

THIS MAGAZINE IS

DEVOTED TO LIVING A

BALANCED LIFE

LIVING IN HARMONY

upstater

2016 MEDIA KIT

//// WE RAKE //// WE CHOP //// WE SHOVEL ////

EVEN WHEN THE SNOW HAS LOST ITS ROMANTIC LUSTER

WE APPRECIATE **IRONY** BUT WE DON'T LET IT KEEP US FROM

LAUGHING AT OURSELVES

THE NUMBERS

== *the* ==
MAGAZINE

50k

magazines
printed
quarterly

250k

quarterly
readership

750+

drop-off sites in
Manhattan, Brooklyn,
and Queens

== *the* ==
WEBSITE

30k

visits per month

75%

of visitors based in NYC



THE MAGAZINE

RATES

STANDARD PRINT

Placement	1X	4X
Back Cover	\$10,000	\$8,500
Inside Front Cover	\$8,740	\$7,430
Inside Back Cover	\$8,300	\$7,060
Full Page	\$6,440	\$5,475
Half Page	\$3,650	\$3,100
Quarter Page	\$1,950	\$1,660
Eighth Page	\$1,030	\$890

REAL ESTATE SECTION

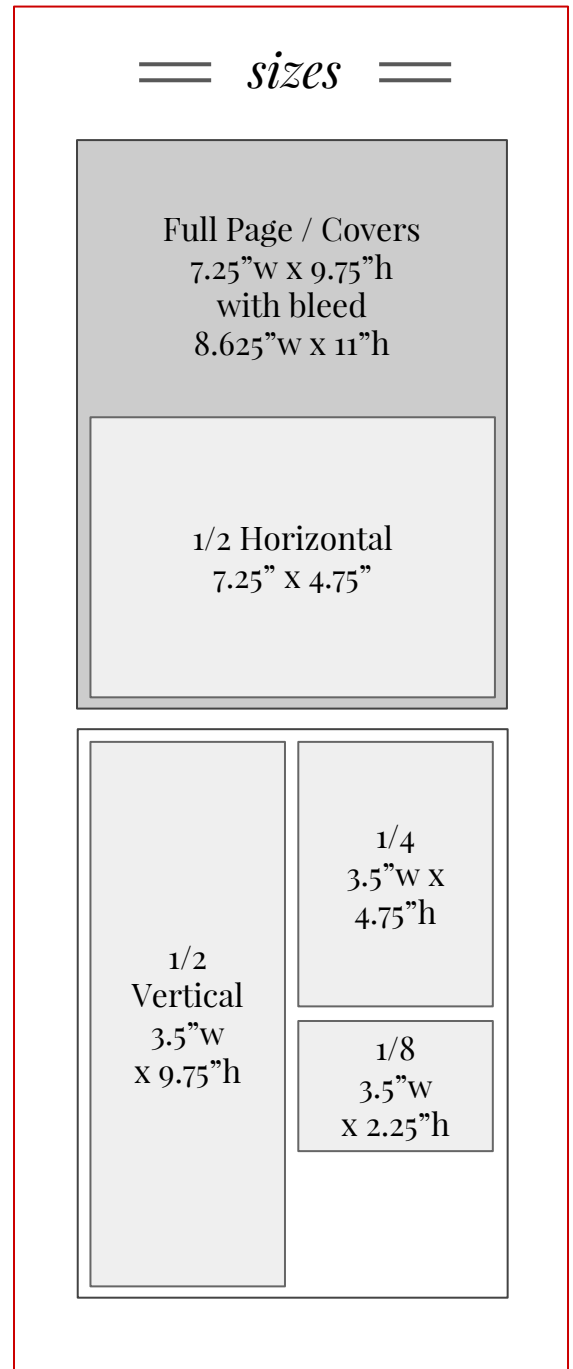
Placement	1X	4X
Full Page	\$5,000	\$4,250
Half Page	\$2,500	\$2,125
Quarter Page	\$1,250	\$1,065

NATIVE ADVERTISING

Placement	Description	Starting
Sponsored Story	Professionally written story & photo shoot	\$5,000 (½ page)

DEADLINES

Issue	Year	Ad Deadline	Street
Spring	2016	2/8	3/1
Summer	2016	5/5	6/1
Fall	2016	8/8	9/1
Winter	2016	11/7	12/1



THE WEBSITE

RATES

DIGITAL DISPLAY

Run-of-Site	1X	12X
Leaderboard (728x90)	\$550	\$5,500
Skyscraper (160x600)	\$550	\$5,500
Medium Rectangle (300x250)	\$550	\$5,500

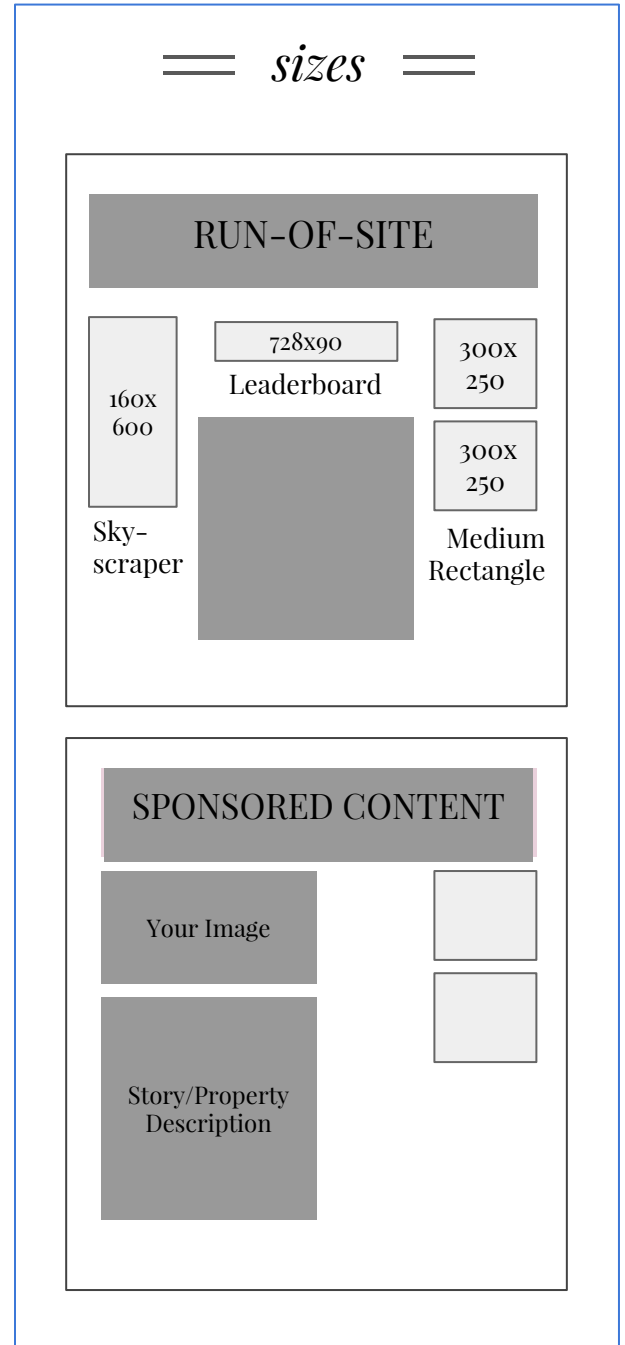
Weekly Newsletter	1X	12X
Skyscraper (160x600)	\$350	\$3,500

Sponsored Content	Description	Rate
Dedicated Blog Post	Professionally written story approx. 200 words in length. Includes 3-6 photos, depending on content.	
Newsletter Promotion	Dedicated blog post gets embedded in one weekly Upstater Newsletter and sent to 5K opt-in subscribers.	\$700

REAL ESTATE LISTINGS

Self-Serve through Upstater.com/List-your-Property

Sponsored Content	Description	Rate
Standard Listing	Property description, feature image, social sharing, SMS lead notification, google map, 60-day run on site.	\$0
Upgraded Listing	Standard listing, plus 10-image slideshow.	\$50
Premium Listing	Upgraded listing, plus sponsored On-the-Market post, newsletter promotion, and run-of-site featured property placement.	\$250



T E R M S



REQUIREMENTS

SUBMISSION REQUIREMENTS

THE MAGAZINE

Please attach (rather than embed) your materials via e-mail with your business name in the subject line to ads@upstater.com. We also accept ads on disk or CD via standard mail sent to 314 Wall Street, Kingston, NY 12401, Attn: Production Department. Ads may be submitted as PDF, EPS, TIFF, or JPEG files with a minimum resolution of 300 dpi. We do not accept Quark, PageMaker, Microsoft Publisher, PowerPoint, or Works files.

THE WEBSITE

Please follow the magazine requirements above. Ads may be submitted as JPG, PNG, GIF, or FLV files with a resolution of 72 dpi and maximum animation time of 30 seconds.

PAYMENT TERMS

THE MAGAZINE & THE WEBSITE

Payment is required with a signed contract prior to sales deadline to ensure space reservation. We accept Visa, MasterCard, Discover, and American Express. Make your payment online at <https://luminarymedia.com/billpay>. Check, money order, or purchase order acceptable pending credit approval. Payments are nonrefundable; credit will be issued for errors in which the Publisher is responsible. The liability of the Publisher for any error for which the Publisher can be held legally responsible will not exceed the cost of the advertising space.

Purchase both print and digital insertions to receive an additional 10% off your package.