

MAINstreet

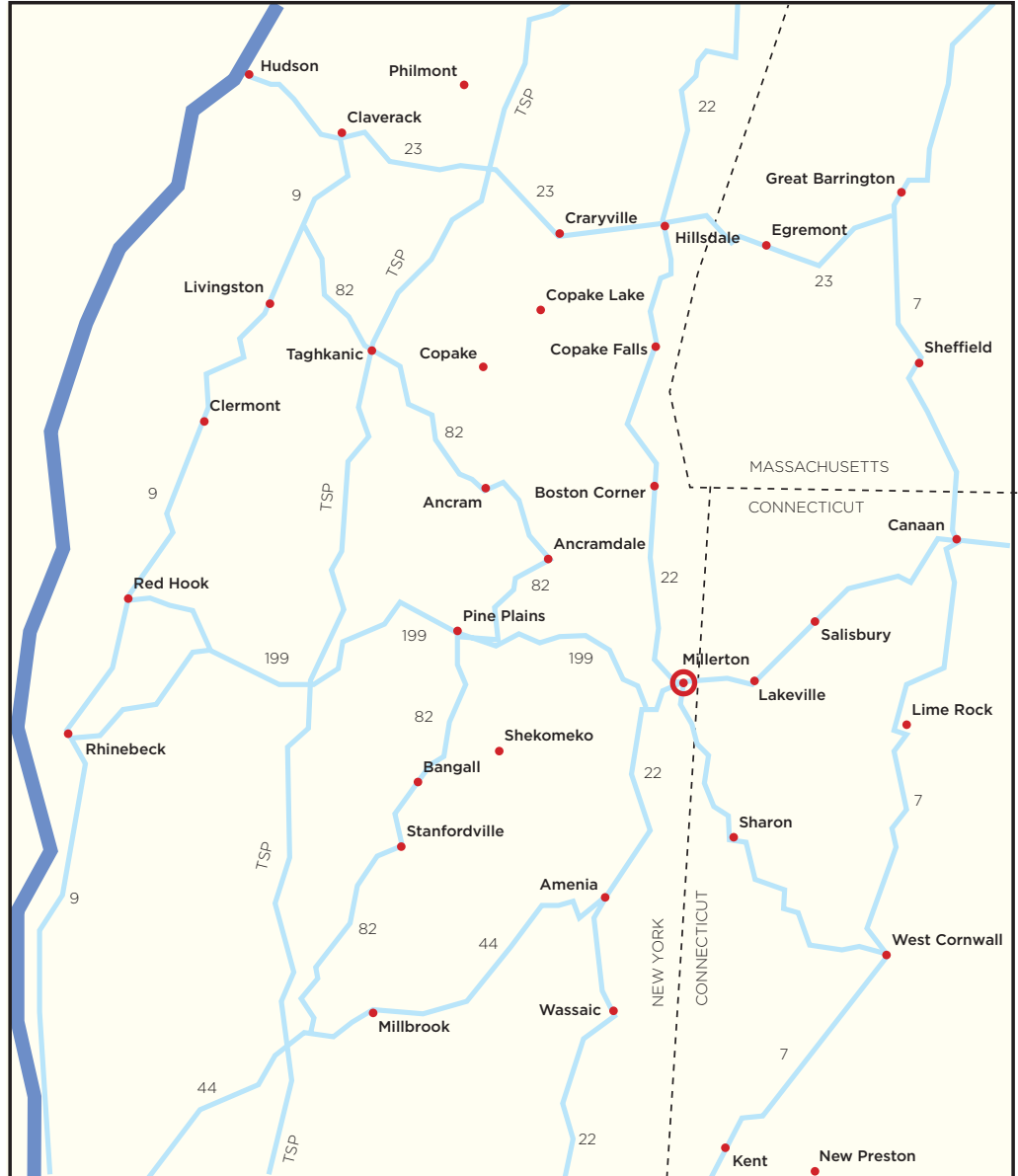
MAGAZINE

THE BENEFITS OF ADVERTISING ...

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, stories, 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.

