

Life in the  
**FINGER LAKES**

# print**PLUS**

## ADVERTISING PROGRAM

*Digital marketing options at discounted prices!*

### **4X** THE MARKETING POWER

It starts with

**Your Print Ad**

**30,000+**  
readers per issue



**Website Ad**

**7,500+** unique monthly visitors



**E-newsletter Ad**

**5,300+** subscribers



**Mobile App Ad**

**1,204** viewed entire Jan/Feb issue

**Print + 1** Save 30% off digital

**Print + 2** Save 40% off digital

**Print + 3** Save 50% off digital

**RESERVE** a 1/6 page print ad or larger and choose your Print Plus program

**Print +1** (save 30% off of one digital marketing option below)

**Print +2** (save 40% off of two digital marketing options below)

**Print +3** (save 50% off of three digital marketing options below)

**NEXT** choose up to three digital marketing options



**Website Ad** (choose one ad size)

**Box Ad** 300 x 200 pixels (\$125 per month before discount)

**Banner Ad** 300 x 400 pixels (\$175 per month before discount)

**Sponsor Ad** 250 x 185 pixels (\$195 per month before discount)

**Leaderboard Ad** 970 x 90 pixels (\$225 per month before discount)



**E-newsletter Ad** (choose one ad size)

**Box Ad** 300 x 200 pixels (\$100 per week before discount)

**Double Box Ad** 300 x 400 pixels (\$150 per week before discount)

**Banner Ad** 600 x 200 pixels (\$150 per week before discount)



**Mobile App Ad**

**Mobile App Ad** 640 x 1136 pixels (\$175 per issue before discount)

**For more information on the Print Plus program, please contact your sales rep:**

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