

Our Towne

**Guilderland's
Hometown Community Resource
356-3898**

ADVERTISING RATES

**Mailed for FREE to 15,000+ homes and businesses in
the Town of Guilderland.
2000 Additional distributed at local businesses:**

www.OurTowneMarketing.com

TIPS FOR SURVIVING AN ECONOMIC SLOWDOWN

When the economy is slow, step up your advertising.

Stay on their minds.

Offer something new.

Market to existing customers.

Take advantage of free marketing opportunities.

Be prepared to serve more customers when the competition is reduced.

Historically, many businesses reduce advertising and promotional expenditures rather than slash fixed costs during hard times. However, studies have shown that those maintaining or increasing ad outlays during slowdowns wind up outselling rivals who cut back.

Why advertise in Our Towne?

- Distributed by Mail and as a "Leave Behind" Targeting the Guilderland Community!
- Effective by itself or complimentary to other marketing products!
- Affordable way to promote your Coupons or Specials!
- Available in Print & Online!
- Low Rates!

UPCOMING DEADLINES

December Edition 11/26

Winter Edition 1/17

Today's shoppers are smarter, less-loyal, more time pressed and more discerning than ever.
There are more choices – More Competition

Stay Top of Mind (TOM)

Our Towne gives you 10 opportunities a year to connect with your customers!

Black & White	Single	Prepaid	Annual
	Issue	3-Pack	Contract
Business Card Scan	\$75	\$175	\$500
Display Ad (3.5" X 3")	\$85	\$225	\$600
Quarter (3.5" X 4.75")	\$125	\$325	\$950
Third (7.5" X 3")	\$165	\$400	\$1200
Half (7.5" X 4.75")	\$225	\$550	\$1,650
Full (7.5" X 9.75")	\$385	\$1,000	\$3,000
Color	Single	Prepaid	Annual
	Issue	3-Pack	Contract
Quarter (3.5" X 4.75")	\$150	\$425	\$1,250
Third (7.5" X 3")	\$185	\$500	\$1,500
Half (7.5" X 4.75")	\$265	\$675	\$2,150
Full (7.5" X 9.75")	\$465	\$1,275	\$4,000

Specialty Pages	Single	5 Editions	Annual
	Issue		
Directory Listing	n/a	\$135	\$200
FREE w/ANY AD			

Premium Positions	Single	Prepaid	Annual
	Issue	3-Pack	Contract
Front Cover (2.5"x 3")	\$250	\$675	\$2000
Front Cover (3.5"x 3")	\$350	\$950	\$2800
Front Cover (7.5" x 3")	\$600	\$1625	\$4800
Back Cover (3.5"x 4.75")	\$300	\$825	\$2400
Back Cover (7.5"x 3")	\$400	\$1100	\$3200
Back Cover (7.5" x 7.5")	\$600	\$1625	\$4800

*\$25 Set-up Fee

** Space is Limited -- Call for Availability

