

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

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

HARDWOOD FLOORING & MILL WORK

 **Kennedy Hardwood**
607-749-7890
Clark Rd. Preble, NY
kennedyhardwood.com

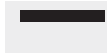


For more information or to advertise, please feel free to contact us:



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.



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

INSERTS AVAILABLE - \$.07 ea

Printing & layout also available. Ask for details.

ADVERTISING RATES

By purchasing a Business Service Guide listing for 3 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)
Full page	10" x 16"	\$495	\$560
	WITH COLOR	\$585	\$650
1/2 page	10" x 7.75"	\$300	\$360
	WITH COLOR	\$370	\$430
1/4 page	4.9" x 7.75"	\$155	\$200
	WITH COLOR	\$205	\$250
1/8 page	4.9" x 4"	\$79	\$105
	WITH COLOR	\$104	\$130
1/16 page	4.9" x 2.25"	\$60	\$70
	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 OR EMAIL US AT TCATRIBUNE@GMAIL.COM FOR WEB ADVERTISING RATES & INFORMATION!

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

COUNTRY MOOSE
Antiques & Crafters Market

Antiques and collectibles, unusual and old items,
 specialty crafts, booth space rentals and
 consignments now available.
 Custom orders accepted!



Phone 607 280-9750
harfordcountrymoose.com

Richford Plaza
 Routes 79 & 38

FRONT COVER Ad Placement \$205

1/8 pg. ad
 with

FREE COLOR

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

When **IN** the directory

\$230

If **NOT** in the directory

ADVERTISEMENT SPECIALS

4 - 1/16 pg. ads 4 - 1/8 pg. ads 4 - 1/4 pg. ads
\$160 **\$300** **\$500**
 W/ COLOR \$210 W/ COLOR \$380 W/ COLOR \$600

— **OR COUPON PAGE ADS** —

5 - 1/16 pg. ads

\$160

5 - 1/8 pg. ads

\$300

1 - 1/32 pg. ads 4 - 1/32 pg. ads **1/32 PAGE ADS**
\$20 **\$75** "CLASSIFIED" STYLE
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