

**DISTRIBUTION**

**Readership:** 164,000 Capital Region Residents

**Price to reader:** Complimentary

**Distribution Locations:** Over 500 high traffic locations including all Price Chopper & Hannaford Stores.

**Waiting Rooms:** Complimentary subscription for every doctor, dentist, lawyer, large auto dealerships, real estate offices and more.

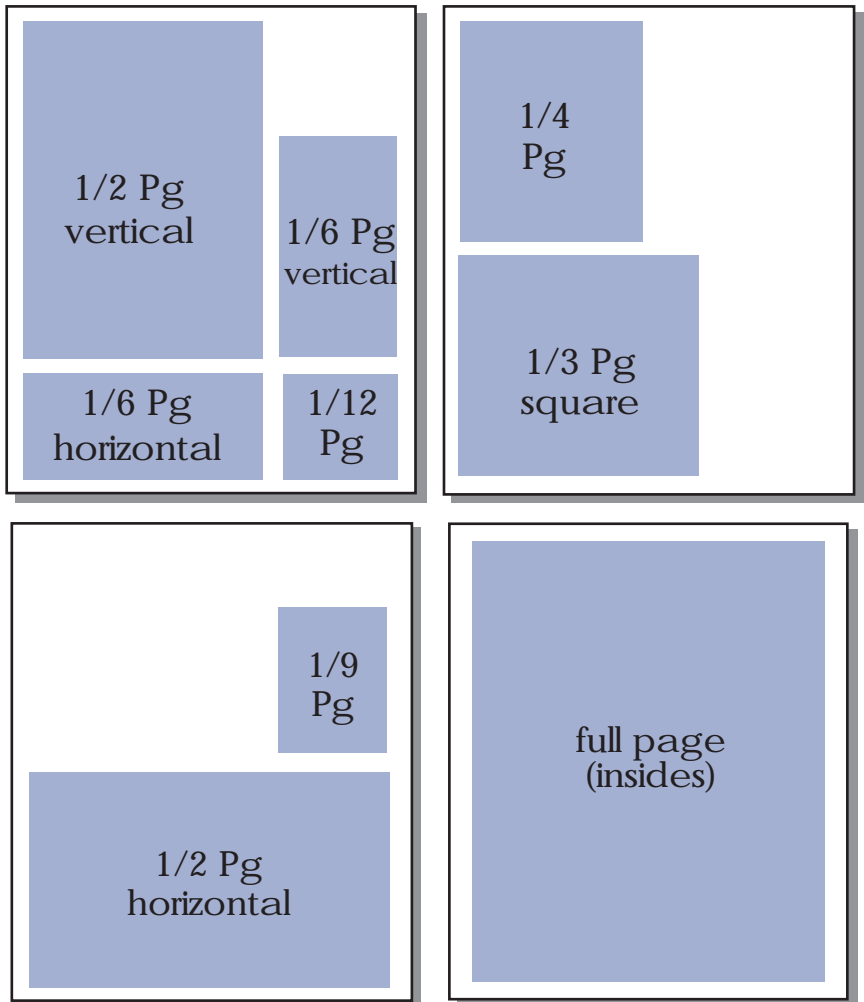
**Subscriptions:** Paid subscriber database.

**Subscriptions:** \$59.95 per year.

**GLOSSY AD SIZES**

(DIMENSIONS WIDTH X HEIGHT)

- Full Page .....7 $\frac{1}{8}$ "x10 $\frac{1}{8}$ "  
(7.875 x 10.375)  
If Full bleed add a 1/4" (.25) on all sides
- 1/2 Page (vertical) .....5 $\frac{1}{8}$ "x7 $\frac{1}{8}$ "  
(5.125 x 7.625)
- 1/2 Page (horizontal) .....7 $\frac{1}{8}$ "x5"  
(7.875 x 5)
- 1/3 Page (square) .....5 $\frac{1}{8}$ "x5"  
(5.125 x 5)
- 1/4 Page .....3 $\frac{3}{8}$ "x5"  
(3.75 x 5)
- 1/6 Page (vertical) .....2 $\frac{1}{2}$ "x5"  
(2.5 x 5)
- 1/6 Page (horizontal) .....5 $\frac{1}{8}$ "x2 $\frac{1}{2}$ "  
(5.125 x 2.5)
- 1/9 Page .....2 $\frac{1}{2}$ "x3 $\frac{1}{8}$ "  
(2.5 x 3.33)
- 1/12 Page .....2 $\frac{1}{2}$ "x2 $\frac{1}{2}$ "  
(2.5 x 2.5)



**DEADLINES:**

(See Editorial/Advertising Calendar)

\*Frequency rate does not apply to ad agency discount.

**Files Accepted** (resolution must be at 300dpi) emailed or on a cd **\*No Microsoft Publisher documents can be accepted.**

- pdf (print ready)
- tif
- jpeg
- eps ( fonts included & converted to outlines)
- quark file (must include all graphics & fonts)

**Send Files To:** [steve@crlmag.com](mailto:steve@crlmag.com) **OR FTP:** [mail.crlmag.com](mailto:mail.crlmag.com)