

# Tech Valley eco-LOCAL

Promoting sustainable communities, healthy lifestyles, and local business

## Grow your business... the eco-LOCAL way!

**eco-LOCAL...** is the free bi-monthly magazine for people choosing to lead sustainable, intentional lifestyles in New York's Tech Valley. 15,000 copies are distributed for each edition to over 300 high traffic locales throughout the Capitol Region and throughout Saratoga, Warren and Washington Counties. We advocate for and promote the locally made, the locally grown, and the locally independent entrepreneurs in the region. Positive, informational editorial content features the ideals of living simply, local agriculture, and profiles on the people who are leading the new local economy by their example.

**eco-LOCAL...** was founded in 2008 with the mission to promote sustainability and to be a resource and guide for people interested in building sustainable communities and leading sustainable lifestyles. Since then it has established itself as the premier publication dedicated to issues of sustainability, known for its wide range of topics and the unique public interest editorial.

**eco-LOCAL...** celebrates a way of life in which we use our resources only as fast as they can be regenerated without harming ourselves, our environment and the prospects of future generations. It's about building relationships with the people in our communities to enhance resilience and mutual support.



### What people are saying about eco-LOCAL....

*"eco-LOCAL is a valued part of our identity and branding. We've gained most of our customers by advertising in eco-LOCAL!"*

**Karen Christensen, Mack Brook Farm**

*"Some of our biggest clients have come from advertising in eco-LOCAL magazine. It is a direct hit to our potential customer base."*

**Terry Moag, The Radiant Store, Inc.**

*"I'd given up on print advertising long ago but I decided to give eco-LOCAL a try a couple years ago. We've been in every issue ever since! eco-LOCAL readers are our type of people, plain and simple."*

**Will Connolly, The Beauty Society**

## Advertising in eco-LOCAL Magazine is the best way for you to reach your target audience of people actively invested in a local-magazine economy.

eco-LOCAL readers overwhelmingly lead healthy lifestyles, are actively involved in their communities, shop at locally owned businesses, have above-average incomes and are well educated. They also put their money where their convictions are.

- High retention and readership: eco-LOCAL is an intentional read... people pick it up because the content interests them. Your ad is seen repeatedly and valued.
- eco-LOCAL magazine readers give preference to our advertisers for their purchases; They support the businesses that support eco-LOCAL.

eco-LOCAL magazine is a community-supported publication with a dedicated and loyal readership.

eco-LOCAL is solely funded by advertising and donations from readers.

<b>2012 AD RATES</b>			
<b>Four Color (w x h)</b>	<b>Single Edition</b>	<b>3x/ea.</b>	<b>6x/ea.</b>
Biz Card 3.5" x 2.0"	\$ 150.00	\$ 142.00	\$ 135.00
1/9 Page 2.375" x 3.25"	\$ 150.00	\$ 142.00	\$ 135.00
1/6 Page horizontal 3.5" x 3.0" vertical 2.375" x 4.75"	\$ 200.00	\$ 190.00	\$ 180.00
1/4 Page horizontal 7.5" x 2.25" vertical 3.5" x 4.75"	\$ 250.00	\$ 235.00	\$ 225.00
1/3 Page square 4.75" x 4.75" vertical 2.375" x 9.75"	\$ 300.00	\$ 285.00	\$ 270.00
1/2 Page horizontal 7.5" x 4.75" vertical 3.5" x 9.75"	\$ 400.00	\$ 380.00	\$ 360.00
Full Page 7.5" x 9.75"	\$ 700.00	\$ 665.00	\$ 630.00
<b>Premium Positions</b>			
Page 3 - half page	\$ 450.00	<b>SAVE!</b>  <i>Deduct 5% for prepaid ads</i>  <i>Deduct 10% for ads paid in silver coin</i>	
Page 3 - full page	\$ 750.00		
Inside Cover - half page	\$ 450.00		
Inside Cover - full page	\$ 750.00		
Back Cover - full page full bleed 8.25 x 10.75 live area	\$ 900.00		
Cover Feature (6x ad series @ third page min.)	Call for info.		
<b>Internet - ecolocalmagazine.com</b>			
top logo banner w/hyperlink	\$49/mo.	24/7 exposure on the region's eco portal!	
side display banner w/hyperlink	\$69/mo.		
<b>We reward loyalty!</b>			
<b>Prepay for an entire year (6 issues) and receive an additional ad plus a free upgrade to one double-sized ad to use anytime you wish!</b>			

Contact:

eco-local media • po box 621 • saratoga springs, ny 12866  
P. (518) 858-6866 • F. (518) 587-2296 • advertise@ecolocalmagazine.com

**Website:** your print ad gets additional viewing online in the web PDF edition, as well as a link to your homepage, at no extra cost. Banner ads are also available.

### Capital District Local First member rates:

New members get one business card ad for free, and 15% discount on additional ads thereafter. Info at [capitaldistrictlocalfirst.org](http://capitaldistrictlocalfirst.org)



**Distribution:** eco-LOCAL has a circulation of 15,000 copies and is available at over 300 locations in the counties of Albany, Rensselaer, Schenectady, Saratoga, Warren and Washington

**Art Specifications:** Files emailed as PDF or JPG, fonts embedded, 300 dpi resolution. Blacks must be single color. Color must be CMYK.

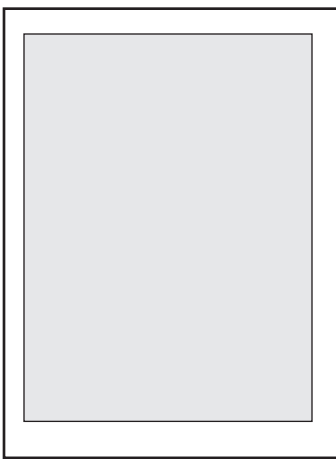
### Publishing Schedule:

**Edition:**      **Covering:**

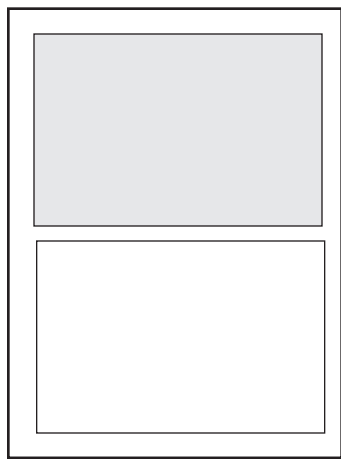
Winter	Jan/Feb
Spring	March /April
Sowing	May/June
Summer	July/Aug
Harvest	Sept/Oct
Holiday	Nov/Dec

### Deadlines

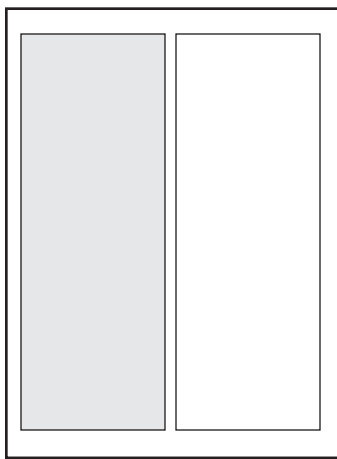
Third Friday of the month prior to publishing schedule above



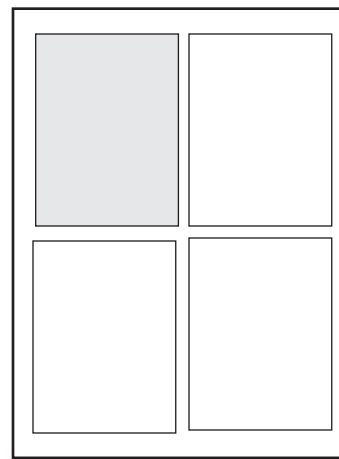
Full page  
no bleed  
Width 7 1/2"  
Height 9 3/4"



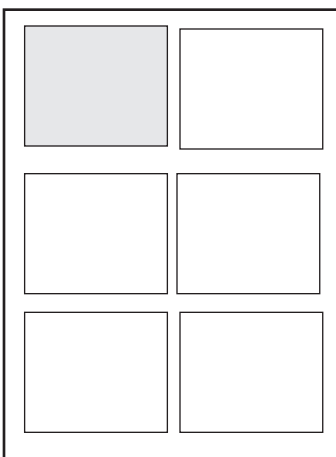
Half page  
horizontal  
Width 7 1/2"  
Height 4 3/4"



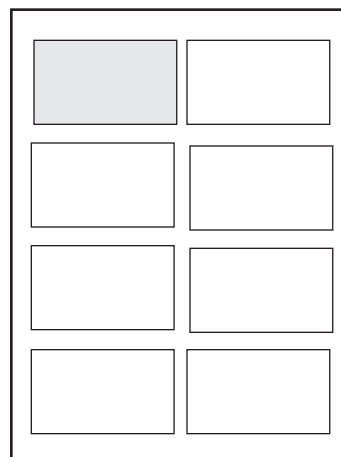
Half page  
vertical  
Width 3 1/2"  
Height 9 3/4"



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



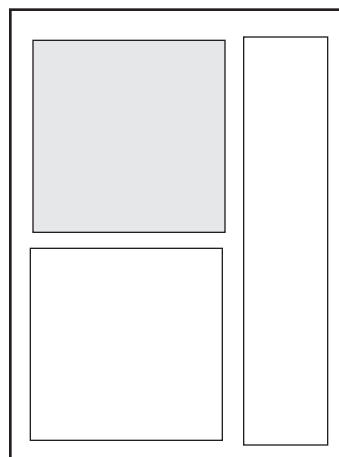
Sixth page  
horizontal  
Width 3 1/2"  
Height 3"



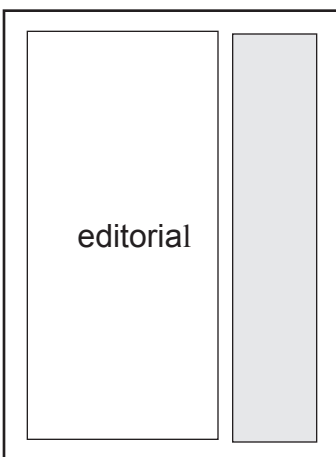
Eighth page  
(Business card)  
Width 3 1/2"  
Height 2"



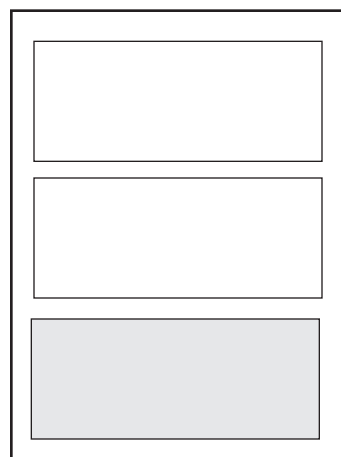
Quarter page  
horizontal  
Width 7 1/2"  
Height 2 1/4"



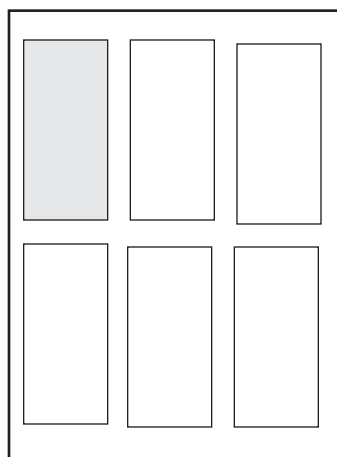
Third page  
square  
Width 4 3/4"  
Height 4 3/4"



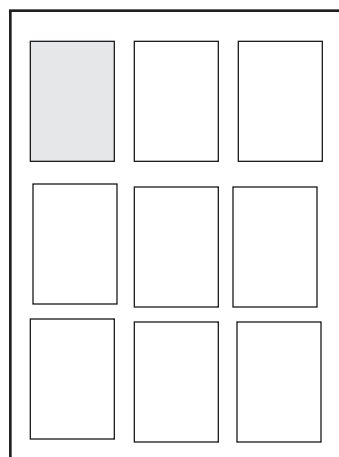
Third page  
vertical  
Width 2 3/8"  
Height 9 3/4"



Third page  
horizontal  
Width 7 1/2"  
Height 3"



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



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