



2021 RATE CARD

	1X One-Off Retail	4X 5% disc.	6X 10% disc.	12X 15% disc.
1/4 page	\$399 / iss.	\$379 / iss.	\$359 / iss.	\$339 / iss.
1/2 page	\$599 / iss.	\$569 / iss.	\$539 / iss.	\$509 / iss.
Full-page	\$949 / iss.	\$902 / iss.	\$854 / iss.	\$807 / iss.
Spread (2 pgs.)	\$1610 / iss.	\$1530 / iss.	\$1449 / iss.	\$1369 / iss.

PREMIUM PLACEMENT (\$1250)

Premium Spot Rotation

Front Inside Cover (1 & 2)
Table of Contents
Back Inside Cover
Back Cover

6-Month Rotation

\$1125/month + 1 FREE Spotlight

12-Month Rotation

\$1063/month + 1 FREE Spotlight

Sponsored Editorial

(SE)

\$899

12-Month Full Page

Maximum 3 SE

\$875 / each + free spotlight

12-Month Half Page

Maximum 1 SE

\$875 / each + free spotlight

With a 12-month display ad agreement, advertiser may substitute up to 3 ads with sponsored editorials for display ads in the months of their choice.

Spotlight Article

\$699

12-Month Contract

FREE

6-Month Contract

\$150 / article

4-Month Contract

\$250 / article

Blow-in Card

Full-Color, Two-Sided

(Includes Design, Print, and Blow-in)

\$1449

Blow-In Only

(Existing Card) *some restrictions apply

\$1095

DEMOGRAPHICS

100% Syracuse City Saturation (Direct Mail)

Population: 27,000
No. of Houses: 8,000

No. of Businesses: 215
104,400 Impressions Annually

ADDITIONAL SERVICES *(Non-discountable)*

Ad Design	\$50/ad
Student of The Month	\$1500/yr.
Table of Content Sponsor	\$1500/yr.
Social Media Package	\$250/event

ADDITIONAL DISCOUNTS

2 Magazines	5%
3 Magazines	10%
All Magazines	15%
6 Months+	Free Ad Design
Non-Profit	30% Flat

PAYMENT OPTIONS

Credit or debit card accepted for paid monthly on automatic draft. Scan with your phone camera to pay by credit card.



Checks accepted for accounts paid in full.

***No Checks for monthly accounts.**

DEADLINE is the 12th of the month that precedes print month of the magazine. If we are designing your ad, we need your logo at 300 dpi resolution in .ai, .png, .pdf, or .jpeg format as soon as possible before the deadline date (**transparent .ai or .png preferred**).

Once you receive an ad proof from us, please respond as soon as possible. After 24 hours, ad will run as is. Client-supplied ads are due before the 12th of the month and must be proper dimensions at 300dpi. Please submit all artwork to your sales rep.

