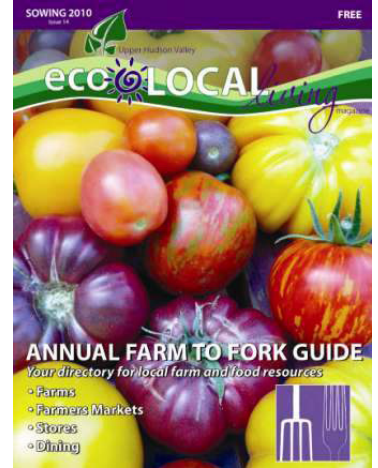


eco*LOCAL Living *magazine*

eco-Local Living is the free bi-monthly magazine for people choosing to lead sustainable, intentional lifestyles in New York's Upper Hudson Valley (Capitol Region-Saratoga-Glens Falls). We advocate for and promote the locally made, the locally grown, and the locally independent entrepreneurs in the region. Editorial content features the ideals of sustainable living, new urbanism and local agriculture, with a focus on the people who are leading the new localism paradigm by their example.

Now in full color, cover to cover! Larger print run!

Now 15,000 copies every other month (6 times per year), which are distributed to over 300 high traffic locales throughout the Capitol Region, and Saratoga, Warren and Washington Counties. Each copy is typically viewed by 3+ distinct readers, which translates into an effective circulation of 45,000!



2010 AD RATES*

| Four Color (w x h) | One Edition | 3x/ea. | 6x/ea. |
|--|---------------|---|-----------|
| Biz Card 3.5" x 2.0" | \$ 125.00 | \$ 120.00 | \$ 110.00 |
| 1/9 Page 2.375" "x 3.25" | \$ 125.00 | \$ 120.00 | \$ 110.00 |
| 1/6 Page horizontal 3.5" x 3.0" vertical 2.375" x 4.75" | \$ 175.00 | \$ 165.00 | \$ 155.00 |
| 1/4 Page horizontal 7.25" x 2.25" vertical 3.5" x 4.75" | \$ 225.00 | \$ 210.00 | \$ 200.00 |
| 1/3 Page square 4.75" x 4.75" vertical 2.375" x 9.5" | \$ 265.00 | \$ 250.00 | \$ 225.00 |
| 1/2 Page horizontal 7.25" x 4.75" vertical 3.5" x 9.5" | \$ 350.00 | \$ 335.00 | \$ 315.00 |
| Full Page 7.25" x 9.75" | \$ 600.00 | \$ 570.00 | \$ 540.00 |
| Premium Positions | | | |
| Page 3 - half page | \$ 400.00 | | |
| Page 3 - full page | \$ 700.00 | | |
| Inside Cover - half page | \$ 400.00 | | |
| Inside Cover - full page | \$ 700.00 | | |
| Back Cover - full page | \$ 800.00 | | |
| "eco-localizer" Cover Feature (min. 3 issue contract) | Call for info | | |
| Internet | | | |
| videos and display banners on ecolocaliving.com | call for info | 24/7 exposure on the region's eco portal | |

See reverse for ad size orientation

*Ad production fee of \$25 not included. All ads are pre-paid.

Multi-issue contracts are auto-payment with credit card (5% service fee applies)

Why advertise in eco-Local Living magazine?

It's the region's only "green living" publication targeting the conscious consumer - those people seeking healthy, active, eco-friendly lifestyles.

It's widely distributed for free at many local shops and restaurants - high traffic places where people are active in the local economy, spending time and money.

It's an intentional read - people pick it up because they want it. It's not junk mail or spam.

High retention - people usually keep the magazine for several weeks, giving your ad powerful repetition.

Ad Specifications

Specs required: files emailed as PDF, JPG, or TIFF, fonts embedded, 300 dpi. Color must be in CMYK.

Publishing Schedule

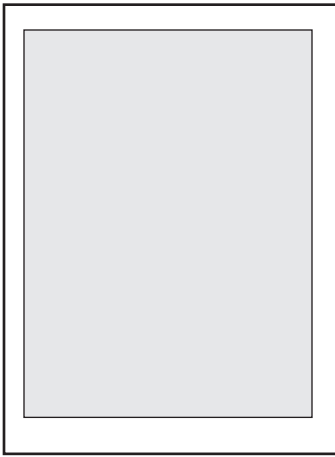
| <u>Edition:</u> | <u>Covering:</u> |
|-----------------|------------------|
| Winter | Jan/Feb |
| Spring | March /April |
| Sowing | May/June |
| Summer | July/Aug |
| Harvest | Sept/Oct |
| Holiday | Nov/Dec |

Deadlines

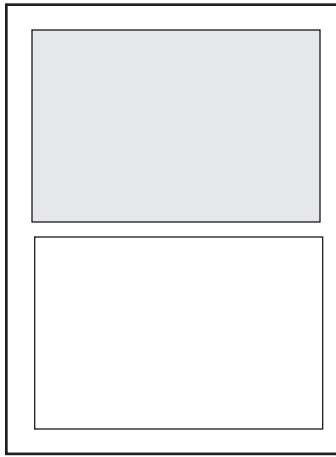
Third Friday of the month prior to publishing schedule above

Contact:

