

**YOUR HOMETOWN COMMUNITY RESOURCE**  
**"CONNECTING THE COMMUNITY"**  
**RENSSELAER & COLUMBIA COUNTIES**



IN PRINT  
 ON THE WEB  
 FACEBOOK

**21,000 DISTRIBUTION**

**19,800 MAILED to Homes & Businesses**  
**1,200 placed around Our Townes**

- East Greenbush
- North Greenbush
- Schodack
- Schodack Landing
- Averill Park
- Rensselaer
- Castleton
- West Sand Lake
- Nassau
- Valatie
- Kinderhook
- Niverville

**Free Facebook Posts!**

	Prepaid or Annual Auto Bill	Single Issue
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BLACK & WHITE PRICES	12 mo	3 mo	1 mo
1/8 Page 3.6875" x 2.3"	\$720	\$210	\$80
1/6 Page 3.6875" x 3.0"	\$960	\$255	\$95
1/4 Page 3.6875" x 4.75"	\$1,480	\$395	\$145
1/3 Page 7.5" x 3.0"	\$1,900	\$530	\$190
1/2 Page 7.5" x 4.75" or 3.6875" x 9.75"	\$2,260	\$600	\$230
Full Page 7.5" x 9.75"	\$4,200	\$1,260	\$440

COLOR PRICES	12 mo	3 mo	1 mo
1/8 Page 3.6875" x 2.3"	\$960	\$270	\$100
1/6 Page 3.6875" x 3.0"	\$1,140	\$330	\$120
1/4 Page 3.6875" x 4.75"	\$1,800	\$500	\$180
1/3 Page 7.5" x 3.0"	\$2,280	\$600	\$220
1/2 Page 7.5" x 4.75" or 3.6875" x 9.75"	\$3,060	\$800	\$290
Full 7.5" x 9.75"	\$5,200	\$1,485	\$540



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Facebook: OurTowneMagazineRensco

**21,000 Distribution**  
**19,800 Directly MAILED • 1,200 Around Our Towne**

**Premium Advertising Options**

	1x	3x	12x
Inside Front or Back Cover 1/4 Page	\$225	\$600	\$2,200
Inside Front or Back Cover 1/2 page	\$325	\$900	\$3,100
Inside Front or Back Page Full page	\$625	\$1,700	\$6,600

FRONT COVER (includes page 3)	\$850.00
BACK COVER (3/4 of Page)	\$640.00

Covers are only available to businesses who advertise for a minimum of 6 issues per year, quarter page color minimum ad. **RESERVE YOUR COVER IN ADVANCE.** Covers typically SOLD OUT over a year in advance. \$200 deposit required.

**FACEBOOK SERVICES**

Facebook Set Up & 2 Hours Consultation: \$300.00  
 Need Help with Facebook Marketing? Only \$60 per hour for a 1:1 tutorial & consultation.

**EXPERT COLUMNS**

Many Advertisers feel that writing about their business & field attracts many customers. Why not "sell" yourself & business through educating the public on your area of knowledge. Gain trust and name recognition with your articles. Minimum of 3 month commitment is required. Expert column writers are the exclusive "expert" for that industry.

1/3 page Black & White: \$155	1/3 page Color: \$180
1/2 page Black & White: \$190	1/2 page Color: \$230
Full Page Black & White: \$330	Full Page Color: \$420

CMYK Color; 300dpi in JPEG or PDF  
 Trim Size: 8.25 x 10.75  
 Bleed Size: add 1/4" on four sides

Our Towne Magazine will not publish any ad that was designed by another publication without written permission. All ads must be submitted or approved by 7:00 pm.

**DEADLINE IS THE 20th of the MONTH.**

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Need a reminder? Follow Our Towne Magazine Rensco on Facebook and sign up for e-mail reminders.

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