



## In these tough economic times...

- We had No Rate Increase for 2010
- We have grown to 7,500 copies per issue
- It is still only \$216 for a biz card ad for 6 months
- We have increased our demand distribution locations
- We are strengthening our community with local area information
- We strive to boost our local economy by giving our local businesses an affordable venue to get their message across

We have extremely competitive rates (see below), and a unique distribution area. Massachusetts – Becket, Blandford, East Otis, Great Barrington, Lee, Monterey, New Marlborough, Otis, Stockbridge,

Sandisfield & Sheffield. Connecticut – Barkhamsted, Burrville, Canaan, Colebrook, Harwinton, New Hartford, Torrington & Winsted.

Consider advertising with us! Our usual closing date is the 15<sup>th</sup> each month.

Don't forget that your ads also go online at OtisGazette.com (with a link to your web) which has over 2400 online subscribers, as well as our original print version of 7,500 circulation, year-round, distributed in the lower Berkshires and the upper Foothills of Connecticut.

2010 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	
1/16 <sup>th</sup> Page (½ Biz)	Tall	1.7	25	6 @ 22.5	35	6 @ 18	
	Wide	3.5		135		189	
1/8 <sup>th</sup> Page (Biz Card)	Tall	1.7	40	6 @ 36	60	6 @ 54	
	Wide	3.5		216		324	
3/16 Page	Reg	3.5	60	6 @ 54 324	85	6 @ 76.50 459	
	Tall	1.7					7
	Wide	5.4					2.2
1/4 <sup>th</sup> Page	Tall	3.5	75	6 @ 67.50	105	6 @ 94.50	
	Wide	7.25		2.2		405	567
3/8 <sup>th</sup> Page	Tall	3.5	115	6 @ 103.50	150	6 @ 135	
	Wide	5.4		4.5		621	810
½ Page	Tall	3.5	140	6 @ 126	180	6 @ 162	
	Wide	7.25		4.5		756	972
9/16 Page	Tall	5.4	175	6 @ 157.50 945	220	6 @ 198 1188	
3/4 <sup>th</sup> Page	Tall	5.4	200	6 @ 180	255	6 @ 229.50	
	Wide	7.25		7		1080	1377
Full Page		7.25	265	6 @ 238.5 1,431	340	6 @ 306 1836	
Full Back Cover		7.25	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 potentially reach over 15,000 people for you each month.