

DIGITAL AD PRICING • wnypapers.com

EXAMPLES SHOWN ARE NOT TO SCALE.

Leaderboard:

728 x 90 pixels • 10.1111" x 1.25"

\$200 / per month

*NFP Contract
Discounts Can Apply*

Ask about print & web bundle rates

**VIDEO BUSINESS
PROFILES**
*Ask about pricing
and availability*

Medium Rectangle:

300 x 250 pixels

4.1667" x 3.4722"

\$150 / per month

SPECIAL PAGES

- Real Estate Section
- Buy Local
- Health & Wellness
- Church Directory
- Service Directory
- Shop Local Pages



SPECIAL SECTIONS THROUGHOUT THE YEAR

- Islandwide Editions
- Ten Mile Garage Sale
- Holiday Gift Pages
- Lewiston Christmas Walk
- Grand Island Dining Guide

AD SPECS

1 column.....	2"	Natural Center (2 pages).....	21.75" x 15.25"
2 columns.....	4.125"	Dispatch/Tribune/Sentinel Ear.....	3.5" x 1.75"
3 columns.....	6.25"	Back Page Ear.....	2.5" x 1.25"
4 columns.....	8.375"	Foot.....	3.375" x 1.5"
5 columns.....	10.5"	Service Directory.....	1.5" x 2"
1/2 Page Horizontal.....	10.5" x 7.75"	Front Page Strip.....	10.5" x 1.5"
Full Page.....	10.5" x 15.25"		

Minimum size 1 col x 2 inches

DEADLINE FOR SUBMISSION:
By 5 p.m. **FRIDAY** Before Publication

DELIVERY DATE OF PAPER
Tribune/Sentinel/Dispatch: Friday



NIAGARA FRONTIER PUBLICATIONS 2026 ADVERTISING RATES & INFO

Niagara County Tribune/Sentinel • Grand Island Dispatch • wnypapers.com

REACH OVER 150K READERS MONTHLY

WITH WEEKLY HOME DELIVERY & WNPAPERS.COM



ONE NEWSPAPER TWO COMMUNITIES

- Tribune/Sentinel**
-Delivered in-homes & businesses Friday AM
- Island Dispatch**
-Delivered US Mail Friday

16,500 - Circulation

Providing hometown news to ZIP Codes:

14072	14120	14174
14092	14131	14304
14109	14132	14305

DELIVERED IN-HOME & BUSINESSES

**MORE THAN 1,000,000 UNIQUE VISITORS
A YEAR TO WNPAPERS.COM**



Publishing over 80 years
in Western New York

NIAGARA FRONTIER PUBLICATIONS • WNPAPERS.COM

1859 Whitehaven Road, Grand Island, NY 14072

716-773-7676

Editorial: Josh@wnypapers.com • Dispatch@wnypapers.com • Sentinel@wnypapers.com
Design Dept: NFPDesign@wnypapers.com • Classifieds: NFPClassifieds@wnypapers.com
Circulation: NFPcirculation@wnypapers.com • LLCs/Legals: legalnotice@wnypapers.com

Tribune/Sentinel/Dispatch • Proudly Serving Niagara County & Grand Island



NIAGARA FRONTIER PUBLICATIONS

Niagara County Tribune/Sentinel/Island Dispatch

REACH 150,000 READERS PER MONTH WITH PRINT & WNPAPERS.COM

**TRIBUNE/SENTINEL
• ISLAND DISPATCH**

**Column Inch Rate
Just \$60.98 / \$45.74***

**Full Page
Only \$3,106.34
/ \$2,329.76***

Enhancements: • Color 20% Additional • Guaranteed position add 20% • Minimum Size 2 column inches

ASK ABOUT CONTRACT ADVERTISING DISCOUNTS

Contract rates apply to consecutive weekly advertising with signed contract

SPECIAL PLACEMENTS

COLOR Ear \$199.00 / \$149.25+
 COLOR Foot \$99.00 / \$74.25+
 COLOR Front Page Strip \$349.00+
 Inside Strip Call your ad rep for special pricing
 These ads are based on availability

1/3 PAGE PROMO

\$787.00
Full color available

♦ 25% Annual contract discount rate/52 weeks with signed contract

2026 NFP - YOUR "NEED-TO-READ" COMMUNITY NEWSPAPERS

JANUARY							FEBRUARY							MARCH						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	1	2	3	4	5	6	7	1	2	3	4	5	6	7
				1	2	3	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28	22	23	24	25	26	27	28
25	26	27	28	29	30	31								29	30	31				

APRIL							MAY							JUNE						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4					1	2		1	2	3	4	5	6	
			1	2	3	4					1	2		1	2	3	4	5	6	
5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13
12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20
19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27
26	27	28	29	30			24	25	26	27	28	29	30	28	29	30				

JULY							AUGUST							SEPTEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4							1			1	2	3	4	5
			1	2	3	4							1			1	2	3	4	5
5	6	7	8	9	10	11	2	3	4	5	6	7	8	6	7	8	9	10	11	12
12	13	14	15	16	17	18	9	10	11	12	13	14	15	13	14	15	16	17	18	19
19	20	21	22	23	24	25	16	17	18	19	20	21	22	20	21	22	23	24	25	26
26	27	28	29	30	31	23	24	25	26	27	28	29	27	28	29	30				

OCTOBER							NOVEMBER							DECEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	1	2	3	4	5	6	7			1	2	3	4	5
				1	2	3	1	2	3	4	5	6	7			1	2	3	4	5
4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8	9	10	11	12
11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19
18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26
25	26	27	28	29	30	31	29	30						27	28	29	30	31		

TRIBUNE/SENTINEL/DISPATCH PUBLISHED FRIDAY

Enhancements: • Color 20% Additional • Guaranteed position add 20% • Minimum Size 2 column inches

CONTRACT ADVERTISING DISCOUNTS

Contract rates apply to consecutive weekly advertising with signed contract

4 week contract = 5% discount 13 week contract = 15% discount 52 week contract = 20% discount
 6 week contract = 10% discount 26 week contract = 20% discount = 25% discount

Web Advertising Available at Special Package Pricing

COMMERCIAL PRINT & INSERTS

FULL CIRCULATION..... \$60.00 per M*
 SPECIAL ZONING is available in certain areas by route..... ADD \$18.00 per M
 WEIGHT for each 1/2 oz. over maximum weight (1.5 oz.) ADD \$7.00 per M
 FOLDING single fold ADD \$15.00 per M

PRICES SUBJECT TO CHANGE

*If insert is printed by NFP, full circulation rate is \$55 per M
 Maximum Size 8 1/2" x 11"

Frequency Discounts Available for long-term contracts

Check with your account executive.



**Design and
Layout Available**

We can design & print
just about everything

• Inserts must be delivered to BNP Empowered Print at least 10 days prior to insertion date.
 • Delivery is accepted Monday through Friday, 8:30 am - 4:30 pm.
 • Deliveries should be made to:
 BNP Empowered Print
 With notation "NFP"
 200 Broadway Buffalo, NY 14204
 (716) 852-1600