

## 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.

### 3 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*

#### MASSAGE

##### GLOBAL HEART HEALING & MASSAGE



143 Main St.  
Cortland • (607) 727-8100

[globalheart.massagetherapy.com](http://globalheart.massagetherapy.com)

#### PRINTING & SIGNS

*Fast & Professional Printing & Signs™*

**MAX  
GRAPHICS**

3624  
Glenwood Ave.  
Cortland,  
New York

(607) 753-1234

[www.MaxGraphicsCortland.com](http://www.MaxGraphicsCortland.com)  
[www.facebook.com/MaxGraphicsCortland](https://www.facebook.com/MaxGraphicsCortland)

#### RESTAURANTS

*Aiello's Ristorante* 

*Located on the corner of Rte. 11 & Main St.*

607-692-4114 • [aiellosrestaurant.com](http://aiellosrestaurant.com)

*Lunch, dinner, catering • Award winning*

*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](http://CORTLANDAREATribune.COM)**  
**[TCATribune@gmail.com](mailto: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.



## 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. 7 counties! The newspaper is distributed bi-weekly to over 300+ businesses and [cortlandareatribune.com](http://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 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!*

**PRINT & WEB PUBLICATION**

**INSERTS AVAILABLE - \$.07 ea**

Printing & layout also available. Ask for details.

# ADVERTISING RATES

By purchasing a Business Service Guide/Directory listing for 3 months for only \$99, you become eligible for reduced ad prices.

Cash, check or credit card pricing

|                  |              | Reduced ad cost<br>(if ALSO advertising<br>in directory) | Normal ad cost<br>(if NOT advertising<br>in directory) |
|------------------|--------------|----------------------------------------------------------|--------------------------------------------------------|
| <b>Full page</b> | 10" x 16"    | <b>\$495</b>                                             | <b>\$560</b>                                           |
|                  | WITH COLOR   | \$595                                                    | \$660                                                  |
| <b>1/2 page</b>  | 10" x 7.75"  | <b>\$300</b>                                             | <b>\$360</b>                                           |
|                  | WITH COLOR   | \$380                                                    | \$440                                                  |
| <b>1/4 page</b>  | 4.9" x 7.75" | <b>\$155</b>                                             | <b>\$200</b>                                           |
|                  | WITH COLOR   | \$215                                                    | \$260                                                  |
| <b>1/8 page</b>  | 4.9" x 4"    | <b>\$79</b>                                              | <b>\$105</b>                                           |
|                  | WITH COLOR   | \$104                                                    | \$130                                                  |
| <b>1/16 page</b> | 4.9" x 2.25" | <b>\$60</b>                                              | <b>\$70</b>                                            |
|                  | WITH COLOR   | \$75                                                     | \$85                                                   |

## BUSINESS SERVICE GUIDE / DIRECTORY 3 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](http://CORTLANDAREATRIBUNE.COM/ADVERTISE) OR EMAIL US AT [TCATRIBUNE@GMAIL.COM](mailto:TCATRIBUNE@GMAIL.COM) FOR WEB ADVERTISING RATES & INFORMATION!

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

**FAMILY FRIENDLY**



**HOME MADE DAILY SPECIALS**




**CASPER'S**  
THE FRIENDLY PLACE

*Unwind at Casper's Family Diner!*

**RESTAURANT HOURS:**  
 MONDAY - Closed  
 TUESDAY-FRIDAY 5am-1pm  
 SATURDAY - 6am-1pm  
 SUNDAY - 7am-1pm

**GIFT CERTIFICATES AVAILABLE**

**EAT IN - TAKE OUT**



**HOME MADE BAKED GOODS**



CASPER'S FAMILY RESTAURANT | 118 MAIN STREET | GROTON NY 13073 | 607-220-8347

## FRONT COVER Ad Placement

# \$225

1/8 pg. ad  
with

**FREE COLOR**

incl. **FREE Article inside!**  
(200-500 words)

When **IN** the directory

# \$250

If **NOT** in the directory

## ADVERTISEMENT SPECIALS

4 - 1/16 pg. ads

# \$170

W/ COLOR \$220

4 - 1/8 pg. ads

# \$310

W/ COLOR \$390

4 - 1/4 pg. ads

# \$570

W/ COLOR \$670

1 - 1/32 pg. ads 4 - 1/32 pg. ads **1/32 PAGE ADS**  
**"CLASSIFIED" STYLE**

# \$20

# \$75

B/W ONLY - TEXT ONLY  
1 FONT IN 1 SIZE  
NO GRAPHICS - UP TO 50 WORDS

*Must be run consecutively with NO changes*

## \$775 FULL PAGE BACK COVER Ad Placement

10" x 16"

includes **FREE Article inside!**

**IN FULL COLOR**

**PAYMENT IS DUE WITH AD PLACEMENT**



**CHECK  
CASH**

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