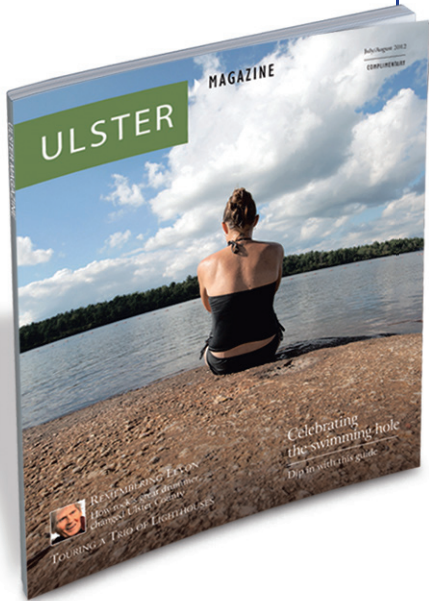


# ULSTER

MAGAZINE



**Ulster Magazine** celebrates local places, personalities, homes, events and lifestyles of the people in Ulster County, particularly those in our target audience; active, engaged Baby Boomers. And it does so by digging deep into the culture, traditions and unique qualities of the people and places of this one-of-a-kind county.

The only lifestyle magazine of its kind in Ulster County, this full-color, high-quality magazine is distributed six times per year with **10,000** copies of each issue available at 200 locations across the region.

Issue Date	Available	Copy & Space Deadline
January/February	December 2014	November 14
March/April	February 2015	January 16
May/June	April 2015	March 13
July/August	June 2015	May 15
September/October	August 2015	July 17
November/December	October 2015	September 11
January/February 2016	December 2015	November 13

## DID YOU KNOW?

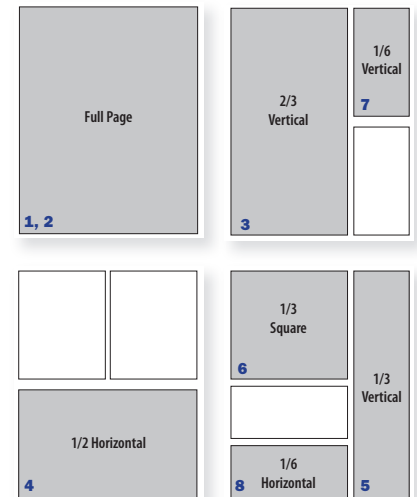
*Ulster County's average household income is \$73,600\*, and these residents spend over half their earnings on local consumer goods and services every year!\*\**

Source: 2012 DemographicsNow, \*Ulster County's average household income  
 \*\*Ulster County's average annual household expenditures (\$37,500).

## Advertising Rates and Information:

**+** AD ENHANCE

Ad Sizes & Dimensions			Single Issue	2-4 Issues Annually	5-7 Issues Annually
1 Full Page	With Bleed	9.5" x 11.375"	\$2,290	\$1,530	\$1,315
2 Full Page	Non-Bleed	7.99" x 9.87"	\$2,290	\$1,530	\$1,315
3 2/3 Page		5.27" x 9.87"	\$1,790	\$1,195	\$1,030
4 1/2 Page		7.99" x 4.85"	\$1,425	\$955	\$820
5 1/3 Page	Vertical	2.55" x 9.87"	\$1,005	\$650	\$560
6 1/3 Page	Square	5.27" x 4.85"	\$1,005	\$650	\$560
7 1/6 Page	Vertical	2.55" x 4.85"	\$580	\$390	\$335
8 1/6 Page	Horizontal	5.27" x 2.35"	\$580	\$390	\$335
Premium Ad Positions					
Inside Front	With Bleed	9.5" x 11.375"	\$3,065	\$2,045	\$1,760
Page 3	With Bleed	9.5" x 11.375"	\$3,065	\$2,045	\$1,760
Inside Back	With Bleed	9.5" x 11.375"	\$3,065	\$2,045	\$1,760
Back Page	With Bleed	9.5" x 11.375"	\$3,305	\$2,210	\$1,895



All ads include AdEnhance - contact your representative for additional details.

Reproduction materials: Accepted file formats: PDF, TIF, and EPS. All colors used must be CMYK, no spot or Pantone.

Artwork must be submitted at 300 dpi. Line art must be 1200 dpi. All fonts must be embedded. We do not accept PageMaker or InDesign files. All ads must be accompanied by hard copy proofs.