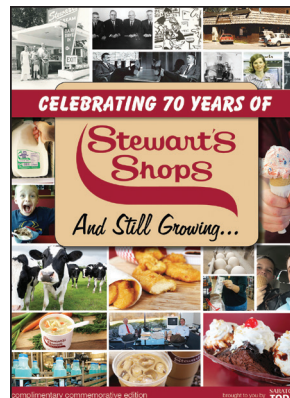
LET US HELP YOU TELL YOUR STORY

Full color brochures, flyers, pamphlets, and commemorative magazines...

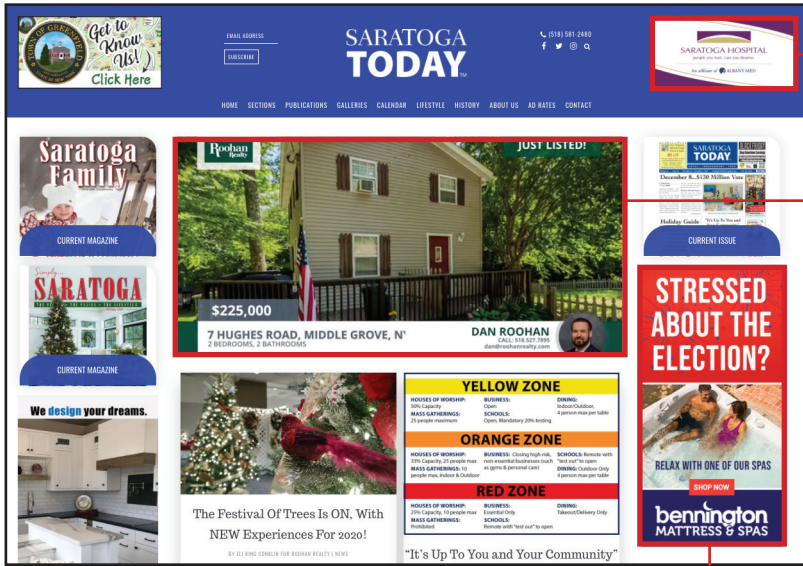
From layout and design to writing and printing - our team does it all!

CALL US

518.518.2480 x201
or email
CBushee@SaratogaPublishing.com



One Page (up to 450 words and one to three photos)	\$1200
Two Pages (up to 900 words and one to five photos)	\$1700
Four Pages (1,500-2,000 words)	\$2750



SKY BOX
300 x 150 pixels. **\$175/week**

VIDEO AD
Lights. Camera. Action ... Take advantage of this premium position video spot and place your message in front of our readers. Each video ad is 15 seconds with a total inventory of 5 ads.
\$200/week

SKYSCRAPER AD
Go Big & Go Bold with our dominant Skyscraper ads. Located on the top left & right. These ads run on ALL pages of the website. Each spot has a maximum inventory of 5 rotating ads. For extra impact add a flash element! (No Charge!)
300 x 600 pixels
\$150/week



BOOM BOX
300 x 250 pixels
\$75/week

BUTTON
150 x 150 pixels
\$60/week

MID-STORY BANNER
It may be a smaller size, but it is BIG on impact! A horizontal ad places your message inside all front-page stories, news stories, and featured sports and business stories. And since it is in the middle of the story, the readers' eyes naturally observe the ad as they read. 630 x 130 pixels
\$140/week



WEBITORIAL
Have you been searching for an “outside the box” idea to reach your potential customers? We got creative and came up with a win/win for everyone! The webitorial is an editorial feature written by the advertisers, that is placed on the front page of our website once a week. The feature can include a story, photos, graphics, etc. The key to this feature's success: it has to be interesting! Need help writing it? No problem, your sales rep can handle the content for you. When the reader clicks on the story to read it, it directs them to your website where they can finish the story. This feature is already delivering results!
Word count: Unlimited
\$125/week

Stats

EMAIL

3,500 emails sent every Monday, Wednesday, Friday **\$175/day**

WEBSITE

Monthly Visitors 99,000
Unique Visitors 29,500
Monthly Hits 2,000,000

SOCIAL

Facebook 10,000 + followers
Instagram 2,900 + followers
Twitter 4,900 + followers



SARATOGA TODAY[®]

read what people are saying...

“ I was at Adirondack Trust this morning and had an opportunity to pick up copies of Simply Saratoga. What an extraordinary job you all did covering the gala! We are so grateful for this support which will be incredibly important to increasing awareness of the work that we do in Saratoga Springs and beyond. You all are a most valuable part of our team!”

- Robert E. Bullock,
Make-A-Wish[®] Northeast New York

“ From someone who has been the recipient of your featured stories, I am most grateful for your creative publications, superb reporters, excellent photographers and generous support. Your willingness to continually cover individuals, events, activities and organizations throughout our community has been exceedingly appreciated. The people who live, work and/or visit the greater Saratoga Springs area benefit tremendously from all your publications as they inform, highlight and educate all of the aspects of our community. I applaud your commitment and want to reiterate my utmost thanks to you!”