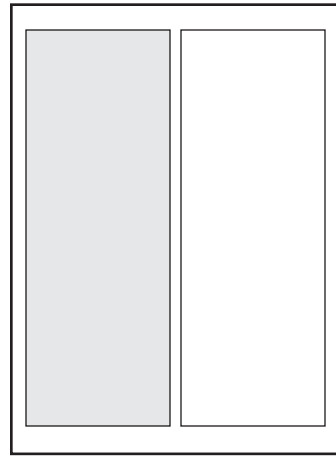
eco-local media • 38 tamarack trail • saratoga springs, ny 12866
P. (518) 858-6866 • F. (518) 587-2296 • advertise@ecolocaliving.com



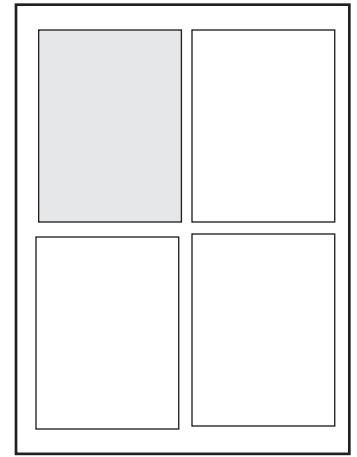
Full page
no bleed
Width 7 1/4"
Height 9 3/4"



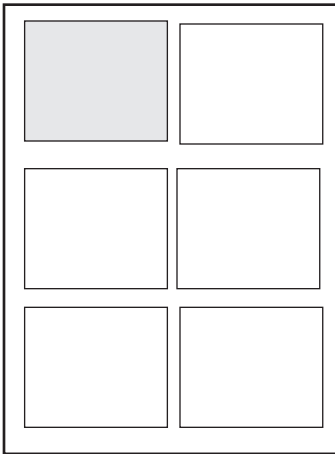
Half page
horizontal
Width 7 1/4"
Height 4 3/4"



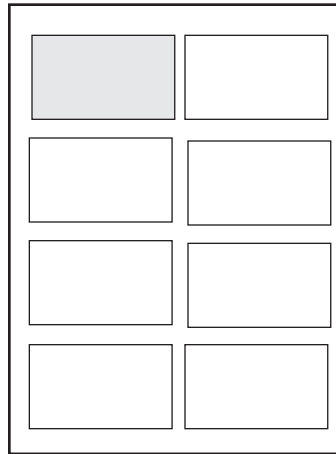
Half page
vertical
Width 3 1/2"
Height 9 1/2"



Quarter page
vertical
Width 3 1/2"
Height 4 3/4"



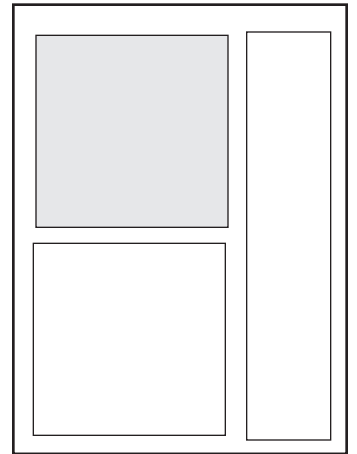
Sixth page
horizontal
Width 3 1/2"
Height 3"



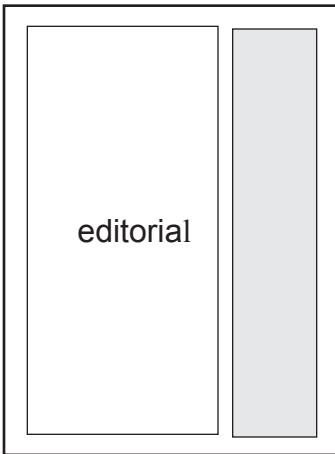
Eighth page
(Business card)
Width 3 1/2"
Height 2"



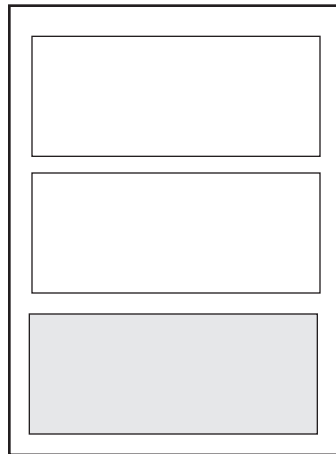
Quarter page
horizontal
Width 7 1/4"
Height 2 1/4"



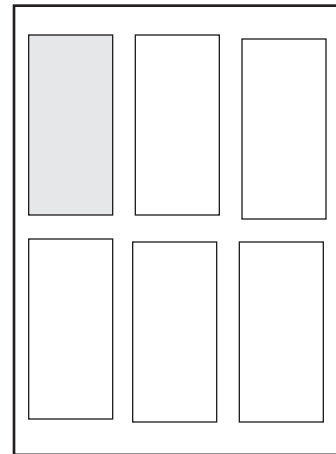
Third page
square
Width 4 3/4"
Height 4 3/4"



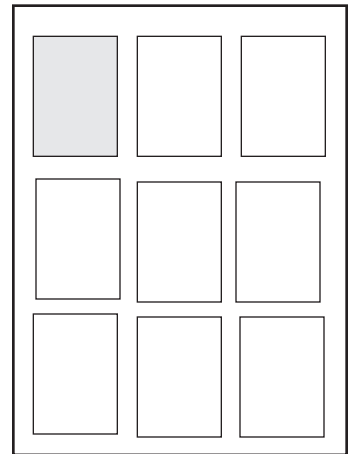
Third page
vertical
Width 2 3/8"
Height 9 1/2"



Third page
horizontal
Width 7 1/4"
Height 3"



Sixth page
horizontal
Width 2 3/8"
Height 4 3/4"



Ninth page
vertical
Width 2 3/8"
Height 3 1/4"

