

THE *inside* press

Contact: advertising@insidechappaqua.com or
advertising@insidearmonk.com
 or Call 914-238-2600



FIND US ON
 

OVER A DOZEN YEARS OF PUBLISHING IN NEW AND NORTH CASTLE & BEYOND | THEINSIDEPRESS.COM

Each edition of *Inside Chappaqua: The Magazine for New Castle and Beyond* and each issue of *Inside Armonk: The Magazine for North Castle and Beyond* is mailed free to over 10,000 most residential addresses—or 20,000 combined with each joint mailing—plus an array of businesses and professional offices. Each edition can also be found conveniently in periodicals at the Chappaqua Library and the North Castle Public Library. Together, the publications reach a circulation of almost 50,000 readers. Each edition contains lively coverage about issues, events and people.

inside chappaqua & MILLWOOD

Inside Chappaqua captures routes that fall within the Chappaqua School District, and reaches virtually every household in Chappaqua and Millwood, plus sections of Pleasantville, Briarcliff, Armonk and Mount Kisco.

inside armonk

Inside Armonk captures routes that fall within the Byram Hills School District and reaches virtually every household in Armonk and Bedford, half of Pleasantville, wide sections of North White Plains, Northern Greenwich and Chappaqua.

Both magazines may also be read online at www.theinsidepress.com and issues are downloadable there too for added value. Thousands of readers follow the uniquely popular publisher and editor comments in social media on Facebook and Twitter as well. A Facebook group page, Biz Boosts by The Inside Press, Inc., offers additional support from the publisher as well.

ADVERTISING RATES*

Vol 14 • March/April 2017 - Winter 2017/2018

4-COLOR	1-2	3-5	6
Full	\$1,450	\$1,350	\$1,300
One-Half	\$825	\$800	\$780
Tower	\$725	\$700	\$675
One-Quarter	\$525	\$490	\$475
Card	\$300	\$285	\$275

FULL-COLOR COVERS**

Back Cover	\$2,190	\$2,000	\$1,900
Inside Front Cover	\$2,100	\$1,950	\$1,850
Inside Back Cover	\$1,900	\$1,750	\$1,700

ADVERTISER CALENDAR

Volume 14:

ISSUE	AD CLOSING DATE CAMERA READY AD	PUBLICATION MAIL DATE
March/April 2017	Feb 8	Mar 8
May 2017	Mar 21	Apr 21
June 2017	May 2	June 2
Sept/Oct 2017	July 25	Aug 25
November 2017	Sept 21	Oct 21
Winter 2017/2018	Nov 1	Dec 1

AD SPECIFICATIONS

MAGAZINE TRIM: 8 3/8 x 10 7/8 • POSSIBLE AD DIMENSIONS:
 Back/Interior covers and Full page with bleed
 8 3/8 x 10 7/8 (see bleed specs below)

Full Page (no bleed)	7.375 W x 9.8775 H
Half Horizontal	7.375 W x 4.85 H
Half Vertical	3.6 W x 9.9 H
Tower	3.6 W x 7.5 H
Quarter Page	3.6 W x 4.85 H
Card	3.6 W x 2.33 H

Full or cover page ads with bleed need an additional 1/8" bleed on all 4 sides beyond the 8 3/8" x 10 7/8 trim and no live copy 1/4" from trim.
 *Rates are per insertion.
 **25% nonrefundable deposit required to reserve cover space.
 Preferred Positions (when available): 15% over four color rate.
 For consideration of advertising "specials," such as gatefold covers, advertorial columns or sections, bound inserts, etc., please contact your advertising representative or the publisher.

www.theinsidepress.com

RATE INFORMATION

With your print ad, online ad rates are as follows:

\$50 for a Large Banner with a Full Page
\$60 for a Small Banner with a Half Page
\$70 for a Large Banner with a Half Page
\$65 for a Small Banner with a Tower
\$75 for a Large Banner with a Tower
\$70 for a Small Banner with a Quarter Page
\$80 for a Large Banner with a Quarter Page

For online rates only without print advertising, please contact the publisher for details.

FURTHER RATE DISCOUNTS

Please inquire about an additional discount for advertising in each pair of editions and/or for a multiple issue advertising commitment. Payment in advance may be required for additional discounted packages.



