

## Business Service Guide

This is an excellent and affordable way to advertise your business. Every issue has the guide in a 4-page spread at the back of the paper. Readers use this directory as a convenient list of businesses in the area, and it serves as a great cost-effective method of advertising. An added bonus is placing a listing here entitles your business to discounted ad rates.

### 4 Months for only \$99

Includes one **FREE** 1/16 page black & white ad inside with placement or renewal; *must be used within 2 issues of joining or renewing*

*Sample Directory Listings*

#### CHAMBER OF COMMERCE

 **Cortland County**  
Chamber of Commerce  
37 Church Street, Cortland, NY 13045  
**(607) 756-2814**  
www.cortlandchamber.com

#### FLOORING

 **R.H. OSBORNE'S**  
4073 West Road (Rte. 281) • Cortland 13045  
**(607) 753-9504**  
www.osbornesflooring.com  
M,T,W,F 8-6 • Thurs 8-8 • Sat 9-2  
"World of Floor Coverings" Carpet, Wood, Ceramic Tile, Vinyl & Laminate

#### WEB/GRAPHIC DESIGN

**DUSTIN HORTON**  
- web design/development -  
- social media strategy -  
- graphic design (layout, identity, etc.) -  
dustinhorton.com dustinjhorton@gmail.com

*For more information or to advertise, please feel free to contact us:*



## The CAT

**THE CORTLAND AREA TRIBUNE**  
**P.O. Box 67 • Dryden, NY 13053**  
**(607) 844-8228 • CORTLANDAREATRIBUNE.COM**  
**TCATRIBUNE@GMAIL.COM • @TCATRIBUNE**

### Web Advertisement



#### Top Banner

468 x 60 pixels \$225/mo.

#### Large Sidebar Module

250 x 250 pixels \$175/mo.

#### Small Sidebar Module

125 x 125 pixels \$90/mo.

2 month minimum to advertise  
**Buy 6 months - receive 1 month FREE**  
Payment due at time of ad placement

- When readers click your ad, they can be taken right to your website or email you.
- Readers moving to the Cortland/Ithaca area will see your online ad first.
- Supplied ads must be JPG, PNG or GIF format.

  
**THE CORTLAND AREA TRIBUNE**  
YOUR REGIONAL BI-WEEKLY COMMUNITY NEWSPAPER  
CORTLAND • ITHACA • DRYDEN • HOMER • GROTON • MARATHON • WHITNEY POINT • MORAVIA • TULLY • LAFAYETTE  
CORTLANDAREATRIBUNE.COM • TCATRIBUNE@GMAIL.COM

### A Bit About Us...

The Cortland Area Tribune (The CAT) is a free publication covering local businesses & happenings throughout Central New York - including Cortland, Ithaca, Dryden, Homer, Groton, Marathon, Whitney Point, Moravia, Tully and LaFayette. The newspaper is distributed bi-weekly to over 300+ businesses and cortlandareatribune.com is updated with 100s of visitors daily.

The CAT is packed with interesting news, articles & local happenings that appeal to any number of the many demographics that follow The CAT from issue to issue. Newsworthy info, non-profit events, happy ads, etc. are printed FREE. There are columns covering health/beauty tips, pet care & much more. The CAT proudly presents "business profiles" on local businesses - covering anniversaries, open houses, grand openings or other special events. The combination of photos & information cascade through the pages of The CAT in an aesthetically pleasing way to make for an interesting & useful read. Each issue has a "theme" to entice readers to check out the ads and articles pertaining to each theme.

The cover photo contest featured in every edition draws 100s of entries, showing us a consistency of regular readers. In addition to this popular contest, The CAT is renowned for the 4 Page Business/Service Guide & Community Coupons. People pick up a free copy of The CAT because they are curious what's in each & every issue. *Place your ad today!*

### INSERTS AVAILABLE - \$.07 ea

Printing & layout also available. Ask for details.

# ADVERTISING RATES

By purchasing a Business Service Guide listing for 4 months for only \$99, you become eligible for reduced ad prices.

*Cash, check or credit card pricing*

		Reduced ad cost (if ALSO advertising in directory)	Normal ad cost (if NOT advertising in directory)
<b>Full page</b>	10" x 16"	<b>\$450</b> WITH COLOR \$545	\$505 \$600
<b>1/2 page</b>	10" x 7.75"	<b>\$275</b> WITH COLOR \$335	\$320 \$380
<b>1/4 page</b>	4.9" x 7.75"	<b>\$155</b> WITH COLOR \$195	\$190 \$230
<b>1/8 page</b>	4.9" x 4"	<b>\$79</b> WITH COLOR \$104	\$105 \$130
<b>1/16 page</b>	4.9" x 2.25"	<b>\$60</b> WITH COLOR \$75	\$70 \$85

**BUSINESS SERVICE GUIDE / DIRECTORY**  
**4 MONTHS FOR \$99**  
 includes a *FREE* 1/16 page inside with a new listing & renewal

**PAYMENT DUE WITH AD PLACEMENT**  
**INVOICING FEE \$5**

**VISIT US ONLINE AT CORTLANDAREATRIBUNE.COM/ADVERTISE**  
**OR EMAIL US AT TCATRIBUNE@GMAIL.COM FOR WEB**  
**ADVERTISING RATES & INFORMATION!**

*Sample 1/16 Page Ad (4.9" x 2.25")*

**JACK'D UP TENT RENTALS** Previously K & M Tents

**RENTING TENTS, TABLES & CHAIRS**

607-662-5654 • 607 749-5425 Jack Dann, Owner  
 Serving Cortland, Cayuga & Tompkins Counties

**FRONT COVER Ad Placement \$179**  
 1/8 page ad with **FREE COLOR** includes *FREE Article inside!*  
 When *IN* the directory **\$200** If *NOT* in the directory

**ADVERTISEMENT SPECIALS**

4 - 1/16 page ads	4 - 1/8 page ads	4 - 1/4 page ads
<b>\$155</b>	<b>\$290</b>	<b>\$490</b>
WITH COLOR \$195	WITH COLOR \$360	WITH COLOR \$590

*Must be run consecutively with NO changes*

**OR**

**COUPON PAGE ADS**

5 - 1/16 page ads	5 - 1/8 page ads
<b>\$155</b>	<b>\$290</b>
<i>Must be run consecutively with NO changes</i>	

**\$675 FULL PAGE BACK COVER Ad Placement**  
 10" x 16" includes *FREE Article inside!* Full page ad with **FULL COLOR**

**PAYMENT IS DUE WITH AD PLACEMENT**

**CHECK CASH**  
 INVOICING FEE \$5 - PRICES SUBJECT TO CHANGE WITHOUT NOTICE