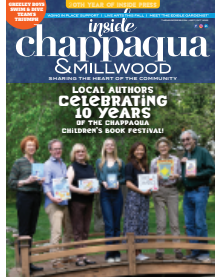
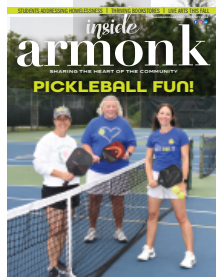


THE *inside* press

Contact
advertising@insidepress.com
or Call 914-238-2600

Please ask for a tailored proposal to meet your individual business needs.

Thousands of readers follow us on Facebook and Instagram.



ENTERING: A 21st Year of Inside Chappaqua & Millwood
Our CELEBRATING continues with: 10 Years of Inside Armonk
And 5 Years of Inside Pleasantville & Briarcliff Manor

(We alternate the title to Inside Briarcliff Manor & Pleasantville)

Each edition mails to 10,000 residential addresses centered around the area's school district(s) and/or downtown. An ad in all three editions will reach 75,000 readers! We reach tens of thousands more readers each month online. Significant discounts available for multiple cycle/issue commitments, as well as 'added value' free or low cost online ads. All print content also appears at www.insidepress.com and is shared extensively in Inside Press social media.

ADVERTISING RATES

Vol 21 March/April 2024 - Nov/Dec 2024

4-COLOR	1-2	3-4
Full page	\$1,600	\$1,550
Half page - horizontal	\$915	\$865
Half page - vertical	\$1050	\$995
Quarter page	\$625	\$600
Card size	\$425	\$385

FULL-COLOR COVERS**

Back Cover	\$2,400	\$2,250
Inside Front Cover	\$2,400	\$2,250
Inside Back Cover	\$2,200	\$2,100

Rates are per insertion.

- Add 15% over rate for share of any advertorial posted to insidepress.com, and 30% for shares to *Inside Press* Facebook and Instagram accounts in sponsored feature departments.
- 20% extra over rate for premium placement ('preferred position') requests when available and after discussion with publisher.
- Premium placement requests are considered for a half page or more of advertising.
- 25% nonrefundable deposit required to reserve cover space. For consideration of advertising "specials," such as gatefold covers, advertorial columns or sections, etc., please contact your advertising representative or the publisher.

AD SPECIFICATIONS

Full Page* (bleed)	8.625" W x 11.125" H
Full Page (no bleed)	7.375" W x 9.9" H
Half Horizontal	7.375" W x 4.85" H
Half Vertical	3.6" W x 9.9" H
Quarter Page	3.6" W x 4.85" H
Card	3.6" W x 2.33" H

*Magazine trim is 8.375" x 10.875", no live copy .25" from trim.

PLEASE INQUIRE ABOUT ONLINE DIMENSIONS.

ADVERTISER CALENDAR

Volume 21:

ISSUE	AD CLOSING DATE CAMERA READY AD	PUBLICATION MAIL DATE
March/April '24	Jan 22	Feb 20
May/June '24	March 22	April 19
Sept/Oct '24	July 16	Aug 16
Nov/Dec '24	Oct 8	Nov 8

PLEASE SEE OUR CONTRACT PAGE to note which issues will run in a particular cycle.

www.theinsidepress.com ONLINE RATE INFORMATION

Ask About an Additional Traditional Digital Ad with your print advertising for an additional modest fee. Or 'Sponsor an Online Story' with a NATIVE AD. \$325 for a small native ad (remains online for a minimum of three months, \$375 for a large native one (remains online for a minimum of six months). Stories travel on the net through social media platforms receiving thousands of views, so this is great value.

With your print ad, online rates are as follows:

TRADITIONAL DIGITAL AD OPPS	
MONTHLY	ANNUAL
\$150 for a small rotating ad	\$1,200 for a small rotating ad
\$200 for a large rotating ad	\$1,500 for a large rotating ad
\$300 for a large static ad	\$2,000 for a large static ad

The Inside Press may reduce the online fee indicated here at its discretion for significant print advertising commitments. Please add 20% to these fees if you are a non-print advertiser who wishes to advertise online only.

FURTHER RATE DISCOUNTS Please inquire about an additional discount for advertising in any of our editions and/or for a multiple issue advertising commitment. Payment in advance may be required for additional discounted packages.