-Pamela Polacsek

“ We welcome a lot of folks to the Visitor Center who have either recently moved to Saratoga or they are visiting and planning to retire to Saratoga. Your **Welcome Home** magazine is a wonderful resource to provide to them and it's a familiar “go-to” for our volunteers!

-Karen C. Verrigni, Director, Heritage Area Visitor Center, Tourism & Event Sales

Everything you expect to find in our Award-Winning magazine...plus more!
Searchable by subject matter or writer,
(current and archived issues).

Top Banner	\$375/two months
Skyscraper	\$300/two months
Mid Story Banner	\$280/two months
Button	\$180/two months

The hot spot for all things bridal.
Inspiration, venues, caterers, gowns...
Everything you need to plan a wedding!
Don't miss your chance to be included as
future brides plan their special day!
Advertising ranges from \$60 to \$2,000.

Contact cBushee@SaratogaPublishing.com
to reserve your space!

Email

Our proprietary email blast delivers your message to 3500 of your potential customers every week. Choose from 1 of 3 days to match your message to your audience:

MONDAY

Monday Motivator
Our readers start the week with laser focus thanks to our rotating motivational quotes. Sent every Monday morning.

WEDNESDAY

Feature of the Week
Pulled straight from the pages of the Award-Winning Simply Saratoga magazine, our 'Feature of the Week' is the perfect vehicle to reach customers who are ready, willing and able to do business with YOU!

FRIDAY

Weekly paper
Hot off the press... The Friday email allows customers to read the current edition of Saratoga TODAY newspaper.

630 x 130 Pixels
\$175 per day or \$450 for all three days!

Social

Running a print ad?

Pick it up on our social media channels: Facebook, Twitter, Instagram for an additional \$55.



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2024 EDITORIAL CALENDAR

Newspaper Feature	Distribution Dates	Magazine
Deadline 1 Week Prior to Publish Date		Deadline 1 Month Prior to Publish Date
	January 5, 2024	
Families TODAY	January 12, 2024	
	January 19, 2024	
	January 26, 2024	Welcome Home
Valentine's Guide/Summer Camp	February 2, 2024	
Families TODAY/Valentines Guide/Summer Camp	February 9, 2024	
Summer Camp	February 16, 2024	
Summer Camp	February 23, 2024	Saratoga Home & Lifestyle
Summer Camp	March 1, 2024	
Summer Camp/Families TODAY	March 8, 2024	
Summer Camp/Best of Voting	March 15, 2024	
Summer Camp/Best of Voting	March 22, 2024	
Summer Camp/Best of Voting/Easter	March 29, 2024	Simply Saratoga - People
Summer Camp/Best of Voting/Easter	April 5, 2024	
Summer Camp/Families TODAY/Easter	April 12, 2024	
Summer Camp/Mothers Day	April 19, 2024	
Summer Camp/Mothers Day	April 26, 2024	Saratoga Bride - Spring/Summer
Summer Camp/Mothers Day	May 3, 2024	
Summer Camp/Families TODAY/Best of Tab	May 10, 2024	
Summer Camp/Women of Influence	May 17, 2024	Simply Saratoga - H&G
Home & Garden	May 24, 2024	
	May 31, 2024	
	June 7, 2024	
Families TODAY	June 14, 2024	Simply Saratoga - Summer
Home & Garden	June 21, 2024	
	June 28, 2024	
Starting Gate	July 5, 2024	
Families TODAY/Winner's Circle	July 12, 2024	Equicurean
Winner's Circle	July 19, 2024	
Winner's Circle	July 26, 2024	
Winner's Circle	August 2, 2024	
Winner's Circle/Families TODAY	August 9, 2024	Saratoga Bride - Fall/Winter
Winner's Circle	August 16, 2024	
Winner's Circle	August 23, 2024	
Winner's Circle	August 30, 2024	
Winner's Circle	September 6, 2024	
Families TODAY	September 13, 2024	
	September 20, 2024	Simply Saratoga - Fall / Showcase of Homes
	September 27, 2024	
Halloween October Calendar	October 4, 2024	
Families TODAY	October 11, 2024	
	October 18, 2024	Saratoga Bride - Newsprint Edition
Buy Local	October 25, 2024	
Home for the Holidays/Thanksgiving Dinner Guide	November 1, 2024	
Families TODAY/Thanksgiving Dinner Guide/Gift Guide	November 8, 2024	Simply Saratoga - Holiday
Thanksgiving Dinner Guide/Gift Guide	November 15, 2024	
Small Business Saturday/Gift Guide	November 22, 2024	
Gift Guide	November 27, 2024	Saratoga Christmas - Newsprint
Gift Guide	December 6, 2024	
Gift Guide/Families TODAY	December 13, 2024	
Gift Guide	December 20, 2024	
<i>No Paper</i>	December 27, 2024	