



# 2018 Otis Gazette Media Kit

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Why advertise in the Otis Gazette ...

- Our 10<sup>th</sup> Year with **NO Rate Increase for 2018**
- **Only \$216** for a biz card ad for 6 consecutive issues
- Business Card Annual Rate of \$408 - Can't be Beat!!!
  - Over 55,000 copies annually distributed locally
- Flip our pages Online at [www.OtisGazette.com](http://www.OtisGazette.com)
- We are strengthening our community with local area information
- We strive to boost our local economy by giving all our local businesses (big & small) an affordable print and digital venue to get your 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 and Torrington.

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

2018 Rate Table Display Ad Options		Dimensions		Black & White			Full Color		
		Width (Inches)	Height (Inches)	Per Issue	6 Issue Agreement 10% Discount	Annual Agreement 15% Discount	Per Issue	6 Issue Agreement 10% Discount	Annual Agreement 15% Discount
1/16 <sup>th</sup> Page (½ Biz)	Tall	1.7	2.2	25	135	255	35	189	357
	Wide	3.5	1						
1/8 <sup>th</sup> Page (Biz Card)	Tall	1.7	4.5	40	216	408	60	324	612
	Wide	3.5	2.2						
3/16 Page	Reg	3.5	3	60	324	612	85	459	867
	Tall	1.7	7						
	Wide	5.4	2.2						
1/4 <sup>th</sup> Page	Tall	3.5	4.5	75	405	765	105	567	1071
	Wide	7.25	2.2						
3/8 <sup>th</sup> Page	Tall	3.5	7	115	621	1173	150	810	1530
	Wide	5.4	4.5						
½ Page	Tall	3.5	9.2	140	756	1428	180	972	1836
	Wide	7.25	4.5						
9/16 Page	Tall	5.4	7	175	945	1785	220	1188	2244
3/4 <sup>th</sup> Page	Tall	5.4	9.2	200	1080	2040	255	1377	2601
	Wide	7.25	7						
Full Page		7.25	9.2	265	1431	2703	340	1836	3468
Full Back Cover		7.25	8.75	N/A	N/A	N/A	400	2160	4080
Exclusive Front Cover Sponsor		7.25	2.75	Full Color Only - \$400 Per Issue					

**HAVING A BUSINESS WITHOUT ADVERTISING IS LIKE WINKING IN THE DARK,  
 YOU KNOW WHAT YOU'RE DOING BUT NOBODY ELSE DOES!**