

# The Gardiner Gazette - Media Kit

## Ad Pricing & Guidelines - Print Copy

June 11, 2021

### 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 5,598 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 at [gardinergazette.com](http://gardinergazette.com).
- Gardiner's median family income is \$76,674. Residents do have the wherewithal to purchase your goods and services (*Data from US Census Bureau, 2015-2019 for Town of Gardiner www.census.gov/quickfacts/gardinertownulstercountynyork*).
- Ads are limited. 66% of our publication is devoted to news and stories. Our goal is to limit advertising to no more than 34%.

See all issues of *The Gazette* at [gardinergazette.com](http://gardinergazette.com)

### How to place an ad ....

**Content:** Send text for small ads, or high-resolution PDF or JPG files in color at 300 dpi/ppi for all other ads no later than our **deadlines:**

<b>Deadlines:</b> For the ...	<b>Send a check for the full amount and camera-ready art by:</b>
<b>Winter issue</b> (Feb. 21 release)	January 10
<b>Spring</b> (May 11 release)	April 3
<b>Summer</b> (Aug. 6 release)	June 18
<b>Fall</b> (October 25 release)	September 4

**Artwork:** If you do not have high-resolution PDF or JPG files in color at 300 dpi/ppi, 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*, PO Box 333, Gardiner, NY 12525-0333, pay with Venmo @Gardiner-Gazette, or pay online with PayPal at [gardinergazette.com/donations](http://gardinergazette.com/donations).

**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 10 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 10 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	\$70	\$130	\$250	\$460	See Insert Guidelines pg. 3 A very cost-effective way to reach your audience with a longer, more detailed ad.  <b>Ask about shared inserts!</b>
Cost per year ( <u>Must pay full year in advance</u> )	\$250 (saves 11%/ \$30)	\$450 (saves 13%/ \$70)	\$865 (saves 14%/ \$135)	\$1,555 (saves 15%/ \$285)	
See sizes next page	Text only. No logos or images included	Large, 1/4 page and 1/2 page ads: supply digital file (high-resolution PDF or JPG files in color at 300 dpi/ppi) or business card for scanning to <a href="mailto:GardinerGazetteNY@gmail.com">GardinerGazetteNY@gmail.com</a> or to PO Box 333, Gardiner, NY 12525-0333			

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

# The Gardiner Gazette - Media Kit

## Ad Sizes

Inserts - see page 3

**“Small” ads (TEXT ONLY):**

Approx. 1” High x 3 3/4” Wide

\$70 per issue or \$250 per year (save \$30)

**“Large” or business card ads:**

Approx. 2” x 3 3/4”

Only Horizontal ads are acceptable

\$130 per issue or \$450 per year (save \$70)

**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

\$250 per issue or \$865 per year (save \$135)

### A Note About Ad Quality

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 (high resolution color artwork at least 300 ppi/dpi).

**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

\$460 per issue or \$1,555 per year (save \$285)

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

## Insert Guidelines

Consider that typical, mailed ads cost a lot in postage alone and a good, clean mailing list is hard to find. Our Gardiner circulation list is constantly updated and refined. Additionally, ads received in the mail are often identified as “junk mail” and are tossed before being read. Recipients of The Gardiner Gazette will open it ....and BAM!... there’s your message right in the reader’s face.

<b>Cost per issue</b>	\$500 *
<b>Cost per year</b>	\$1,500 * (saves 25%/\$500)

Contact Jason Stern at  
GardinerGazetteAds@gmail.com  
or 845-527-6205 to arrange  
delivery of the printed inserts  
by the delivery deadlines below.  
**Ask about shared inserts!**

\*Insert price does not include the cost of graphic design and printing. Those costs are the responsibility of the advertiser. If you are unsure, please ask us for our recommendations on where to get help with design and printing of inserts.

<b>Insert Deadlines:</b> For the ...	<b>Send a check for the full amount by:</b>	<b>Provide copy for approval by:</b>	<b>Deliver all printed inserts no later than:</b>
<b>Winter issue</b> (Feb. 21 release)	January 10	February 3	February 10
<b>Spring</b> (May 11 release)	April 3	April 21	April 28
<b>Summer</b> (Aug. 6 release)	June 18	July 20	July 27
<b>Fall</b> (Oct. 25 release)	September 4	October 5	October 12

**Requirements:** All inserts require *prior approval* of both the copy and visuals. A digital copy of the actual final insert must be received by the Gardiner Gazette at GardinerGazetteNY@gmail.com at least two weeks prior to delivery of printed inserts. This can best be sent as an attachment (high-resolution PDF or JPG files in color at 300 dpi/ppi) via email to GardinerGazetteNY@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