

## 2004 Ad Rate Card

**Wawarsing.Net** is the FREE, monthly "Good News" magazine about and for the Town of Wawarsing community... with a parallel online version and website at [www.Wawarsing.Net](http://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); 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 appear in both print and online versions (color online).

The first issue was the December 2002 issue, with an introductory run of 10,000 copies; issues may run from 5,000 copies and up, depending on the season or special features. Copies are available at over 100 shops & offices throughout the town of Wawarsing, and at select locations beyond. For more info, contact Steven Krulick at [Editor@Wawarsing.Net](mailto:Editor@Wawarsing.Net) at 845-647-2868, or Janet McDonnell at [Ads@Wawarsing.Net](mailto:Ads@Wawarsing.Net) at 845-647-4620.

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 or use of poor originals.

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 15<sup>th</sup> of each month**. Deadline for camera-ready copy submission or text mock-up is **5 PM on the 20<sup>th</sup> of each month**. Copy may be sent by email to [Copy@Wawarsing.Net](mailto:Copy@Wawarsing.Net), or brought to the Chamber office on Berme 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*  
EWCO 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) (3.5"w X 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") (3.5" X 3.5")

**\$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  
1/5-Page Ad:  
**\$40** (3.5"w X 3.9"h)

### \_\_\_\_\_ Page Ad:

Location: \_\_\_\_\_  
Ad Price: \$ \_\_\_\_\_  
MultiDisc: - \$ \_\_\_\_\_  
SubTotal: \$ \_\_\_\_\_  
MemDisc: - \$ \_\_\_\_\_  
Total: \$ \_\_\_\_\_