ADVERTISING CONTRACT
THEINSIDEPRESS.COM



Sales Person: _____

Contact: _____

TODAY'S DATE: _____

Merchant Name: _____

Contact: _____

Type of Business: _____

Agency: _____

Street: _____

Street: _____

City/State/Zip: _____

City/State/Zip: _____

Tel#: _____

Tel#: _____

E-mail: _____

E-mail: _____

Issue	IC	IA	PRINT SIZE/COLOR	COST	ONLINE SIZE*	COST
Vol 14						
March/April 2017	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____	_____
May 2017	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____	_____
June 2017	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____	_____
Sept/Oct 2017	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____	_____
November 2017	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____	_____
Winter 2017/2018	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____	_____

*color only

Inside Chappaqua/Inside Armonk CONTRACT STIPULATIONS

- 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.
- 1 1/2% service charge on balances due over 30 days.
- Advertiser invoices will be considered and treated as delinquent if they are 90 days past due.
- Advertiser is liable for the invoice amount due on any space cancelled after the camera ready art due date.
- 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.
- Advertiser is also liable for half the cost of any ad pulled a week after the official camera ready due date, and for the full amount if cancelled 8 or more days past the camera ready date.
- 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.
- Contract holders are protected at their current rates until the end of their contract year.
- Ads submitted more than a week past closing 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.
- 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. 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.
- 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.
- 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 two weeks of cancellation.



The Inside Press is not responsible for and does not endorse any advertisers, products or resources referenced in advertisements 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.

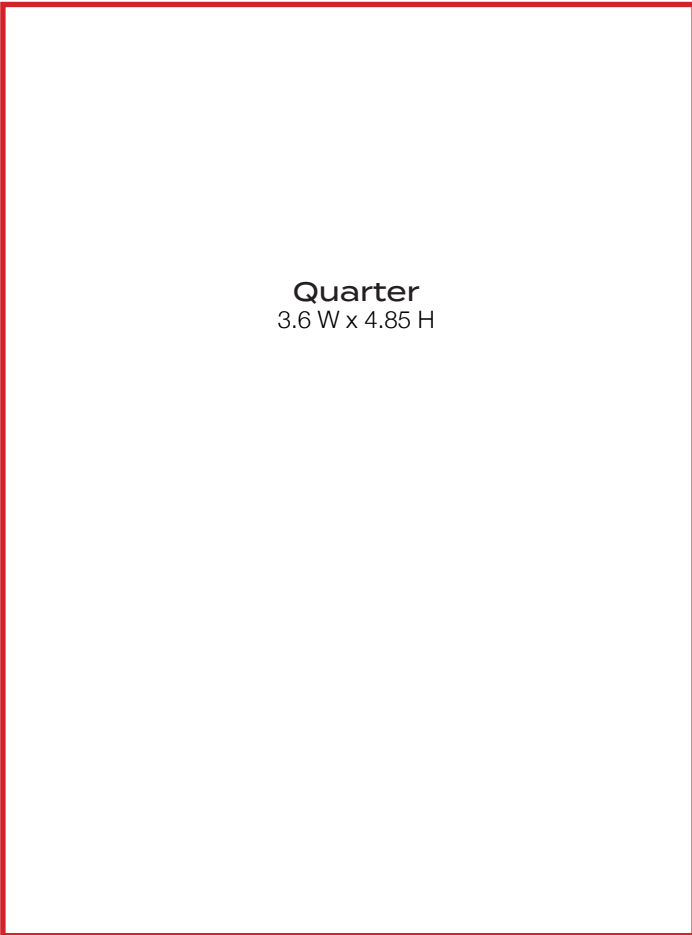
On behalf of the firm (or agency) above, I hereby agree to all stipulations detailed herein:

Signature: _____ Date: _____

Send to: The Inside Press | PO Box 643 | Millwood, NY 10546
You can also scan this contract to advertising@insidechappaqua.com or advertising@insidearmonk.com
or call 914 238-2600 for any additional questions.



Half Horizontal
7.375 W x 4.85 H



Quarter
3.6 W x 4.85 H



Card
3.6 W x 2.33 H



Half Vertical
3.6 W x 9.9 H



Tower
3.6 W x 7.5 H