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



INSERTS AVAILABLE - \$.07 ea

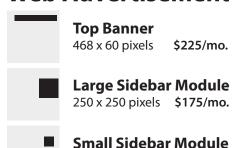
Printing & layout also available. Ask for details.

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



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

Web Advertisement



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

125 x 125 pixels \$90/mo.

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



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. 7 counties! 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 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

· TCATRIBUNE@GMAIL.COM **CORTLANDAREATRIBUNE.COM**

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 Normal ad cost (if ALSO advertising (if NOT advertising in directory)

in directory) \$560

Full page 10"× 16" \$660 WITH COLOR \$300

\$360 **1/2 page** 10"× 7.75" \$380 \$440 WITH COLOR

\$155 **1/4 page** 4.9" × 7.75" **\$200** \$260 \$215 WITH COLOR

1/8 page 4.9" x 4" **\$79** \$105 \$104 ^{\$}130 WITH COLOR

1/16 page \$60 **\$70** 4.9" × 2.25"

WITH COLOR

\$85

PAYMENT DUE WITH AD PLACEMENT INVOICING FEE \$5

includes a FREE 1/16 page inside with a new listing & renewal

BUSINESS SERVICE GUIDE / DIRECTORY

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" × 2.25") -----



FRONT COVER Ad Placement

1/8 pg. ad with

When IN the directory

FREE COLOR

incl. FREE Article inside!

(200-500 words)

If NOT in the directory

ADVERTISEMENT SPECIALS

4 - 1/16 pg. ads

4 - 1/8 pg. ads

W/COLOR \$220

W/COLOR \$390

4 - 1/4 pg. ads

1 - 1/32 pg. ads 4 - 1/32 pg. ads

B/W ONLY • TEXT ONLY 1 FONT IN 1 SIZE

Must be run consecutively with NO changes

FULL PAGE BACK COVER Ad Placement

10"×16" includes FREE Article inside!

IN FULL COLOR

PAYMENT IS DUE WITH AD PLACEMENT









CHECK CASH

INVOICING FEE 55 • PRICES SUBJECT TO CHANGE WITHOUT NOTICE