

IN OUR 18th YEAR

# THE *inside* press

Contact: [advertising@insidepress.com](mailto:advertising@insidepress.com)  
or Call 914-238-2600

FIND US ON



FOUNDED IN 2003 | SHARING THE HEART OF YOUR COMMUNITY | [THEINSIDEPRESS.COM](http://THEINSIDEPRESS.COM)

## In 2021, we are expanding our reach significantly!

*Inside Armonk* and *Inside Chappaqua* will be mailed on a quarterly schedule to 13,000 homes each —reaching 65,000 readers!

In 2021, we are increasing our circulation by 30 percent! We will cover these communities as well in our general content. We have digital and advertorial opportunities available at the popular [www.insidepress.com](http://www.insidepress.com) and you will find us sharing a great deal on Facebook and Instagram, primarily; please inquire about a personalized print and/or online proposal that will work best for your business.

## *inside* armonk

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

## *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 Armonk, Briarcliff Manor, Mount Kisco and Pleasantville.

Thousands of readers follow us on social media on Facebook, Twitter and Instagram.

### ADVERTISING RATES\*

Vol 18 • March/April 2021 - Nov/Dec 2021

4-COLOR	1-2	3-4
Full	\$1,550	\$1,500
One-Half	\$900	\$850
One-Quarter	\$600	\$550
Card	\$400	\$375

### FULL-COLOR COVERS\*\*

Back Cover	\$2,300	\$2,150
Inside Front Cover	\$2,300	\$2,150
Inside Back Cover	\$2,100	\$2,000

\* Add 7.5% to each rate to calculate your rate for Inside Briarcliff, Ossining and Pleasantville.

### ADVERTISER CALENDAR

Volume 18:

ISSUE	AD CLOSING DATE CAMERA READY AD	PUBLICATION MAIL DATE
March/April 2021	Jan 20	Feb 19
May/June 2021	Mar 1	Apr 1
Sept/Oct 2021	July 23	Aug 25
Nov/Dec 2021	Oct 13	Nov 12

### AD SPECIFICATIONS

Full Page* (bleed)	8.625" W x 11.125" H
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
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.

\*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.

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

### [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. \$250 for a small native ad (remains online for a minimum of three months, \$350 for a large 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
\$125 for a small rotating ad	\$1,000 for a small rotating ad
\$175 for a large rotating ad	\$1,300 for a large rotating ad
\$250 for a large static ad	\$1,600 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) and Inside Chappaqua (IC)

Issue Vol. 18	IA	IC	PRINT SIZE/COLOR	COST	ONLINE SIZE*	COST	TOTAL COST
March/April 2021	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____	_____	_____
May/June 2021	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____	_____	_____
Sept/Oct 2021	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____	_____	_____
Nov/Dec 2021	<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 3 percent after 60 days.
3. Advertiser invoices will be considered and treated as delinquent if they are 90 days past due.
4. Advertiser is liable for the invoice amount due on any space cancelled after the camera ready art due date.
5. 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.
6. 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.
7. 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.
8. Contract holders are protected at their current rates until the end of their contract year.
9. 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.
10. 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.
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 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](mailto:advertising@insidepress.com) or call 914 238-2600 for any additional questions.

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