



# Otis Gazette

## Notification of Price Increase ~ First Increase in 3 Years

In these tough economic times we are all reminded to be thankful for all the blessings in our lives as well as for being able to attain our goals we have reached for.

One long term goal I have had as the Otis Gazette was not to have a price increase for 3 years. January of 2006 was our last price increase and though my costs have risen, as have yours in the past 3 years, I was able to hold off till January of 2009.

Price increases are inevitable, whatever your field may be. You will find that our minimal increases are still the best rates around. We wanted to be sure that even with an increase we would still be affordable to everyone.

Don't forget that your ads also go online at OtisGazette.com (with a link to your web) which has over 1800 online subscribers, as well as our original print version of 7,000 circulation, year-round, distributed in the lower Berkshires and the upper Foothills of Connecticut. Over 200 copies also get mailed each month across the United States.

## 2009 Rate Table

Display Ad Options	Dimensions		Black & White		Full Color	
	Width (Inches)	Height (Inches)	Rate / Issue	6 Month Agreement 10% Discount	Rate / Issue	6 Month Agreement 10% Discount
½ Biz	1.7	2.1	25	6 @ 22.5 135	35	6 @ 18 189
Biz Card Tall	1.7	4.5	40	6 @ 36 216	60	6 @ 54 324
Biz Card Wide	3.5	2.1	40	6 @ 36 216	60	6 @ 54 324
¼ Page Tall	3.5	4.5	75	6 @ 67.5 405	105	6 @ 94.5 567
¼ Page Wide	7.25	2.1	75	6 @ 67.5 405	105	6 @ 94.5 567
½ Page Tall	3.5	9.25	140	6 @ 126 756	180	6 @ 162 972
½ Page Wide	7.25	4.5	140	6 @ 126 756	180	6 @ 162 972
Baby Full	4.5	7.25	175	6 @ 157.5 945	225	6 @ 202.5 1215
Full Page	7.25	9.25	265	6 @ 238.5 1,431	340	6 @ 306 1836
Full Back Cover	7.25	8.75	N/A	N/A	400	6 @ 360 2160

*"Advertising is salesmanship mass produced. No one would bother to use advertising if he could talk to all his prospects face-to-face. But he can't." Let us 'talk' to over 7000 people for you each month.*

**Thank you for your continued support!**