

Right in the Marketplace

The Chautauquan Daily Advantage

- Full News Advertising
- Solid Readership
- Professional Staff
- Market Penetration
- Each Issue Lists That Day's Events, Programs, Lectures
- Local Real Estate Listings

Chautauqua Institution Attractions

- Entertainment and shopping, full range of summer accommodations for Chautauqua visitors
- Arts and entertainment events for the entire family
- Summer educational classes and lecture platforms for visitors
- Many youth and recreational activities

Major Transportation Routes

Interstate 90, Routes 394, I-86, 60, 62, 69, 424, 474 & 430. Jamestown, NY, Erie, PA, and Buffalo, NY, airports are accessible.

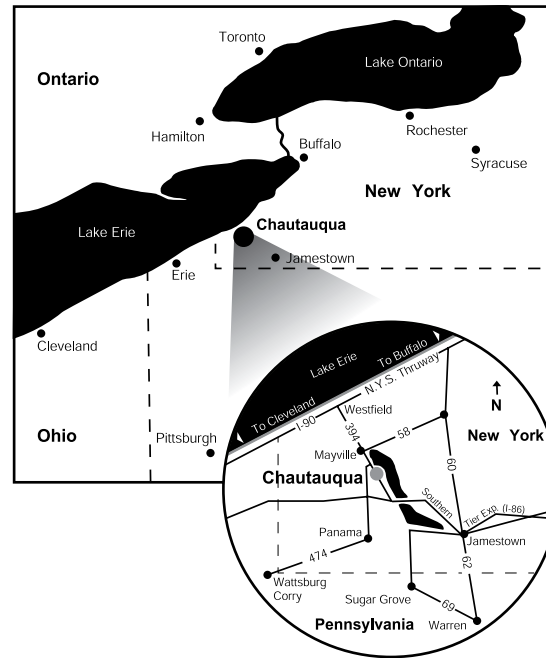
Business Directory Information

Off Season advertising Opportunities are available in our fall, winter, and spring Chautauquans which are direct mailed to our 55,000 Chautauquans.

Call:
Melissa Long
716.665.1516
for advertising
inquiries



Directions to Chautauqua



The Chautauquan Daily

P.O. Box 1095
Chautauqua Institution
Chautauqua, New York 14722

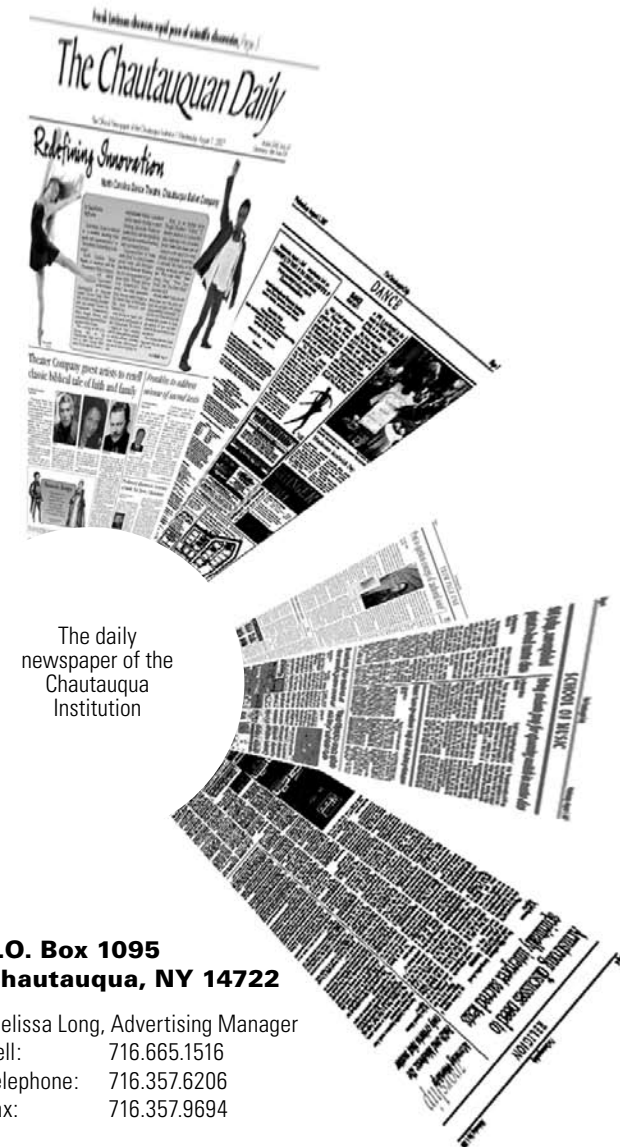
Telephone: 716.357.6206
Fax: 716.357.9694

We Deliver Early Mornings!



