

FLX LIBATIONS

Wine, Brews, Spirits & Cider of the Finger Lakes

2025 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 2025 and take advantage of a bonus: a digital banner ad , for an additional \$100, will run for a full year: from May 2025 to April 2026. 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>
The digital banner ad must be submitted along with the print ad file and should be 400 pixels wide by 150 pixels tall.

2025 PUBLICATION DATES		
	PRINT DATE	AD DEADLINE
Spring/Summer Edition	April 30, 2025	March 31, 2025
Fall/Winter Edition	Aug. 13, 2025	June 30, 2025

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.