ADVERTISING CONTRACT

THEINSIDEPRESS.COM



Contact: _____

TODAY'S DATE: _____

Merchant Name: _____

Tel#: _____

Street: _____

E-mail: _____

City/State/Zip: _____

PLANNED EDITIONS

Inside Armonk (IA), Inside Chappaqua & Millwood (IC), Inside Pleasantville & Briarcliff (IPB) and Inside Briarcliff & Pleasantville (IBP)

Issue Vol. 21	IA	IC	IPB	IBP	Print Size	COST	Online Size	COST	TOTAL COST
March/April 2024	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		_____	_____	_____	_____	_____
May/June 2024	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	_____	_____	_____	_____	_____
Sept/Oct 2024	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		_____	_____	_____	_____	_____
Nov/Dec 2024	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	_____	_____	_____	_____	_____

The Inside Press will make every effort to produce the editions planned. Please read the contract stipulations carefully for our policy regarding a cancellation.

INSIDE PRESS CONTRACT STIPULATIONS

1. Payment to The Inside Press, Inc. is due in advance of publication of ad. Please pay upon ad proof approval and/or upon presentation of invoice by publisher or sales rep.
2. A monthly service charge of 1.5 percent after a 30 day courtesy. A monthly service charge of 5 percent after 60 days.
3. Advertiser invoices will be considered and treated as delinquent if they are 90 days past due.
4. Short rate: Advertisers not completing their contract for the frequency specified are liable for the difference between the rate billed and the frequency rate actually earned during the contract year.
5. Advertiser is liable for the full cost of any ad pulled a week after the official camera ready due date.
6. All cover spots require a 50% advance deposit to reserve and an agreed upon date with the publisher for receipt of the balance. Advertiser is liable for the full cost of any cancelled cover spots within the calendar year it is reserved.
7. Contract holders are protected at their current rates until the end of their contract year.
8. Ads submitted more than a week past official rate card dates cannot be guaranteed publication. Also, if a new or revised ad is not supplied after repeated contacts/inquiries by publisher, and the space has been officially reserved, per this contract, The Inside Press, Inc. reserves the right to use the most recent ad supplied in the reserved space, or a company logo.
9. Indemnification of publisher conditions: Once the advertiser or his agency accepts and approves final proofs of the advertiser's ad, the publisher is protected against, and can not be held accountable or liable for any advertiser claims of expenses or other consequences resulting from ad omissions or errors in the ad text. Publisher is also not liable for errors made if the ad material is received following the camera ready art official closing date.
10. The advertiser or his agency may not hold the publisher accountable for any claims or suits related to the quality of ad reproduction of content of the ads, including, but not limited to, claims or suits for libel, violation of right or privacy, plagiarism and copyright infringement.
11. The Inside Press, Inc. arrives in residential homes, via a bulk rate mailing, approximately one to two weeks post the publication date. The Inside Press, Inc. publications and arrival dates have been extremely reliable—but they are NOT guaranteed. Advertisers proceed at their own risk with time sensitive materials and cannot hold The Inside Press, Inc. liable for late arrival of some or all of the magazines.
12. The Inside Press, Inc., strives in good faith to produce the issues anticipated via the calendar but reserves the right to cancel an issue due to an unanticipated loss of revenue on any particular issue or due to any emergency reason. The Inside Press, Inc. is in no way liable for the cancellation of an issue even after funds have been collected. In the event of a cancellation, any payment paid in advance will be returned to the advertiser no later than within 90 days of cancellation.



The Inside Press is not responsible for and does not endorse any advertisers, products or resources referenced in advertisements and/or sponsored content appearing in this publication. The Inside Press shall not be liable to any party as a result of any information, services or resources made available through this publication. The Inside Press is published in good faith and cannot be held responsible for any inaccuracies in advertising that appears in this publication. The views of advertisers and contributors are not necessarily those of the publisher's.

On behalf of the firm (or agency) above, I hereby agree to all stipulations detailed herein:

Signature: _____ Date: _____

Send to: The Inside Press | PO Box 643 | Millwood, NY 10546

You can also scan this contract to advertising@insidepress.com or call 914 238-2600 for any additional questions.

THANK YOU FOR CHOOSING THE INSIDE PRESS FOR YOUR ADVERTISING NEEDS