The advantages of advertising are:

- Picked up, is well read, and resonates with readers.
- One of the most affordable ad rates.
- It has grown (in page and distribution and paper prices have increased) BUT ad rates have remained the same.
- Local and focuses on local topics of interest.
- Focused distribution - an advantage because people shop and hire services within a 50 mile radius of their home.
- The readers comment on the quality of the publication (design and printing), increasing the magazine's appeal.
- All ad page layouts are designed.
- Every advertiser is offered help with their ad.
- Throughout the year there are a number of themed issues. These issues appeal to a wider audience, allow for examination of a specific topic that has greater appeal, and resonates with our location and readership.
- The magazine is delivered by the ad sales representatives, and not by an outside vendor. This allows for a personal touch and it also gives a very hands-on approach to where the magazines are distributed, how quickly they are picked up in locations, and the sales representatives are able to communicate with the readers and advertisers.
- The magazine's staff is either from the area or live here, and for that reason they have intimate knowledge of the geographic area.
- It is always distributed on or around the first of every month and is usually one of the first monthly publications to hit newsstands. It is also one of the first publications to be gone by the second and third week of the month. The magazine's readers know when it comes out and are waiting to pick up their copy.
- Above all, the entire MSM staff strives to create a great magazine each month - one which all of its readers will want to pick up and read, and to be enticed by the advertisers's ads.



OUR DISTRIBUTION ...

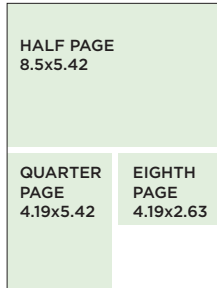
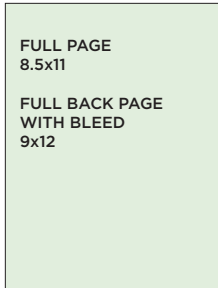
The magazine features the tri-corner area: north from Hudson, Claverack and Hillsdale south through Copake and Ancramdale down Route 22 to Amenia and Millbrook, and down Route 82 from Pine Plains to Millbrook in New York; from Great Barrington through South Egremont and Sheffield and south into Canaan CT; further south through Lakeville and Sharon in Connecticut down to Kent and New Preston - and everything in between - with Millerton at its center.

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

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COMMERCIAL ADVERTISING



Size	1x insertion	3x insertion	6x insertion	12x insertion
Full	\$1,400	\$1,358	\$1,318	\$1,279
Half	\$700	\$679	\$659	\$640
Quarter	\$350	\$340	\$330	\$321
Eighth	\$175	\$170	\$165	\$161
Back*	\$2,000	\$1,940	\$1,882	\$1,826
Inside back*	\$1,500	\$1,455	\$1,412	\$1,370
Inside front (x2)*	\$1,700	\$1,649	\$1,600	\$1,552

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

All ready ads are due on the 15th of the month prior. We offer all of our advertisers FREE ad design. Any ads that require our assistance, we ask that all ad materials are submitted on the 10th of the month prior.

ONLINE ADVERTISING



Medium 360x300
pixels @ 72 dpi.

Size	1x insertion	3x insertion	6x insertion	12x insertion
Home pg Medium	\$125	\$119	\$113	\$107
Interior medium	\$60	\$57	\$54	\$51

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.

MAIN STREET MAGAZINE IS ... a 9x12 full color, 48 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: north from Hudson, Claverack and Hillsdale south through Copake and Ancramdale down Route 22 to Amenia and Millbrook, and down Route 82 from Pine Plains to Millbrook in New York; from Great Barrington through South Egremont and Sheffield and south into Canaan CT; further south through Lakeville and Sharon in Connecticut down to Kent and New Preston - and everything in between - with Millerton at its center. The magazine is distributed at numerous locations within this area, reaching people between the ages of 19-70, 49% male and 51% female.

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.

We accept all major credit cards.

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THE BENEFITS OF ADVERTISING WITH

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.

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. 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

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. Friend us on Facebook or check us out online at www.mainstreetmag.com.

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"/> Home page | <input type="checkbox"/> Interior page | | |
| Page: _____ | | | |
| Insertion & pricing | | | |
| <input type="checkbox"/> 1x | <input type="checkbox"/> 3x | <input type="checkbox"/> 6x | <input type="checkbox"/> 12x |
| Rate: _____ | | | |

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: