



SINCE 2005

OUR TOWNE GUILDERLAND

(518) 356-3898

www.OurTowneGuilderland.com

A bi-monthly publication
mailed for FREE to **10,000+**
homes and businesses in the
Town of Guilderland since 2005.

2021 AD RATES, SPECS & DEADLINES

Black & White Ad Space	6 Issue Rate	3 Issue Rate	1 Issue Rate
Full	\$1500	\$825	\$300
Half	\$900	\$500	\$175
Third	\$600	\$375	\$150
Quarter	\$450	\$300	\$125

Color Additional - Limited Availability

ALL RATES ARE PREPAID

2021 ISSUES	Deadline Date	Print Date	Mailing Date
Winter	1/6	1/11	1/12
Early Spring	2/19	2/24	3/1
Late Spring	4/23	4/28	5/1
Summer	6/25	6/30	7/1
Fall	8/20	8/25	9/1
Holiday	10/22	10/27	11/1

FEATURE Q & A

Our Q&A feature stories are the centerpiece of our neighbor-to-neighbor philosophy. These stories turn our readers into your customers—and into your Salespersons, generating excellent word-of-mouth wherever they go— increasing your loyal, customer base. The Q&A you submit will also appear online further increasing visibility and reach.

We'll e-mail you a series of questions designed to tell your story which you answer in a way that highlights your business. Feel free to re-write or change the questions to better suit your story. You e-mail the completed questionnaire back to us with some photos of you and/or your business. It's that simple. We will format the content and photos to fit the Our Towne layout.

Reserve your Feature Q & A for \$300

EXPERT COLUMNS

Many advertisers find that writing an expert column is an excellent way to educate readers and establish their businesses in the community. Column space is available for professionals to write about their field of expertise. Expert Columns are guaranteed exclusivity for the duration of the agreement.

• 3 Issues \$750 • 6 Issues \$1200

SPECS

SIZE	DIMENSIONS (WIDTH x HEIGHT)
A. Full Page	7.25" x 9.75"
B. 1/2 Vertical	3.5" x 9.75"
C. 1/2 Horizontal	7.25" x 4.75"
D. 1/3 Horizontal	7.25" x 3"
E. 1/4 Vertical	3.5" x 4.75"

