

MAINstreet

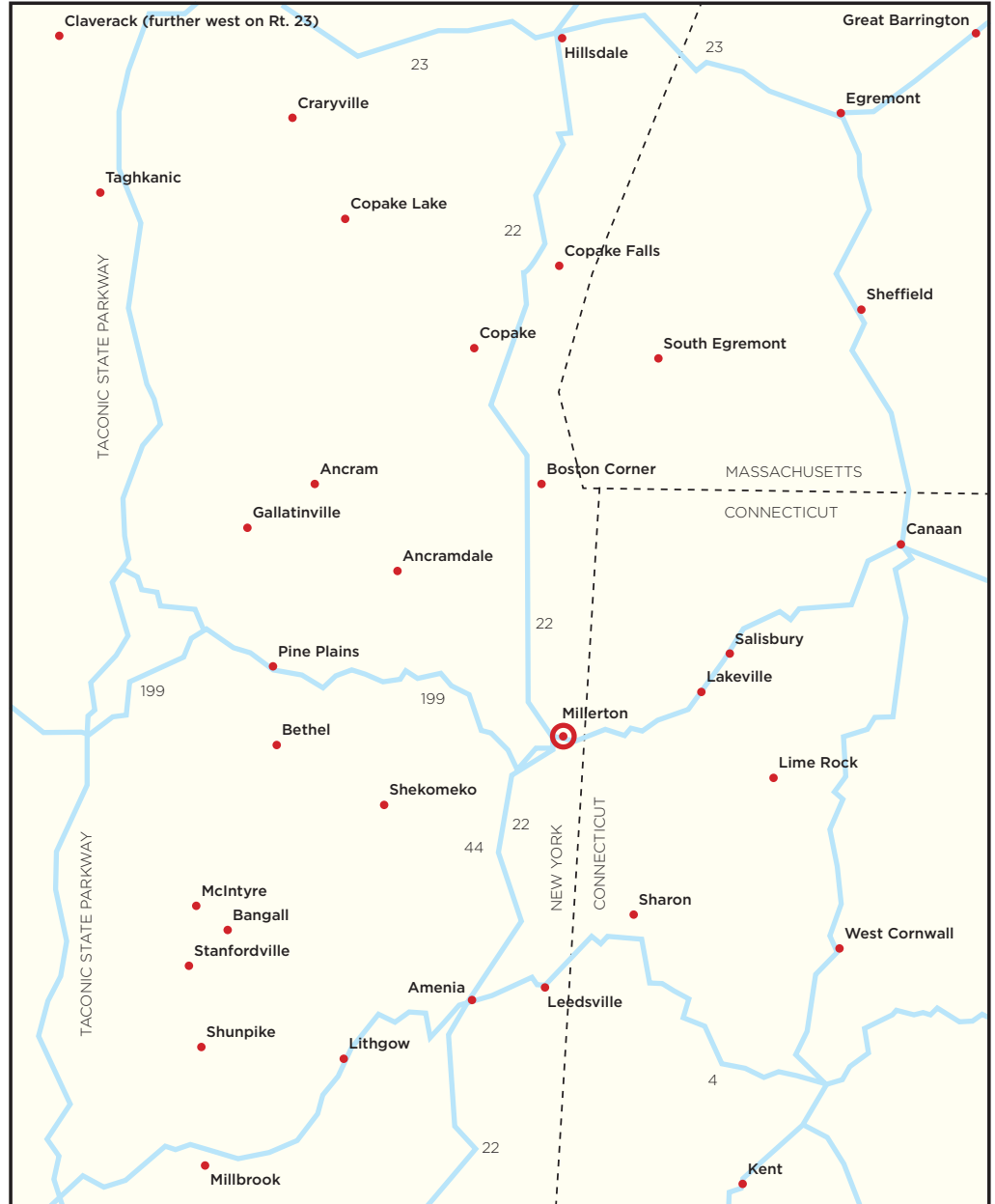
MAGAZINE

THE BENEFITS OF ADVERTISING WITH MAIN STREET ...

the clear advantage of advertising in this magazine versus other similar full color monthly magazines is that we are focused. This magazine is about the people, businesses and curiosities in this area **FOR** the people, businesses and consumers in this area. For that reason, our distribution is more focused, while other similar magazines cover a larger area, often from Poughkeepsie to Vermont. But what relevance is that to a local business? What are the chances that a person drives down from Vermont or Albany to use a service or purchase a product in our area? It is more advantageous to our local advertisers to market to local consumers, and those are exactly our readers.

