

SYRACUSE
CONNECTION

CP CONNECTION PUBLISHING

2022 RATE CARD

	1X one-off retail	6X 5% disc.	12X 7% disc.	18X 10% disc.
1/4 page	\$425 / iss.	\$403.75 / iss.	\$395.25 / iss.	\$382.50 / iss.
1/2 page	\$625 / iss.	\$593.75 / iss.	\$581.25 / iss.	\$562.50 / iss.
Full-page	\$949 / iss.	\$901.55 / iss.	\$882.57 / iss.	\$854.10 / iss.
Spread (2 pgs.)	\$1795 / iss.	\$1705.25 / iss.	\$1669.35 / iss.	\$1615.5 / iss.

PREMIUM PLACEMENT (\$1299)

Premium Spot Rotation

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

12-Month Rotation

\$1208/ month + 1 FREE Spotlight

18-Month Rotation

\$1170/ month + 1 FREE Spotlight

**Sponsored
Editorial
(SE)**

\$999

12-Month Full Page

Maximum 3 SE

\$875 / each + free spotlight

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

12-Month Half Page

Maximum 1 SE

\$875 / each + free spotlight

**Spotlight
Article**

\$799

12-Month Contract

FREE

6-Month Contract

\$150 / article

DEMOGRAPHICS

100% Syracuse City Saturation (Direct Mail)

Population: 27,000
No. of Houses: 9586

No. of Businesses: 215
104,400 Impressions Annually

ADDITIONAL SERVICES *(Non-discountable)*

Ad Design	\$50/ad
Student of The Month	\$1500/yr.

ADDITIONAL DISCOUNTS

Multi-Mag	5% Flat
6 Months+	Free Ad Design
Non-Profit	25% 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 the print month of the magazine. If we are designing your ad, please provide us your logo at 300 DPI resolution in .AI, .PNG, .EPS, .PDF, or .JPG format as soon as possible before the deadline date (**transparent .AI or .PNG is 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.

