

Wawarsing.Net

Published by the
Ellenville-Wawarsing
Chamber of Commerce

Spring 2003 Rate Card

Wawarsing.Net is the new, FREE, monthly "Good News" magazine about and for the Town of Wawarsing community... with a parallel online version and website at www.Wawarsing.Net, designed to be the web portal for "all things Ellenville/Wawarsing."

Published monthly and posted by the *Ellenville-Wawarsing Chamber of Commerce*, *Wawarsing.Net* features: upbeat articles about local businesses, organizations, and individuals; coverage of community events and activities (including a comprehensive calendar, updated frequently online); and will be a handy one-stop reference guide for those living in, or interested in, the Wawarsing area. The online *Wawarsing.Net* may include longer versions of articles, color photos, archives, reader feedback, and links to other sites. An interactive online section will allow for forums, polls, real-time weather, and a library of files, directories, maps, and photos. Ads will appear in both print and online versions.

The first issue was the December 2002 issue, with an introductory run of 10,000 copies; future issues may run from 5,000 copies and up, depending on the season or features. Copies are available at shops & offices throughout the town of Wawarsing, and at select locations beyond. For more info, contact Steven Krulick at Editor@Wawarsing.Net at 845-647-2868, or Sylvia Fogarty at Ads@Wawarsing.Net at 845-647-3877.

- 1) ALL ads MUST be camera ready (preferred: email file as GIF, PDF, TIF, DOC, JPG, or submitted as clean mechanical for scanning), or mocked-up as plain text only. At this time, only B&W copy will be printed; any color photos or images will be rendered as B&W in print, although they may remain in color in the online version, at *Wawarsing.Net's* discretion. We are not responsible for any loss of clarity due to the conversion to B&W.
- 2) ALL ads must be paid-for in advance! Multi-month discounts must be prepaid in full to qualify. EWCO member discounts are taken off the sub-total after any multi-month discount. (Checks to *Ellenville-Wawarsing Chamber of Commerce, Att: Wawarsing.Net.*)
- 3) Ad rates are subject to change, but 30-days notice before order deadline will be given to existing advertisers.
- 4) With the exception of Back Cover and Inside Covers, all positioning, in print and online form, is done at the option of *Wawarsing.Net*.
- 5) Advertisers are responsible for errors in camera-ready copy submitted and not corrected by the copy submission date. Should we be responsible for any text errors from text copy provided correctly, we will rerun or give credit for the actual space of the incorrect item.
- 6) Each issue will be printed the last week of the month, titled for the following month.

Deadline for ad placement order confirmation, cancellation, or modification of a multi-month run is **5 PM on the 15th of each month**. Deadline for camera-ready copy submission or text mock-up is **5 PM on the 20th of each month**. Copy may be sent by email to Copy@Wawarsing.Net, or brought to the Chamber office on Berne Road, or picked up by a Chamber representative, if agreed to. Text-only copy NOT for scanning may also be faxed to **845-647-2868**.

Full Page Ad:
(7.4"w X 9.7"h)
Back Cover: **\$250**
Inside Cover: **\$200**
Run of Issue: **\$175**
3-Month Run: **2.5% off**
6-Month Run: **5% off**
12-Month Run: **10% off**
EWCOC Member: **5% off**

Half-Page Horizontal Ad:
(7.4"w X 4.7"h)
Inside Covers **\$120**
Run of Issue **\$100**
All Discounts Same as Full Page Rates

Half-Page Vertical Ad: (3.5"w X 9.7"h)
Same Rates and Discounts as Half-Page Horizontal

2/3-Page Vertical Ad:
(4.7"w X 9.7"h)
Run of Issue **\$130**
Same Multi-run & Member Discounts

1/3-Page Vertical Ad:
(2.3"w X 9.7"h)
\$75 1/3-Page Horizontal Ad:
(7.4"w X 3.3"h)

1/3-Page Square Ad:
(4.7"w X 4.7"h)
\$75
Same Multi-run & Member Discounts

1/4-Page Ad: (3.5" X 4.7")
\$60
1/8-Page Ad: (3.5"w X 2.3"h)
Ad: Same Discounts
\$35

1/6-Page Ad:
(2.3" X 4.7")
\$45
Same Multi-run & Member Discounts

1/10-Page Ad:
(3.5"w X 1.85"h)
"Biz Card Size"
\$20
Same Multi-run & Member Discounts

_____ Page Ad:
Location: _____
Ad Price: \$ _____
MultiDisc: - \$ _____
SubTotal: \$ _____
MemDisc: - \$ _____
Total: \$ _____

