



SINCE 2005
OUR TOWNE
GUILDERLAND

(518) 356-3898

www.OurTowneGuilderland.com

HOW TO PLACE AN AD:

- 1 Choose Ad Size
- 2 Choose Color or B/W
- 3 Do you have Camera-Ready Art?
Yes? Great! Proceed to the next Step

No? No Problem! Take an old ad or a blank sheet of paper and sketch out what you want your ad to say. Don't worry about making it pretty. We'll take care of that!

Use your Camera Phone and take a picture of your marked up ad or sketch.

- 4 Email your Camer-Ready Art, marked up ad, Ad Sketch, Logos and Images to:
Lowell@ourtownemarketing.com
You will receive an email receipt confirming your email was received.
- 5 We will email you a Proof with in 48 hours. Review the proof and email any changes or corrections.
- 6 Once you approve the Final Ad Proof, we will email you an invoice. Payment must be received prior to publication.

Call or email Lowell Knapp

(518) 356-3898 • Lowell@ourtownemarketing.com

SEPTEMBER DEADLINE IS: AUGUST 30TH

The September issue will be in homes between the 9th and 13th.

Discounts do NOT apply to premium positions



OUR TOWNE **SNAPSHOT**

- 13,000+ Homes & Businesses Mailed for FREE
- 2000+ Additional Copies left at the Library, Town Hall, YMCA, Diners, Chamber of Commerce, Retail Locations, Dr's Offices etc.
 - Digital edition powered by Issuu
- High Household Income Demographic
 - Low Cost Per Household
 - Mid Month Distribution

We are offering the following **ADVERTISING Specials** this month:

HALF Page Special

Half page (7.25"w x 4.75"h)
September and October.

B/W - \$400 (\$200/mo.)

Color - \$500 (\$250/mo.)

THIRD Page for 3 Months

Third page (7.25"w x 3"h) September, October and November.

B/W - \$300 (\$100/mo.)

Color - \$525 (\$175/mo.)

QUARTER Page Special

Quarter page (3.5"w x 4.75"h) September and October.

B/W - \$200 (\$100/mo.)

Color - \$250 (\$125/mo.)





A mid-monthly publication mailed for FREE to **13,000+** homes and businesses in the Town of Guilderland since 2005.
2000 Additional distributed at local businesses.

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FEATURE Q & A

Our Q&A feature stories are the centerpiece of our neighbor-to-neighbor philosophy. These stories turn our readers into your customers—and into your Salespersons, generating excellent word-of-mouth wherever they go—increasing your loyal, customer base. The Q&A you submit will also appear online further increasing visibility and reach.

We'll e-mail you a series of questions designed to tell your story which you answer in a way that highlights your business. Feel free to re-write or change the questions to better suit your story. You e-mail the completed questionnaire back to us with some photos of you and/or your business. It's that simple. We will format the content and photos to fit the Our Towne layout.

Reserve your Feature Q & A for \$300

BUSINESS FOCUS

Need to get the word out about your business?

New Product or Service? Upcoming Event?

Use your latest Press Release or our Business FOCUS Q&A template. This feature is a half page black white vertical or horizontal space will fit roughly 500 words with a couple of images.

Half page: \$200*

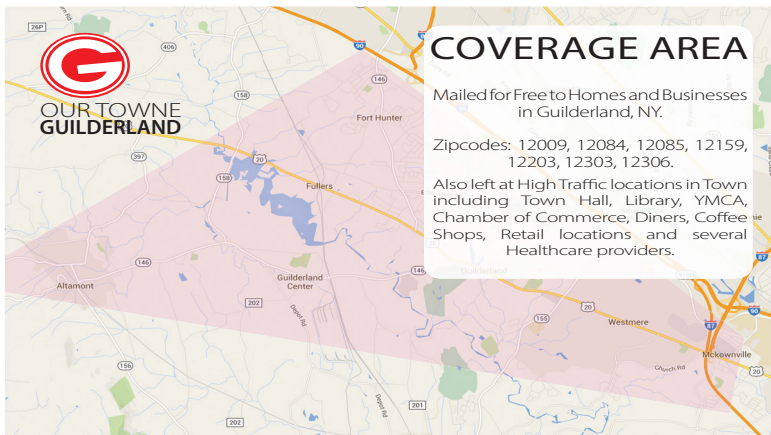
*restrictions may apply

EXPERT COLUMNS

Many advertisers find that writing an expert column is an excellent way to educate readers and establish their businesses in the community. Column space is available for professionals to write about their field of expertise. Expert Columns are guaranteed exclusivity for the duration of the agreement.

Half page: 3 Pack \$525/Annual Contract \$1800

Full page: 3 Pack \$1050/Annual Contract \$3600



2019 AD RATES & SPECS

| Black & White | Annual | Prepaid | Single |
|---------------|----------|---------|--------|
| | Contract | 3-Pack | Issue |
| Full | \$3,600 | \$1,050 | \$420 |
| Half | \$2,100 | \$600 | \$240 |
| Third | \$1,440 | \$450 | \$180 |
| Quarter | \$1,050 | \$375 | \$150 |
| Sixth | \$900 | \$300 | \$120 |
| Eighth | \$720 | \$255 | \$100 |

| Color | Annual | Prepaid | Single |
|---------|----------|---------|--------|
| | Contract | 3-Pack | Issue |
| Full | \$4,800 | \$1,275 | \$500 |
| Half | \$2,700 | \$750 | \$300 |
| Third | \$1,800 | \$525 | \$200 |
| Quarter | \$1,500 | \$450 | \$180 |
| Sixth | \$900 | \$375 | \$150 |

| Color | Annual | Prepaid | Single |
|-----------------------------|----------|---------|--------|
| | Contract | 3-Pack | Issue |
| 1/3 Page Front Cover | n/a | n/a | \$600 |
| 1/6 Page Front Cover | \$3,000 | \$950 | \$350 |
| LIMITED AVAILABILITY | | | |
| 3/4 Page Back Cover | \$5,520 | \$1,425 | \$600 |
| 1/3 Page Back Cover | \$3,900 | \$1,100 | \$400 |
| 1/4 Page Back Cover | \$2,600 | \$825 | \$300 |

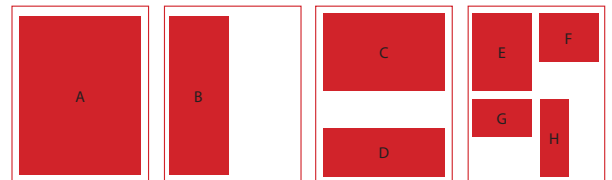
ALL RATES ARE PREPAID

SPECS

SIZE

DIMENSIONS (WIDTH x HEIGHT)

- A. Full Page 7.25" x 9.75"
- B. 1/2 Vertical 3.5" x 9.75"
- C. 1/2 Horizontal 7.25" x 4.75"
- D. 1/3 Horizontal 7.25" x 3"
- E. 1/4 Vertical 3.5" x 4.75"
- F. 1/6 Page 3.5" x 3"
- G. 1/8 Horizontal 3.5" x 2.25"
- H. 1/8 Vertical 1.65" x 4.75"



DEADLINES: LAST FRIDAY OF THE MONTH

