Really smart media buyers buy on a cost per thousand basis. This means: how much your advertising cost divided by the number of thousand impressions of the publication.

We often hear our prices are high. But when you analyze our rates on a cost per thousand basis, we are actually less expensive than similar news outlets.

On the left, are our rates compared to DT News and the Larchmont Chronicle.

Let us know if you’d like to hear more about why a Ledger advertising buy is one that is a more effective use of your advertising budget.

Simply put, we deliver more impressions for your ad buy than our competitors.