

The Gardiner Gazette - Media Kit

Ad Pricing & Guidelines

Why advertise in *The Gardiner Gazette*?

- *The Gazette* is the only publication devoted exclusively to news of interest to Gardiner residents.
- *The Gazette* is mailed to every household in Gardiner, reaching the homes of all 5,713 residents, including weekenders, with additional copies made available at the Gardiner Library and various businesses in town.
- *The Gazette* is a quarterly, so it stays around the house to be seen by all family members; your ad gets multiple viewings, and is posted on our website www.gardinergazette.com.
- Gardiner's median family income is \$89,915. Residents do have the wherewithal to purchase your goods and services (*Data from US Census Bureau, American Community Survey, 2005-2009 for Town of Gardiner*).
- Ads are limited. 63% of our publication is devoted to news; advertising is limited to no more than one third.

See all issues of *The Gazette* at www.gardinergazette.com

How to place an ad

Content: Send text for small ads, or camera-ready art for all other ads no later than our **deadlines**:

Deadlines: For the ...	Send a check for the full amount and camera-ready art by:
Winter issue (Feb. 18 release)	January 8
Spring (May 6 release)	March 30
Summer (Aug. 7 release)	July 2
Fall (October 25 release)	September 16

Artwork: If you do not have camera-ready art we can assist you at no additional charge by arranging text and graphics you provide. This is NOT the same as designing artwork. If you need illustrations, logo design or other custom art please consult a graphic designer.

Ads should be in color. *The Gazette* is printed in black and white, but is posted on the web in full color.

Payment: Ads are accepted only when accompanied by full payment (see pricing below). Mail checks to *The Gardiner Gazette*, Post Office Box 333, Gardiner, NY 12525-0333 or pay on line with PayPal at www.gardinergazette.com.

Political, Advocacy and Special Interest Ads: As with all editorial content and ads, the Editorial Committee reserves the right to refuse submissions for any reason. The advertiser must be clearly identified in any political, advocacy or special interest ad of any size, with **the name of the advertiser preceded by "Advertisement paid for by ..."** in a readable font of no less than 7 points. Any ad which, at our sole discretion, is of unclear origin must carry the following text in a readable font of no less than 7 points, centered on the topmost line:

**Advertisement paid for by [name/address of advertiser]
[Name/title of responsible party]**

Ads	Small	Large	Quarter Page	Half Page	Inserts
Cost per issue	\$60	\$110	\$215	\$400	See Insert Guidelines pg. 3 A very cost-effective way to reach your audience with a longer, more detailed ad. Ask about shared inserts!
Cost per year (<u>Must pay full year in advance</u>)	\$215 (saves 10%/ \$25)	\$390 (saves 11%/ \$50)	\$750 (saves 13%/ \$110)	\$1,350 (saves 16%/ \$250)	
See sizes next page	Text only. No logos or images included	Large, 1/4 page and 1/2 page ads: supply digital file (jpg, pdf or tiff @ 300 dpi min) or business card for scanning to your sales rep via email (see below) or to PO Box 333, Gardiner, NY 12525-0333			

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Ad Sizes

Inserts - see page 3

1/4 page ads:

Approx. 4 1/2" High x 3 3/4" Wide

or "banner style"

approx. 2 1/4" High x 7 1/2" Wide

\$215 per issue or \$750 per year (save \$110)

"Small" ads (TEXT ONLY):

Approx. 1" High x 3 3/4" Wide

\$60 per issue or \$215 per year (save \$25)

"Large" or business card ads:

Approx. 2" x 3 3/4"

Horizontal or Vertical acceptable

\$110 per issue or \$390 per year (save \$50)

A Note About Ad Quality ...



1/2 page ads:

Approx. 4 1/2" High x 7 1/2" Wide

or "tower style"

Approx. 9 1/4" High x 3 3/4" Wide

\$400 per issue or \$1,350 per year (save \$250)

... we do our best to make sure each ad is perfect, but please be sure the business cards or artwork you send us are sharp and clear.

Questions? Contact your sales rep: Jason Stern at GardinerGazetteAds@gmail.com or (845) 527-6205

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Insert Guidelines

Consider the postage costs if you mail your ad ... and where would you get a good mailing list? Our Gardiner circulation list is constantly updated and refined. Because ads and bills comprise the bulk of regular mail, your recipient can sense an ad and toss your envelope unopened. Recipients of *The Gardiner Gazette* will open it and there's your message, right in the reader's face.

Cost per issue	\$495
Cost per year	\$1,485 (saves 25%/\$495)

**Following approval by
The Gazette:**

Contact Jason Stern (Gardiner-GazetteAds@gmail.com or 845 527-6205 to arrange delivery of the printed inserts by the delivery deadlines below.

Ask about shared inserts!

Insert Deadlines: For the ...	Send a check for the full amount by:	Provide copy for approval to Jason by:	Deliver all printed inserts no later than (call Jason for delivery instructions):
Winter issue (Feb. 18 release)	January 8	January 23	February 9
Spring (May 6 release)	March 30	April 14	April 27
Summer (Aug. 7 release)	July 2	July 17	July 31
Fall (Nov. 14 release)	October 1	October 15	October 28

Requirements: All inserts require prior approval of both the copy and visuals. A digital copy of the actual final insert must be received by Jason Stern (GardinerGazetteAds@gmail.com or 845 527-6205 at least two weeks prior to delivery of printed inserts. This can best be sent as an attachment (jpg, pdf or tiff @ 300 dpi min) via email to GardinerGazetteAds@gmail.com. Approval will be returned via email.

Political, Advocacy and Special Interest Inserts: As with all editorial content and ads, the Editorial Committee reserves the right to refuse submissions for any reason. All Political, Advocacy and Special Interest inserts and any insert which, at our sole discretion, is of unclear origin must carry the following text in a readable font of no less than 10 points, centered on the topmost line of page one:

Advertisement paid for by [name/address of advertiser]

[Name/title of responsible party]

**We value your advertising. Ads are the lifeblood of *The Gazette*.
Most important of all, to avoid last minute problems, talk to us early about what
copy and visuals you are planning for your insert.**

Questions? Contact your sales rep: Jason Stern at GardinerGazetteAds@gmail.com or (845) 527-6205