

# NINETY-NINE PERCENT

Upscale, highly educated people with more disposable income than 99% of our population live in Bedford and Pound Ridge, two of the most affluent communities in the country. The average annual household income in Bedford is \$188,200 and \$175,300 in Pound Ridge.\*

These are the same people who depend on The Record-Review for their community news. Advertising in The Record-Review can deliver those rare but highly desirable customers who can afford to make large ticket purchases of your high quality goods and services.

Studies show that the highest percentage of your customers will come from a relatively small distance from your location. By advertising in The Record-Review you can reach the local affluent citizens of Bedford and Pound Ridge without "wasted" circulation of a large regional newspaper or a throw-away.

Retailers have found that by advertising in The Record-Review they not only get a better response, but those who do buy, tend to make larger purchases, making the cost of their ad extremely low relative to the cost of advertising. Also, because our readers are involved in the community, they come in contact with many other people like themselves, spreading the word about your business.

The benefits of advertising in the Record-Review seem endless: our commitment to the community, the superior penetration of our circulation, the "shelf-life" of our weekly paid subscriptions, the exacting reach of the people most likely to frequent your business, and more.

Don't settle for anything less. The Record-Review is simply the best way to reach the residents of Bedford and Pound Ridge.

The Bedford Pound Ridge  
**RECORD  REVIEW**

Call 914-244-0533 to speak with an advertising representative today.

\*Worth magazine July/August 1996

# GENERAL INFORMATION

## PUBLICATION DATES AND DEADLINES

Published every Friday. Advertising closing is Tuesday, 5 p.m. We will not accept cancellations or insertions after closing.

## CIRCULATION

The Record-Review is mailed directly to the homes of 3,000 subscribers and sold at newsstands and other retail outlets throughout the community, for a total circulation of 3,800 copies. A one-year subscription is \$44, single copies are sold at \$1.00. The Record-Review covers Bedford Village, Bedford Hills, Katonah and Pound Ridge.

## MECHANICAL REQUIREMENTS

- Size of page: Broadsheet: 14-1/16" x 21" (85x126 picas)
- 193 column inches per page
- Column width 1-1/2" (8.5 picas); 1.25 pica gutter
- 9 columns per page, 21 inches per column
- Halfpines: 85 line screen
- Ads 19" deep and over will be charged as 21"
- Minimum ad size: 6 column inches (unless under 52x contract)
- Printed offset

## ADVERTISING ACCEPTABILITY

Quality standards have been set by the publisher. The advertising content, mechanics, subject matter, size and form are subject to approval or rejection by the publisher. The acceptance of advertising copy by the newspaper(s), in any one issue shall not affect the right of the newspaper(s) to reject any further advertising. Advertiser and/or ad agency will indemnify and hold harmless The Record-Review of Bedford and Pound Ridge and/or The Scarsdale Inquirer and/or The Rivertowns Enterprise, its officers agents, employees and contractors for all contents supplied to publisher, including text, representations, and illustrations of advertisements including, but not limited to defamation, invasion of privacy, copyright infringement, plagiarism, and, in the case of pre-printed inserts, deficient postage.

## POSITION

When available, position can be guaranteed by payment of a 20% premium. Minimum size ad requirement is 21 column inches. Paid position is available on a first come-first served basis. No credit or allowance will be given for position. We will make every effort to honor position requests, depending on page make-up and space available.

## ADVERTISING COPY

Reverse ads will be screened at the discretion of the Publisher. We reserve the right to change type and borders in accordance with standards of acceptability of the newspaper(s). All ads must be bordered with a minimum headline rule. Faxed art, logos, etc. will not be accepted. Standard production costs are included in price of ad. Original artwork, logo design, photography, etc. will be charged in addition to cost of advertising. Charges will be set and agreed upon in advance of work. Proofs will be shown only if copy and art are received no less than one week prior to publication.

## ERRORS AND OMISSIONS

The Record-Review, The Scarsdale Inquirer, and The Rivertowns Enterprise assume no liability for errors in advertisements beyond the cost of the space in which the error first appeared, and is responsible for only one incorrect insertion for any advertisement. Errors must be reported within seven days of publication. No allowance shall be made where the advertiser has provided incorrect information or sub-standard art work. The newspapers shall not be responsible for omissions, or liable for failure, for any cause, to insert an advertisement. Typographical or other errors that do not materially affect the value of the advertisement will not be subject to an adjustment.

## CREDIT/PAYMENT TERMS

Terms: Net 30 days. New accounts must pre-pay until credit is established. Acceptance of credit is at the sole discretion of the publisher. A finance charge of 1.5% per month (18% per annum) will be charged on all open balances past 30 days. Unless an advertiser makes a written objection within 30 days from the rendering of any bill, statement or invoice for advertising published, such bill, statement or invoice shall be conclusive as to the correctness of the items therein and shall constitute an account stated. Advertisers are liable for all collection costs, including court costs, lawyers fees and finance charges.

## ADVERTISING AGENCIES

Recognized advertising agencies are entitled to a 15% commission for advertising billed at our gross rate schedule. Rendering a bill to an advertiser's representative (including advertising agencies) shall not release advertisers in the case of nonpayment by the representative. Payment by the advertiser to the representative does not constitute payment to The Record-Review and/or The Scarsdale Inquirer and/or The Rivertowns Enterprise. Advertiser is fully liable for payment for advertising due to the newspaper(s). Advertiser's representative shall also be liable for account if billing is directed to representative's request regardless of whether client is named c/o representative.