



Photo by Lindsay Fish



Photo by Cathy Duffy



Photo by SPAC



LOCAL . INDEPENDENT . FREE

Photo by Cliff Oliver

SARATOGA TODAY™ 2020 MEDIA KIT

saratogaTODAYnewspaper.com • 518.581.2480
Five Case Street • Saratoga Springs, NY 12866



Photo by John Seymour



Photo by SuperSourceMedia.com



Photo by Lindsay Fish



Photo by Photo & Graphics

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. Additionally, your account executive will help you develop an effective overall advertising program, which will build your brand recognition.

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. Low resolution files are more difficult to prepare for press, potentially causing delays and errors during the proofing process.

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 using the following link: [DropBox.com/sh/xvcz10793wydqqt/Sv_aTxxAHY](https://www.dropbox.com/sh/xvcz10793wydqqt/Sv_aTxxAHY). 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 can be canceled by an advertiser after deadline
- No advertisement designed or prepared by Saratoga TODAY Newspaper may be used elsewhere without express permission.
- These are non-commissionable, net rates

CONTRACT REGULATIONS

Failure to fulfill your contractual obligation to either the newspaper or web site may result in being re-billed to the actual earned rate.

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

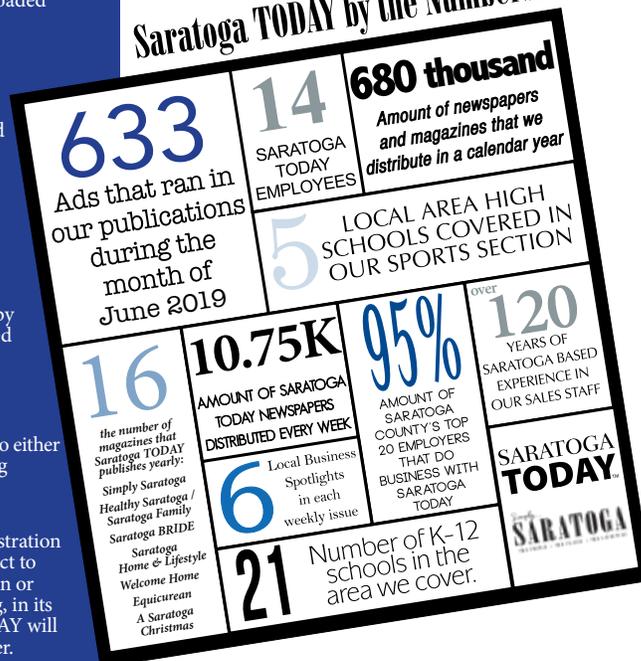
Magazines – one month prior to publication date.

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!

Saratoga TODAY by the Numbers...



“ 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

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!

