



THE MAGAZINE FOR NEW CASTLE AND BEYOND

Inside CHAPPAQUA

914 238-2600

www.insidechappaqua.com

ADVERTISING RATES*

Volume 7: Sep/Oct 2009 - June 2010

Each issue of *Inside Chappaqua*: The Magazine for New Castle and Beyond is mailed free to over 6,000 households, with an additional 1,000 distributed locally (estimated readership: 20,000). This is an outstanding one-time advertising opportunity, or a chance to position your business in multiple issues to attract a targeted, upscale clientele.

Inside the pages:

- Lively coverage of issues of interest to residents in Chappaqua, Millwood, and other towns that fall within the Chappaqua Central School District.
- A forum for a diverse number of views and opinions regarding all aspects of New Castle living.

NEW CASTLE FACTS AND FIGURES

2000 population: 17,492 Median age: 39.3
 Median Family Income (1999): \$175,000
 (with 43% earning over \$200,000)
 Holding a Graduate degree: 48%
 Bachelor's degree or higher: 80%
 Average Home Value (12/08): \$1,435,104
 Source: AOL Real Estate

		Frequency		
		1-2	3-5	6
B & W	Full	\$1,100	\$1,000	\$910
	One-half	\$700	\$600	\$550
	One-quarter	\$420	\$360	\$340
	Card	\$220	\$200	\$185
4-Color	Full	\$1,450	\$1,275	\$1,150
	One-half	\$900	\$810	\$720
	One-quarter	\$500	\$460	\$420
	Card	\$265	\$245	\$215
Full-Color Covers				
	Back Cover	\$2,190	\$2,000	\$1,850
	Inside Front Cover	\$2,100	\$1,950	\$1,750
	Inside Back Cover	\$1,900	\$1,750	\$1,650

For consideration of advertising "specials," such as gatefold covers, advertorial columns or sections, bound inserts, etc., please contact your advertising representative or the publisher.

*Rates are per insertion.
 *25% non refundable deposit required to reserve cover space.

Preferred Positions (When Available): 15% over four-color rate

ADVERTISER CALENDAR

VOLUME 7

ISSUE	AD CLOSING DATE CAMERA READY AD	PUBLICATION MAIL DATE
SEP/OCT 2009	July 17	Aug 17
NOV	Sep 23	Oct 23
WINTER 2009-2010	Oct 30	Nov 30
FEB	Dec 29	Jan 20
MAR/APR	Feb 3	Mar 3
MAY	Mar 19	Apr 19
JUNE	April 26	May 26

Inside Chappaqua arrives in residential homes, via a bulk rate mailing, approximately one to two weeks post the publication date. *Inside Chappaqua's* publication and arrival dates have been extremely reliable—but they are NOT guaranteed. Advertisers proceed at their own risk with time sensitive materials and can not hold *Inside Chappaqua* liable for late arrival of some or all of the magazines.

Check Out our Online Advertising Rates!

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: 7 1/2 x 10 (no bleed)

Half horizontal: 7 1/2 x 4 7/8

Half vertical: 3 5/8 x 10

Quarter page: 3 5/8 x 4 7/8

Card: 3 5/8 x 2 5/16

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.

WHAT WE NEED FROM YOU (for camera ready ads):

- CDs, DVDs or via Email
- PDF (press quality), Illustrator, Photoshop, or Quark (Mac).
- Fonts and linked digital high-resolution images (either EPS or TIFF files only) on disc set up for CMYK color.

ARCHIVING POLICY:

Digitally formatted ads returned to advertiser upon request. We discard after 1 year. DESIGN FEE: Supplementary typesetting/basic design fee of \$50-100; ad copy and original artwork must be provided. Original ad copy and design work available by consultation.

See Contract on Reverse Side

ADVERTISING CONTRACT

Salesperson: _____

Contact: _____
 Merchant Name _____
 Type of Business _____
 Street _____
 City/State/Zip _____

 Tel # _____
 E-mail _____
 Fax # _____

TODAY'S DATE: _____
 Contact: _____
 Agency _____
 Street _____
 City/State/Zip _____

 Tel # _____
 E-mail _____
 Fax # _____

Contract Start ____/____/____ End ____/____/____

VOLUME 7

Issue	Print Size/Color	Cost	Online Size*	Cost
2009				
Sep/Oct	_____	_____	_____	_____
Nov	_____	_____	_____	_____
Winter 09-10	_____	_____	_____	_____
2010				
Feb	_____	_____	_____	_____
Mar/Apr	_____	_____	_____	_____
May	_____	_____	_____	_____
June	_____	_____	_____	_____
Ad Design Fee		_____	_____	_____
Total Due		_____	_____	_____

*color only

INSIDE CHAPPAQUA CONTRACT STIPULATIONS

1. Payment to *Inside Chappaqua* is due in advance of publication of ad. Please pay upon ad proof approval and/or upon presentation of invoice by publisher or ad sales rep.
2. 1 1/2% service charge on balances due over 30 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. Contract holders are protected at their current rates until the end of their contract year.
7. 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, *Inside Chappaqua* reserves the right to use the most recent ad supplied in the reserved space.
8. 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 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 or content of the ads, including, but not limited to, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement.
9. *Inside Chappaqua* arrives in residential homes, via a bulk rate mailing, approximately one to two weeks post the publication date. *Inside Chappaqua's* publication and arrival dates have been extremely reliable—but they are NOT guaranteed. Advertisers proceed at their own risk with time sensitive materials and can not hold *Inside Chappaqua* liable for late arrival of some or all of the magazines.

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

Signature: _____ Date _____