

The Millbrook Independent

Serving Millbrook and Stanfordville and the Greater Millbrook Region

PO BOX 1210 MILLBROOK, NY 12545 || www.themillbrookindependent.com



CONTACTS

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ADVERTISING: Advertising Director: Mary Louise Ball
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The Millbrook Independent is a weekly newspaper, publishing on Wednesdays.

NOTE: Advertisers may alternate ad sizes and change copy within a frequency contract.

ADVERTISING RATES: (PER INSERTION)

These rates are guaranteed through October 1, 2009

AD SIZE	1X	5X	10X
Full page	\$420	\$380	\$360
Half page	\$360	\$325	\$310
Quarter page	\$200	\$170	\$160
Eighth page	\$150	\$125	\$115
Business card: (2 col x 2 inches) — \$30 one-time, or \$22 per week/10-week run			
Business card plus: (2 col x 3 inches) — \$40 one-time, or \$35 per week/6-week run			
2 col x 4 inches	\$48		
2 col x 5 inches	\$60		
2 col x 6 inches	\$72		
3 col x 3 inches	\$56		
3 col x 4 inches	\$72		



AD SIZES & SPECIFICATIONS (WIDTH X HEIGHT IN INCHES)

Full page	11.625 wide x 20.75 tall
Half page horizontal	11.625 wide x 10.25 tall
Half page vertical	5.6875 wide x 20.75 tall
Quarter page	5.6875 wide x 10.25 tall
Eighth page	5.6875 wide x 5 tall
Business card	3.6875 wide x 2 tall
Business card plus	3.6875 wide x 3 tall
2 col x 4 inches	3.6875 x 4 tall
2 col x 5 inches	3.6875 x 5 tall
2 col x 6 inches	3.6875 x 6 tall
3 col x 3 inches	5.6875 x 3 tall
3 col x 4 inches	5.6875 x 4 tall



DEADLINES

Must reserve space by: Friday noon
Camera-ready PDF ad: Monday 5:00 pm

NOTE: All prices are for PDF formatted ads emailed by deadlines indicated. Any necessary design work, re-sizing, typesetting, or formatting will be charged at rates charged by our designer.