2020 EDITORIAL CALENDAR

Saratoga TODAY Features		Magazines
Deadline 1 Week Prior to Publish Date	Distribution Dates	Deadline 1 Month Prior to Publish Date
	January 3, 2020	
Families TODAY	January 10, 2020	
	January 17, 2020	
	January 24, 2020	Simply Saratoga - Winter
Valentine Guide	January 31, 2020	
Valentine Guide	February 7, 2020	Saratoga BRIDE - Spring/Summer
Summer Camps/ Families TODAY	February 14, 2020	Saratoga Home & Lifestyle
Summer Camps	February 21, 2020	
Summer Camps	February 28, 2020	
Summer Camps	March 6, 2020	Saratoga Family & Healthy Saratoga
Summer Camps / Best Of Ballot / Families TODAY	March 13, 2020	
Summer Camps / Best Of Ballot	March 20, 2020	Simply Saratoga - Spring
Summer Camps / Best Of Ballot	March 27, 2020	
Summer Camps / Home & Garden / Best Of Ballot / EASTER	April 3, 2020	
Summer Camps / Families TODAY / Best Of Ballot /EASTER	April 10, 2020	
Summer Camps / Best Of Ballot	April 17, 2020	
Summer Camps	April 24, 2020	Welcome Home
Summer Camps / Home & Garden / Mother's Day	May 1, 2020	
Summer Camps / Families TODAY / Mother's Day	May 8, 2020	Simply Saratoga - Home & Garden
Summer Camps	May 15, 2020	
Summer Camps / Women of Influence Tab	May 22, 2020	
Summer Camps	May 29, 2020	Saratoga Family & Healthy Saratoga
Best Of Tab	June 5, 2020	
Families TODAY	June 12, 2020	
	June 19, 2020	
	June 26, 2020	Simply Saratoga - Summer
	July 3, 2020	Equicurean
Families TODAY / Starting Gate	July 10, 2020	
Winner's Circle	July 17, 2020	
Winner's Circle	July 24, 2020	
Winner's Circle	July 31, 2020	Saratoga Family & Healthy Saratoga
Winner's Circle / Families TODAY	August 7, 2020	
Winner's Circle	August 14, 2020	Saratoga BRIDE - Fall/Winter
Winner's Circle	August 21, 2020	
Winner's Circle	August 28, 2020	
	September 4, 2020	Simply Saratoga - Showcase of Homes
Families TODAY	September 11, 2020	
Home & Garden (SOH Winners)	September 18, 2020	
Fall BRIDE	September 25, 2020	
Home & Garden (SOH Best of the Best - Includes Vendors)	October 2, 2020	
Families TODAY	October 9, 2020	
	October 16, 2020	
	October 23, 2020	
Family & Locally Owned Businesses	October 30, 2020	
Thanksgiving Dining Guide	November 6, 2020	Simply Saratoga - Holiday
Families TODAY / Thanksgiving Dining Guide / Gift Guide	November 13, 2020	
Thanksgiving Dining Guide / Gift Guide	November 20, 2020	Saratoga Christmas
Gift Guide	November 25, 2020	
Gift Guide	December 4, 2020	Saratoga Family & Healthy Saratoga
Gift Guide / Families TODAY	December 11, 2020	
Gift Guide / Holiday Greeting	December 18, 2020	
NO PAPER THIS WEEK	December 25, 2020	

SARATOGA TODAY™

read what people are saying...

“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: Roonan Realty
Saratoga Builders Association

SARATOGA TODAY NEWSPAPER

Saratoga TODAY is the community’s weekly source for news and information. With a distribution of 10,750 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.



CLASSIFIED RATES

Business

Service Directory

\$12.00 for the first five lines (each additional line \$2.50)

Note: Four week minimum purchase.

Private Party Display Ads

\$10.00 per column inch (\$15.00 additional for color)

Private Party Line Ads

\$10.00 for four lines (\$2.00 each additional line) (approx. 30 characters per line)

Commercial Display Ads

\$21.45 per column inch

Help Wanted Ads

Help Wanted Line Ad:

\$20 for the first 4 lines, \$2.50 for each additional line. (approx. 30 characters per line)

Help Wanted Display Ad:

\$18.75 per column inch (\$15.00 additional for color)

Obituaries

Death Notice (50 words): \$25

Standard (up to 300 words): \$50

Extended (301+ words): \$100 includes photo and Facebook posting

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.

Example: the notice is 67 lines and needs to run 4 times.

67 lines x .415 cents = \$27.80

67 lines x .325 = \$21.77 x 3 = \$65.31

\$65.31 + \$27.80 = \$93.11 (price advertiser must prepay)

Content provided by advertiser.

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 \$30 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.

NEWSPAPER MECHANICAL MEASUREMENTS:

Retail ad sizes:

Column	Width (inches)
1	1.9
2	3.9
3	5.9
4	8
5	10

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

RETAIL RATES

Open Rate / Non-Contract:

\$21.45 per column inch (pci)

Discount for Chamber/DBA Members: \$19.69 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" = \$25

Over 35" = \$50

INSERTIONS

\$50 per thousand - single sheet

Multi-page insert rates available

CONTACT US

518.581.2480

saratogaTODAYnewspaper.com

Five Case Street
Saratoga Springs, NY 12866

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, Stewarts 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. As an added bonus, our magazines are also online for an entire year, with a link to your website or Facebook page – at no extra cost!