CONTACT US ...

Our office is located at 52 Main Street, Millerton, NY 12546 while our mailing address is PO Box 165, Ancramdale, NY 12503. Call 518 592 1135. Email info@mainstreetmag.com. Check out our website online at www.mainstreetmag.com.



OUR DISTRIBUTION ...

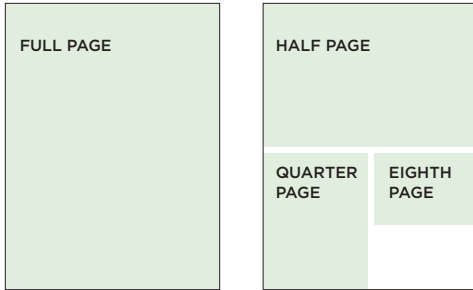
The magazine features the tri-corner area: north from Claverack, Hillsdale and Copake NY, to Egremont and South Egremont, MA to Canaan CT; south through Lakeville and Sharon in CT; down Route 22 to Amenia and Millbrook, and down Route 82 from Pine Plains to Millbrook in NY – and everything inbetween – with Millerton at it's center. (Please view the map for further coverage area visuals). For our full list of distribution points, please visit our website.

The magazine is distributed at numerous locations within this area, reaching people between the ages of 19-70, 49% male and 51% female of middle and upper income.

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MAGAZINE

COMMERCIAL ADVERTISING



Full page 8.5x11 | Back page full bleed 9x12
 Half page 8.5x5.42 | Quarter page 4.19x5.42
 Eighth page 4.19x2.63

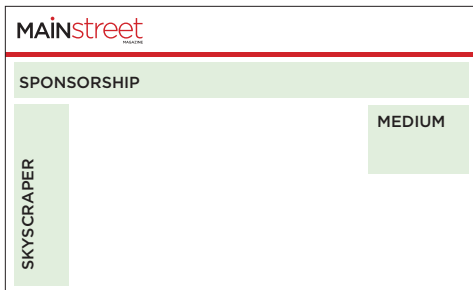
Size	1x insertion	3x insertion	6x insertion	12x insertion
Full	\$1,300	\$1,235	\$1,173	\$1,114
Half	\$650	\$618	\$588	\$559
Quarter	\$325	\$309	\$294	\$279
Eighth	\$163	\$155	\$147	\$140
Back*	\$1,700	\$1,615	\$1,535	\$1,459
Inside back*	\$1,400	\$1,330	\$1,264	\$1,200
Inside front (x2)*	\$1,500	\$1,425	\$1,354	\$1,287

*Back, inside back and inside front (2 available) must be full pages. Back is full bleed.

All commercial advertisements also get listed in the Listing Ads section.

We offer all of our advertisers FREE ad design.

ONLINE ADVERTISING



Sponsorship 904x110 pixels | Skyscraper
 160x600 pixels | Medium 180x150 pixels

Size	1x insertion	3x insertion	6x insertion	12x insertion
Home pg Sponsorship	\$350	\$333	\$316	\$300
Home pg Skyscraper	\$250	\$238	\$226	\$215
Home pg Medium	\$125	\$119	\$113	\$107
Section Sponsorship	\$175	\$166	\$157	\$150
Section Skyscraper	\$125	\$119	\$113	\$107
Medium	\$60	\$57	\$54	\$51

LISTING ADVERTISING

Content	Price per month
Name and phone number	\$25
Name, phone number and website	\$30
Every additional line	\$10 additional

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MAIN STREET MAGAZINE IS ... a 9x12 full color, 40 or more page monthly magazine that comes out around

the 1st of every month. **Ad deadline is the 15th of the month prior.** The magazine features the tri-corner area: Hillsdale to Canaan CT, south to Amenia and Millbrook, with Millerton at it's center. The magazine is distributed at numerous locations within that area, reaching people between the ages of 19-70, 49% male and 51% female of middle and upper income.

ADVERTISING REQUIREMENTS ... the magazine is printed in full color on beautiful satin paper, for optimal enhancement of ads and photos. All advertisers are offered FREE ad design, if they so require. Ads and photos need to be high resolution (at least 300dpi) PDFs, JPGs, Tiffs, or EPS files. Please embed fonts and make sure submitted files are of press quality. All files can be emailed to Ashley Kristjansson at info@mainstreetmag.com.

