

Fact Sheet

Pawling has been without a reliable, frequent, resource-rich newspaper since 2012. This means that important information about local community, cultural, and business news and events is being missed by residents and visitors. A group of interested local citizens have formed a committee to propose a solution. The committee recommends a weekly newspaper that will be:

- ❖ A paper publication with an online complement based on the *The Pawling Press*, which ceased publication in March 2012.
- ❖ Free and available every Friday morning at local stores and public venues, or by cost-only mail subscription.
- ❖ A nonprofit entity, substantially self-supporting through advertising revenue.
- ❖ Staffed by 1 full-time editor, 1 part-time graphic designer, 2 part-time reporters and 1 sales rep working on commission.
- ❖ Managed by an editorial advisory board to ensure integrity, neutrality, and independence.
- ❖ Independent, politically neutral, with a mission to support, inform, entertain and engage the Village and Town of Pawling on newsworthy subjects related to community, culture, and commerce.

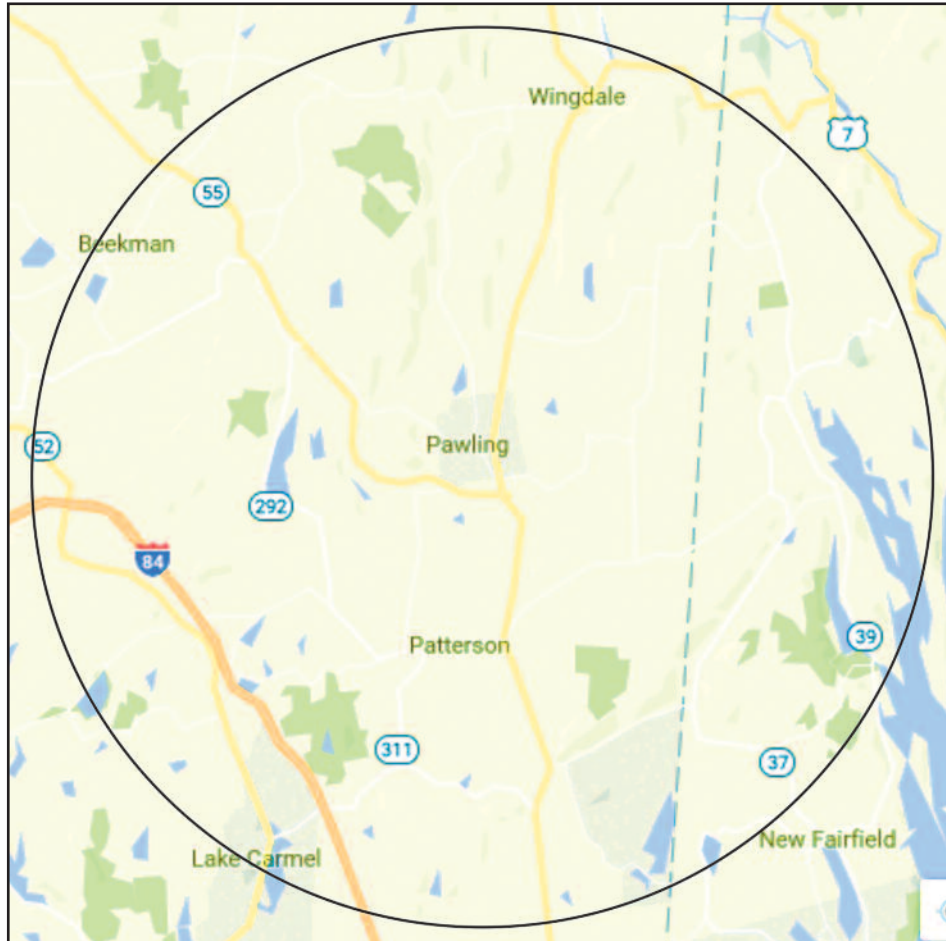
Our Mission Statement

Successful societies enable their members to communicate effectively and freely. The mission of *The Pawling Record* is to gather and distribute relevant information that fosters community, culture, and commerce within the region. *The Pawling Record* is committed to fulfilling its mission without political bias or financial interest, while always observing common-sense standards of decency and respect for individuals, institutions, and viewpoints.

To learn more about the newspaper or to set up a meeting with the committee, or arrange for a presentation, please send an email to: info@PawlingRecord.com. You may also contact one of the committee members listed below.

The Pawling Newspaper Committee was formed in March 2015. Current members include: John Burweger, Tom Clemmons, Dave Daniels, Esq., Matt Hogan, Stan Mersand, Jay Morales, Jill Norgren, Jane Shufer, Chuck Werner, Rick Witsell, and Chris Wood.

PRIMARY DISTRIBUTION & DEMOGRAPHICS



Distribution: 7 Miles Radius

Includes Pawling, Patterson, Beekman, Wingdale and Sherman, CT

Demographics:

Population: 38,232

Occupied Households: 12,426

Occupied Rentals: 2,030

Average Household Income: \$112,463

Age of Readers: 18 to 84 years and over

THE PAWLING RECORD
ADVERTISING DEPARTMENT
P.O. BOX 293
PAWLING NEW YORK 12564

Advertising Rate Sheet

OPEN ADVERTISING RATES

Black & White

Full Page	\$500
Junior Page	\$350
Half Page	\$250
3 Col x 11.25"	\$200
3 Col x 6.75"	\$150
3 Col x 5"	\$100
2 Col x 6.75"	\$100
2 Col x 5"	\$75
2 Col x 2.5"	\$50
Business Card	\$25

Full Color

Full Page	\$650
Junior Page	\$390
Half Page	\$290
3 Col x 11.25"	\$240
3 Col x 6.75"	\$190
3 Col x 5"	\$140
2 Col x 6.75"	\$140
2 Col x 5"	\$115
2 Col x 2.5"	\$90

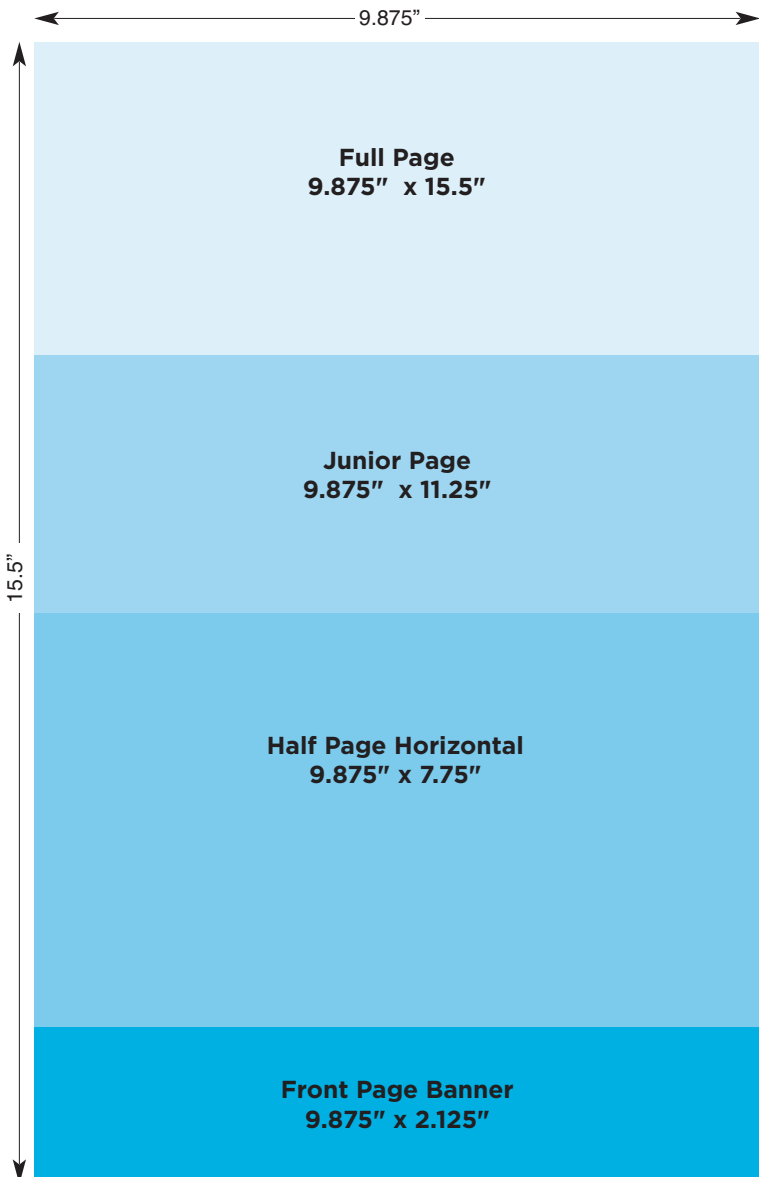
Frequency Discounts:

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

Premium Positions:

Front Pg Banner	\$180
Back Page Full	\$750

SPECS:



Art Requirements:

PDF or JPEG (300 dpi) format

email to:

ads@pawlingrecord.com

Advertising Deadline:

Every Tuesday at noon

Questions:

Call 845-855-0527



INSERTION ORDER

ADVERTISER NAME:

ACCT #:

AGENCY NAME:

ACCT #:

RESERVATION #:

DATE/DAY:

OF INSERTIONS:

SECTION/POSITION:

AD SIZE:

EDITION/ZONE:

AD DESCRIPTION:

MATERIAL:

SUPPLIED

PICK-UP

TO COME

CONTACT NAME:

TELEPHONE#:

FAX #:

E-MAIL:

RATE:

COST:

SPECIAL
INSTRUCTIONS:

CLIENT SIGNATURE:

DATE:

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