

## Ulster County AboutTown: Renew or Change Current Ad

To renew an ad that has run with us previously or to make a change to a current ad, please complete this form and mail:  
**Vivian Wadlin, About Town, PO Box 474, New Paltz, NY 12561**

Page two of this PDF contains the rate sheet. We can confirm the receipt of your ad by phone  or email  (check one).  
Questions: 845-691-2089

**Billing and contact information** This information is for our records and will not appear in your ad.

Contact name \_\_\_\_\_ Contact Email \_\_\_\_\_

Contact phone \_\_\_\_\_ Business Name \_\_\_\_\_

*Fill in the information below only if it has changed.* If no changes are necessary go to the payment options and continue.

Billing address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Section  Food related  General Business Service  Building/Home  Health Services  Accommodations

Category (Insurance for instance) \_\_\_\_\_

**Advertising Print Options** (See page two for rates)

Display (includes 40-word listing)

Display ad size: 3.875" Wide x  2"  3"  4"  5"  6"  8"  Half page 10" W x 7.5"H

Full page ad 10"W x 16"H

I will email my print display ad to viv@abouttown.us  Please design my display ad (no charge).

A 300 DPI image of my display ad is included with this form

Listing ad only (40 words, no need to count business name, location or contact information in your word count)

**Advertising Web Options**

Website display ad (300 pixels wide x 600 pixels at 72dpi)

Enhanced web listing (contains a logo, photo, or illustration-150 pixels x 150 pixels at 72dpi)

I will email the web ad to: viv@abouttown.us  Please design my display ad(s) (no charge).

Listing ad only (40 words, no need to count business location or contact information in your word count)

**Ad Listing Copy** as you wish it to appear on the AboutTown website and in print

(40 words, no need to count business location or contact information in your word count)

\_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

Hours \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Phone 1 \_\_\_\_\_ Phone 2 \_\_\_\_\_

Email \_\_\_\_\_ Web address \_\_\_\_\_

## Payment Options

- Bill me quarterly at the contract rate (If I do not complete this contract, I agree to pay the single issue rate for each ad already run)
- I will prepay the one year contract price, saving 10% as noted on the rate sheet.
- Bill me at the single issue rate.
- Check is included with this form.
- Please bill me.

Any special information you want us to know or questions we can answer?

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## Ulster Print Edition Rates

### LISTING AD *(Appears in print & on abouttown.us)*

Size	Single Issue	Contract Rate 4 Issues	One Year Prepaid <b>save 10%</b>
40 words	\$40/issue	\$36/issue, paid each issue	\$130/year*

When counting words, remember business name, address, and phone, are free. All listing ads are included on the website with a live link.

### DISPLAY AD *(Appears in print edition. Includes a 40 word listing in print and on abouttown.us with live link.)*

Size	Single Issue	Contract Rate 4 Issues	One Year Prepaid <b>save 10%</b>
2" deep (3.75" wide)	\$120/issue	\$114/issue, paid each issue	\$410/year*
3" deep (3.75" wide)	\$180/issue	\$166/issue, paid each issue	\$598/year*
4" deep (3.75" wide)	\$240/issue	\$218/issue, paid each issue	\$785/year*
Call for larger ad prices 845-691-2089 or email <a href="mailto:viv@abouttown.us">viv@abouttown.us</a>			
Half Page Horizontal (10"wide x 7.5"deep)	\$600/issue	\$500/issue, paid each issue	\$1,800/year*
Full Page (10"wide x 16"deep)	\$1,000/issue	\$800/issue, paid each issue	\$2,880/year*

## Web Rates

### DISPLAY AD *(Includes a 40 word listing on abouttown.us with live link.)*

Size	Single Quarter	Contract Rate 4 Quarters	One Year Prepaid <b>save 10%</b>
300 pixels wide x 600 pixels tall	\$175/quarter	\$145/quarter, paid each quarter	\$522/year*

### WEB ONLY LISTING AD

Size	Single Quarter	Contract Rate 4 Quarters	One Year Prepaid <b>save 10%</b>
40 words*	\$30/quarter	\$26/quarter, paid each quarter	\$94/year*

### ENHANCED WEB LISTING *(Includes a photo, illustration or logo next to your web listing)*

Size	Single Quarter	Contract Rate 4 Quarters
approx 150x150 pixels	\$20/quarter	\$50/year*

**This shows a 10% DISCOUNT FOR ADVANCE PAYMENT ON A ONE YEAR CONTRACT. If contract is not completed, the single issue rate will be applied to all previously run ads.**