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 and world-class polo. 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 and Saratoga Polo Grounds, but all the charm the area has to offer.

CONTACT US

518.581.2480
saratogaTODAYnewspaper.com

Five Case Street
Saratoga Springs, NY 12866



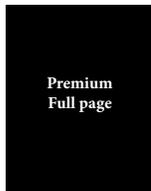
Back Cover

full bleed: 8.635 x 11.625
trim: 8.375 x 10.875
1x \$2,500.00



Inside Back or Front Cover

full bleed: 8.635 x 11.625
trim: 7.75 x 10.125
1x \$2,300.00



Premium Full Page (Before the Contents)

full bleed: 8.635 x 11.625
trim: 7.75 x 10.125
1x \$2,100.00



Full Page:

7.75 x 10.125
1x \$1,835.00



2/3 Page:

5.25 x 10.125
1x \$1,286.00



1/2 Page:

vert.: 3.875 x 10.125
horz.: 7.75 x 5
island: 5.25 x 7.375
1x \$1,010.00



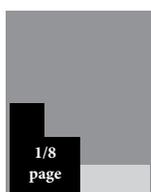
1/3 Page:

standard: 5.2 x 5
vert.: 2.5 x 10.125
horz.: 7.875 x 3.375
1x \$830.00



1/4 Page:

standard: 3.75 x 5
vert.: 1.875 x 10.125
horz.: 7.75 x 2.5
1x \$740.00



1/8 Page:

standard: 3.75 x 2.5
vert.: 1.875 x 5
horz.: 7.75 x 1.25
1x \$455.00

Ask about our
Frequency Rates!

SARATOGA TODAY™

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



Healthy Saratoga / Saratoga Family,
Saratoga Home & Lifestyle
and Saratoga Christmas
are all saddle-stitched

PLEASE USE THESE RATES:

Premium Back Cover	\$ 1,300
Premium Inside Front/Back Cover	\$ 1,100
Full Page (7.875" wide x 10.375" high)	\$ 850
Half Page (7.875" wide x 5" high)	\$ 650
Third Page (5.194" wide x 5" high)	\$ 550
Quarter Page (3.9" wide x 5" high)	\$ 450
Eighth Page (3.9" wide x 2.5" high)	\$ 325

CONTACT US

518.581.2480

saratogaTODAYnewspaper.com

Five Case Street
Saratoga Springs, NY 12866

SADDLE-STITCH 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, Stewarts 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. As an added bonus, our magazines are also online for an entire year, with a link to your website or Facebook page – at no extra cost!

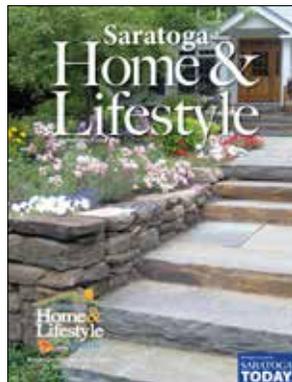


HEALTHY SARATOGA / SARATOGA FAMILY

This two-sided magazine is the region's best print resource for health and activities at any age! Healthy Saratoga / Saratoga Family strives to educate, entertain, inform & connect local people with the resources they need.

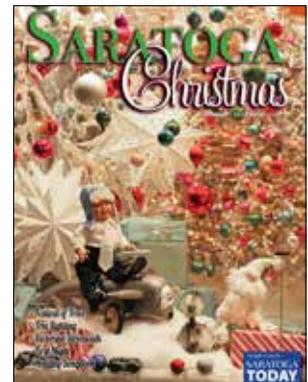


Magazine flips for
twice the content!



SARATOGA HOME & LIFESTYLE

The Saratoga Home & Lifestyle Show is the region's must-attend event, and our 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.



SARATOGA CHRISTMAS

As the official magazine to downtown Saratoga Springs for the holiday season, Saratoga Christmas contains everything you need to know about the Festival of Trees, The Victorian Streetwalk & Saratoga's annual tree lighting.

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.