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The Chautauquan Daily



The daily newspaper of the Chautauqua Institution

**P.O. Box 1095
Chautauqua, NY 14722**

Melissa Long, Advertising Manager
Cell: 716.665.1516
Telephone: 716.357.6206
Fax: 716.357.9694

About Us

The Chautauquan Daily features a staff of writers, designers, editors and photographers from across the nation who bring expertise in such disciplines as law and politics, medicine, the environment, theater, music, religion and the arts. Both professionals and college interns, the staff embodies a mix of lifelong Chautauquans and people who have admired the arts and community from afar.

The Chautauquan Daily

The Chautauquan Daily serves an area that's strategically located at the hub of a population center which reaches out to more than 150,000 summer residents and visitors of the Chautauqua Institution.

We're the Official Newspaper of the Chautauqua Institution

- Our subscribers and advertisers have access to a daily newspaper that covers a wide range of educationally, cultural and musical events.
- *Daily* readers get news and information about local activities and the more than 2,000 scheduled events in nine-week summer session.
- Our daily broadsheet, classified and preprinted inserts offers vast opportunities at local and regional shopping and entertainment centers within a 45 minute drive.

Right for the Consumer

- Published 6 days a week (except Sundays).
- Delivered by carrier and U.S. Mail.
- Delivered by 8 a.m. daily.
- Approximately 3,500 circulated daily.
- Hundreds sold to Amphitheater patrons.

We're Read by Many

Those who open the pages of *The Chautauquan Daily* includes corporate executives, business and professional people, government leaders, administrators, teachers and a wide range of visitors in the area.

Rates and Sizes

Contract Space Rates: (Non - commission)

21 to 51 inches	\$7.05 per col. inch
52 to 102 inches	\$6.90 per col. inch
103 to 152 inches	\$6.65 per col. inch
153 to 250 inches	\$6.50 per col. inch
251 to 300 inches	\$6.35 per col. inch
301 to 500 inches	\$6.15 per col. inch
501 to 600 inches	\$6.00 per col. inch
601 to 900 inches	\$5.80 per col. inch
901 to 1500 inches	\$5.65 per col. inch
+1500 inches	\$5.50 per col. inch

Color Rates:

1 to 20 inches	\$25.00 per insertion
21 to 50 inches	\$35.00 per insertion
51 to 75 inches	\$50.00 per insertion
+75 inches	\$75.00 per insertion

***All rates are subject to change.*

Documents must be proper dimensions to fit within the columns of the *Daily*. The Maximum height is 21 inches. Width can be one of six options, please build your document around these dimensions.

# of Columns in Paper	Inches
1 col1.833"
2 col3.792"
3 col5.75"
4 col7.708"
5 col9.667"
6 col11.625"

PDF Requirements

Following the specifications below will ensure that your ad reproduces well in the *Daily*. If you don't have the capabilities to design your own ad please come in and discuss it with our advertising manager and our staff will be happy to help you.

If you choose to design your own ad, please follow the specifications below.

Photos	TIFF or High quality JPEG CMYK or Gray scale No RGB or Bit map files
Format	CD *Include paper printout E-mail dailyadvertising@ciweb.org DVD *Include paper printout

Save As When saving your PDF, use the full version of Adobe Acrobat in Adobe or Acrobat Distiller. Save it as version 5.0 format. Always save as "Press Quality" in the Adobe PDF preset drop box

Fonts Embed all Fonts and Graphics

Marks No Printer Marks, these include:
• Crop • Color Bars • Registration ..etc.

Word Files We can accept MS Word files, but they will be rebuilt by the advertising staff using graphics software to look like your file. If your MS Word file has photos in it, you will need to submit them separately via e-mail or CD. See above specifications for submitting photos.

Contact For submitting files, questions:
Melissa Long
Office: 716.357.6206
Cell: 716.665.1516
E-mail: dailyadvertising@ciweb.org