

# THE *inside* press

Contact  
 advertising@insidepress.com  
 or Call 917-864-1361

Please ask for a tailored proposal to meet your individual business needs.  
 Thousands of readers follow us on Facebook and Instagram.



**The Inside Press is embarking on its 22nd year of Publishing our popular community magazines! Hop on Board Inside Chappaqua & Millwood, Inside Armonk, and/or Inside Pleasantville/Briarcliff Manor. Choose one, two, or all three pubs for your advertising needs.**

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](http://www.insidepress.com) and is shared extensively in Inside Press social media.

### ADVERTISING RATES

Vol 22 March/April 2025 - Nov/Dec 2025

4-COLOR	1-2	3-4
Full page	\$1,650	\$1,575
Half page - horizontal	\$915	\$865
Half page - vertical	\$1,050	\$995
Quarter page	\$640	\$610

  

FULL-COLOR COVERS**		
Back Cover	\$2,450	\$2,275
Inside Front Cover	\$2,450	\$2,275
Inside Back Cover	\$2,250	\$2,150

Rates are per insertion.

- Add 15% over the print ad rates indicated for a print advertorial.
- Add an additional 15% for sharing any print advertorial to the net at [theinsidepress.com](http://theinsidepress.com)
- Add 20% over the ad rate for premium placement (preferred position) requests, when available and confirmed by the publisher.
- Premium placement requests are considered for a half page or full page of advertising.

### 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

\*Magazine trim is 8.375" x 10.875", no live copy .25" from trim.  
 PLEASE INQUIRE ABOUT ONLINE DIMENSIONS.

### ADVERTISER CALENDAR

Volume 22 - 2025

ISSUE	AD CLOSING DATE CAMERA READY AD	PUBLICATION MAIL DATE
March/April	Jan 28	Feb 28
May/June	March 25	April 25
Sept/Oct	July 22	Aug 22
Dec/Jan	Oct 27	Nov 28

PLEASE SEE OUR CONTRACT PAGE.

[www.theinsidepress.com](http://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\* (two sizes) which are digital ads appearing in the text of a story. \$350 for a small native ad and \$400 for a large native ad. Discounted packages on these are available too. \*Stories from the net travel through social media platforms receiving thousands of additional views.

With your print ad, online rates are as follows:

TRADITIONAL DIGITAL AD OPPS	
MONTHLY	ANNUAL
175 for a small rotating ad	1500 for a small rotating ad
225 for a large rotating ad	2000 for a large rotating ad
325 for a large static ad	2500 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.

*inside*  
**armonk**

*inside*  
**chappaqua**  
& MILLWOOD

*inside*  
**pleasantville &  
briarcliff manor**

Contact: \_\_\_\_\_

TODAY'S DATE: \_\_\_\_\_

Merchant Name: \_\_\_\_\_

Tel#: \_\_\_\_\_

Street: \_\_\_\_\_

E-mail: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

### PLANNED EDITIONS

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

Issue Vol. 22	IA	IC	IPB	Print Size	COST	Online Size	COST	TOTAL COST
March/April 2025	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____	_____	_____
May/June 2025	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____	_____	_____
Sept/Oct 2025	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____	_____	_____
Nov/Dec 2025	<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 11 | Armonk, NY 10504**

You can also scan this contract to [advertising@insidepress.com](mailto:advertising@insidepress.com) for any additional questions.

**THANK YOU FOR CHOOSING THE INSIDE PRESS FOR YOUR ADVERTISING NEEDS**