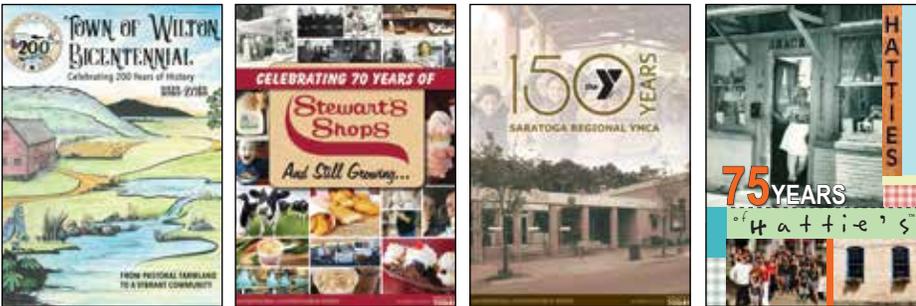


Sponsored Content is generally understood to be content that takes the same form and qualities of our magazine's original content. Your content should be useful or entertaining while engaging our readers and influencing their perception of your brand. Think of it as editorial marketing.

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

LET US TELL YOUR STORY

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



{ Full color brochures, flyers, pamphlets, magazines & books }

Call our *Creative Team* at

518.2480 x 201 • CBushee@SaratogaPublishing.com

WOMEN OF INFLUENCE



WOMEN OF INFLUENCE AWARDS

Each May, Saratoga TODAY will once again recognize Saratoga County's top outstanding leaders with an awards luncheon and a comprehensive special section dedicated to them, the women who help shape the communities in which we live and work. This special edition will be pre-released at the Women of Influence awards luncheon and the general release (10,750 copies) will come out in the following Friday's edition of Saratoga TODAY.

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

“ The entire magazine looks so great. We of course are flying through them! We love our ad and our photos too! Thanks again! You guys are the best!”

-Thank you, Maddy & Mare

“ I finally found the time to finish reading the **Town of Wilton** magazine - very well done — just as all your publications are! I especially enjoyed reading the stories about Roy, Ray and Mike as they are men that I have admired for years. Thank you for putting it together and all the work it entailed.

CHECK US OUT ONLINE!

saratogaTODAYnewspaper.com

Whether it's this week's newspaper or one of our many magazines, stay up-to-date with our online editions. Our turn-page technology makes it seem as though you are holding the product in your hand as you flip through the pages. With over 1.5 million hits a month it's a great way to reach our online readers at affordable rates.



Video Ad:
15 seconds
\$500/ month

Skyscraper Ad:
300 x 600 pixels
\$500/ month

Button Ad:
150 x 150 pixels
\$150/ month
(Ask about our FREE button ads!)

Boombox Ad:
300 x 250 pixels
\$300/ month

YOU CAN ALSO FIND US HERE:   

Unique Visitors: 29,500 | Number of Visitors: 99K | Page Views: 2 million

SaratogaBride.com

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 listed as future brides plan their special day!



Advertising ranges from \$150 to \$2,000. Contact Michael@SaratogaBride.com to reserve your space!

More Details Coming Soon!

YOU CAN ALSO FIND US HERE:   

Email Blasts

MAXIMIZE YOUR REACH...

Reach 3,000 people WEEKLY in just one of the three friendly email blasts we send out to the community:

- Monday Motivator:** Mondays
- Weekend Planner:** Wednesdays
- E-Newspaper:** Fridays



Banner Ads for E-Blasts:
630 x 130 pixels
\$50 / week

Choose what e-blast you'd like to see your ad on.

Promote Your Event in Our Weekend Planner:
In-Paper & Online
\$100/ week
Please include:
• 100 Word Brief
• High Resolution Event Photo or Logo

Your Exposure:

Print: 10,750 copies distributed weekly
Online: 31,500 loyal readers
E-Blasts: Reaches 3,000 people weekly

Social Media

MAXIMIZE EXPOSURE...

See Your Print Ad on Our Social Media Platforms! \$50/ week



Your Exposure:

Facebook: Over 7,000 Followers
Instagram: Over 1,200 Followers
Twitter: Over 4,550 Followers

PROUD SUPPORTERS OF:

