

# stater

-2016 MEDIA KIT

2017 MEDIA KIT

E CHOP /// WE SHOVEL ///

HAS LOST ITS **ROMANTIC LUSTRE**

**RONY** BUT WE DON'T LET  
IT KEEP US FRO

G AT OURSELVES

# THE NUMBERS

== *the* ==  
**MAGAZINE**

**50k**

magazines  
printed  
quarterly

**250k**

quarterly  
readership

**750+**

drop-off sites in  
Manhattan, Brooklyn,  
and Queens

== *the* ==  
**WEBSITE**

**12k**

total social media audience

**40k**

visits per month

**75%**

of visitors based in NYC



## RATES

### STANDARD PRINT

Placement	1X	4X
Back Cover	\$5,000	\$4,250
Inside Front Cover	\$4,370	\$3,500
Inside Back Cover	\$4,150	\$3,312
Full Page	\$3,220	\$2,575
Half Page	\$1,825	\$1,462
Quarter Page	\$975	\$780
Eighth Page	\$515	\$415

### REAL ESTATE SECTION

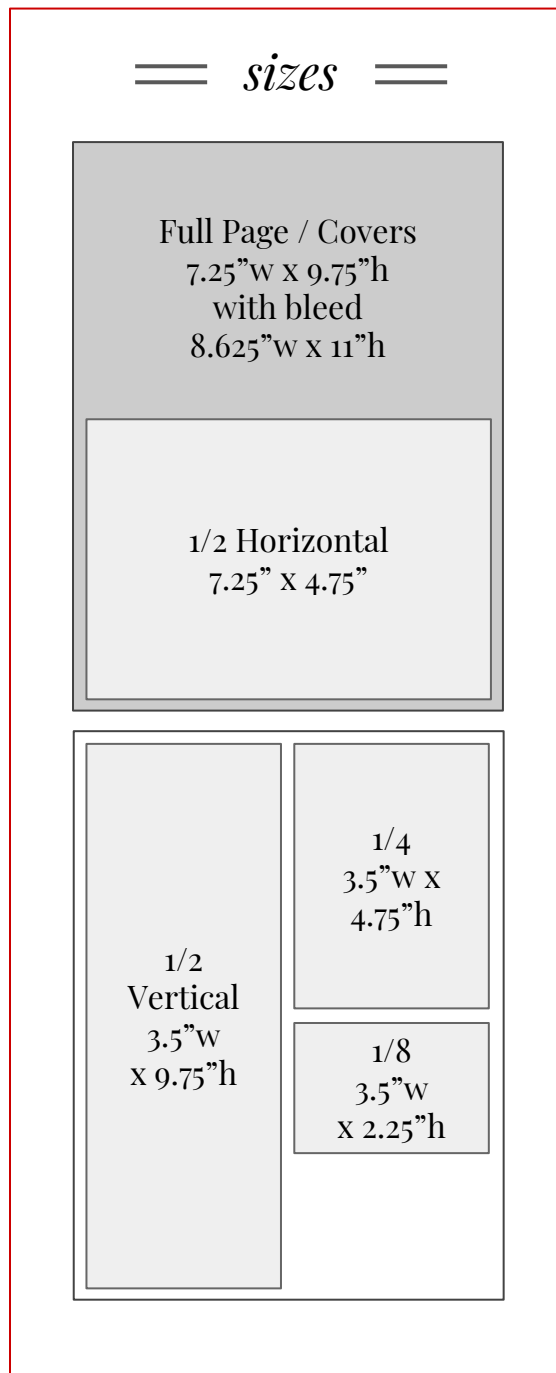
Placement	1X	4X
Full Page	\$2,500	\$2,000
Half Page	\$1,250	\$1,000
Quarter Page	\$625	\$500

### NATIVE ADVERTISING

Placement	Description	Starting
Sponsored Story	Professionally written story & photo shoot	\$2,300 (1/2 page)

## DEADLINES

Issue	Year	Ad Deadline	Street
Spring	2017	2/7	3/1
Summer	2017	4/26	6/1
Fall	2017	8/1	9/1
Winter	2017	11/1	12/1