TERMS ... We require upfront payment from new- and political advertisers. Net 30 is allowed for established advertisers, while delinquent accounts may lose ad privileges and discounts. Main Street Magazine reserves the right to refuse advertising, and is not responsible for advertising errors whereas all ads receive final approval by the advertiser. Advertisers are legally responsible for the content and claims that are made in their ads.

CONTACT US ... All checks should be made out to Main Street Magazine. Our office is located at 52 Main Street, Millerton, NY 12546 while our mailing address is PO Box 165, Ancramdale, NY 12503. Call 518 592 1135. Email info@mainstreetmag.com. Check us out online at www.mainstreetmag.com.

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MAIN STREET ... the clear advantage of advertising in this magazine is that we are focused. This magazine is about the people, businesses and curiosities in this area **FOR** the people, businesses and consumers in this area. For that reason, our distribution is focused. We focus on and cater to the people who live, work, and play in our region.

MAIN STREET MAGAZINE IS ... a 9x12 full color, 48+ page monthly magazine that comes out the 1st of every month. **Ad deadline is the 15th of the month prior.** The magazine features the tri-corner area: Hillsdale to Canaan CT, south to Amenia and Millbrook, with Millerton at it's center. The magazine is distributed at numerous locations within that area, reaching people between the ages of 19-70, 49% male and 51% female of middle and upper income.

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TERMS ... We require upfront payment from new- and political advertisers. Net 30 is allowed for established advertisers, while delinquent accounts may lose ad privileges and discounts. Furthermore, we reserve the right to charge 10% every month for 30 day non-payment of delinquent advertisers. Main Street Magazine reserves the right to refuse advertising, and is not responsible for advertising errors whereas all ads receive final approval by the advertiser. Advertisers are legally responsible for the content and claims that are made in their ads.

If an advertiser has not paid their advertising bill in 60 days, we will bill their credit card. For that reason, we require credit card information to be on file for every advertiser.

Advertiser agrees / signature

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Name of business

Contact's name

Billing address

Phone number

Email

ADVERTISING INFORMATION

COMMERCIAL ADVERTISING

- | | | | |
|-------------------------------|--------------------------------------|--|---|
| <input type="checkbox"/> Back | <input type="checkbox"/> Inside back | <input type="checkbox"/> Inside front left | <input type="checkbox"/> Inside front right |
| <input type="checkbox"/> Full | <input type="checkbox"/> Half | <input type="checkbox"/> Quarter | <input type="checkbox"/> Eighth |
| Insertion & pricing | | | |
| <input type="checkbox"/> 1x | <input type="checkbox"/> 3x | <input type="checkbox"/> 6x | <input type="checkbox"/> 12x |

Rate: _____

ONLINE ADVERTISING

- | | | |
|--------------------------------------|-------------------------------------|---------------------------------|
| <input type="checkbox"/> Sponsorship | <input type="checkbox"/> Skyscraper | <input type="checkbox"/> Medium |
|--------------------------------------|-------------------------------------|---------------------------------|

Page: _____

Insertion & pricing

- | | | | |
|-----------------------------|-----------------------------|-----------------------------|------------------------------|
| <input type="checkbox"/> 1x | <input type="checkbox"/> 3x | <input type="checkbox"/> 6x | <input type="checkbox"/> 12x |
|-----------------------------|-----------------------------|-----------------------------|------------------------------|

Rate: _____

LISTING ADVERTISING

- | | | |
|---------------------------------------|---|---|
| <input type="checkbox"/> Name & phone | <input type="checkbox"/> Name, phone, web | <input type="checkbox"/> Additional lines _____ |
|---------------------------------------|---|---|

Text: _____

Category: _____

BILLING:

- | | | |
|---------------------------------------|-------------------------------|--------------------------------------|
| <input type="checkbox"/> Paid in full | <input type="checkbox"/> Bill | <input type="checkbox"/> Other _____ |
|---------------------------------------|-------------------------------|--------------------------------------|

CREDIT CARD INFORMATION:

Card # _____ Expiration _____ Security code _____

Billing zip code _____ Email address _____

We accept Visa, Master, Amex, & Discover

DETAILS: