

FLX LIBATIONS

Wine, Brews, Spirits & Cider of the Finger Lakes

2024 AD RATES AND SPECS

AD SIZES & RATES		
		PER ISSUE
Full Page ad	10 x 11.25	\$990
1/2 Page ad (vertical)	4.875" x 11.25"	\$550
1/2 Page ad (horizontal)	10" x 5.5"	\$550
1/4 Page ad	4.875" x 5.5"	\$350
1/8 Page ad (vertical)	2.4" x 5.5"	\$220
1/8 size ad (horizontal)	4.875" x 2.675"	\$220

DISCOUNTS AVAILABLE
5% discount for all ads paid in advance <i>(at deadline, in month prior to print)</i>
5% discount for annual commitment to both print ads <i>(spring/summer & fall/winter)</i>
10% discount for annual (two) ads paid in advance. Discount also applies to option digital bonus ad.

BANNER AD BONUS
Commit to both print issues in 2024 and take advantage of a bonus: a digital banner ad , for an additional \$100, will run for a full year: from May 2024 to April 2025. The bonus ad rotates between the home page and other pages.
All digital banner ads are available only as an add on to print ads.
Discount available if paid in advance <i>(See Discount section above)</i>
<i>The digital banner ad must be submitted along with the print ad file and should be 400 pixels wide by 150 pixels tall.</i>

2024 PUBLICATION DATES		
	PRINT DATE	AD DEADLINE
Spring/Summer Edition	May 8, 2024	March 29, 2024
Fall/Winter Edition	Sept. 11, 2024	July 31, 2024

For advertising, please contact: Denice Karamardian
130 Coddington Road, Ithaca, NY 14850 607-227-3830
Email your file to: denice@fingerlakeslibations.com

A PDF is the preferred format and, whenever possible, should be saved in the PDF/X-1a:2001 file format which embeds all fonts and converts colors to CMYK. Black text should be 100%K and not a rich black.