# == DIGITAL ==

## RATES

### DIGITAL DISPLAY

Limited to 10 placements

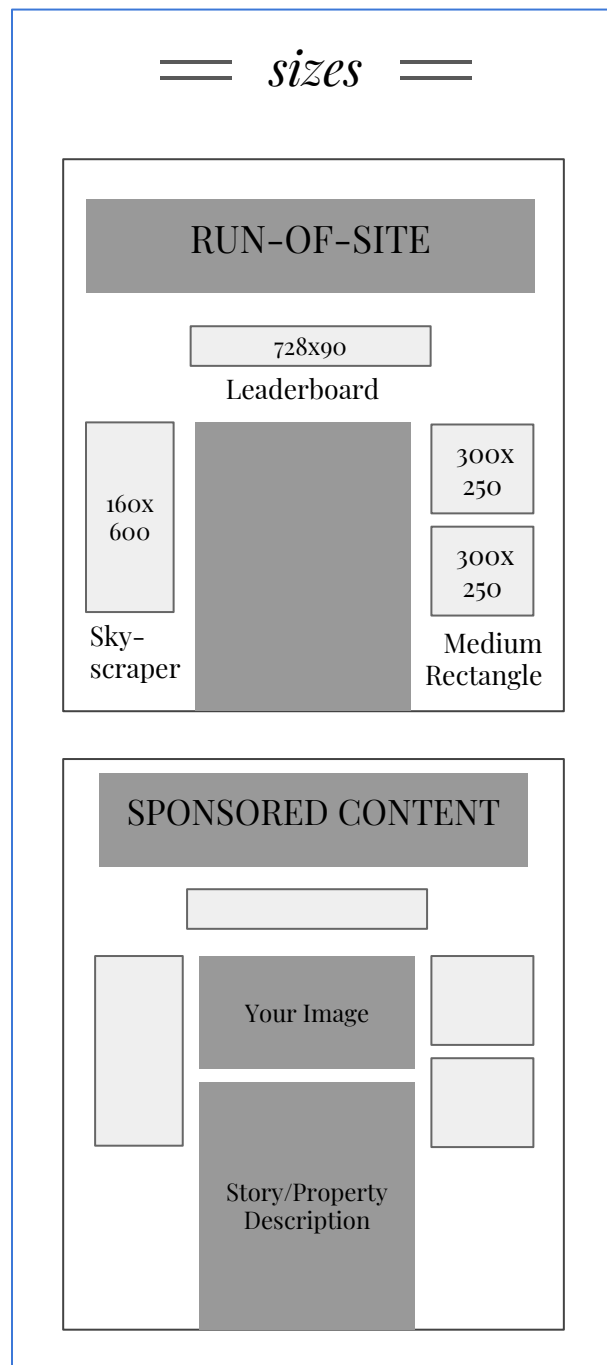
Run-of-Site	1X	12X
Leaderboard (728x90)	\$350	<b>\$3,500</b>
Skyscraper (160x600)	\$350	<b>\$3,500</b>
Medium Rectangle (300x250)	\$300	<b>\$3,000</b>

### NATIVE ADVERTISING

Sponsored Content	Rate
<b>Dedicated Blog Post:</b> Professionally written story approx. 200 words in length. Includes photos.	<b>\$350</b>
<b>Dedicated Blog Post &amp; Newsletter Banner:</b> As described above, plus a banner linking to the content in the weekly eat.play.stay newsletter sent to 6K subscribers.	<b>\$450</b>

### SOCIAL ADVERTISING

Channel	Description	Rate	Bundle
Facebook	A short write up about your event, business or house, including a link and a photo.	<b>\$300</b>	6 posts total across all channels over 7 days.
Twitter	3 Tweets with photos about your event, business or house, including a link or a photo.	<b>\$250</b>	
Instagram	One high quality photo (provided) with description and tagging.	<b>\$150</b>	



# T E R M S



## REQUIREMENTS

### SUBMISSION REQUIREMENTS

#### PRINT

Please attach (rather than embed) your materials via e-mail with your business name in the subject line to [ads@upstater.com](mailto: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.

#### DIGITAL

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.