

Your SHOPPER'S GUIDE

Grow Your Business With Total Market Coverage


to Select Routes in Columbia, Greene Counties and Saugerties

Mailed Weekly
In-Home
Directory
Showcasing
Your Business

For Only \$94 ea.
Your Ad Will Reach More Than
42,000
Homes Each Week

**Affordable,
High Impact
Advertising**

**Books Of Local
History & Interest!**



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81 TenBroeck Ave • Kingston, NY 12401
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SHOPPER'S GUIDE
COLUMBIA & GREENE COUNTIES

Home Heating Fuel Oil
Price Protection Plans Available

Sign Up for Today's Special CAP Pricing Plan
Visit Get Hop Deals WS or Call 844-294-4971



Grid of various local business advertisements including: ABC Fuels, Anthony Vespoli General Contractor, Baumann's Septic Cleaning, Bob Meisser Contractor, CitySkill, Don South, Handy Andy Does Roofs, J.M. Painting, Luigi Construction, Stockton Day Wall, TCB Brandy Fuel Oil, Watts Oil, and Top's Lawn Service.

INTRODUCTORY RATES

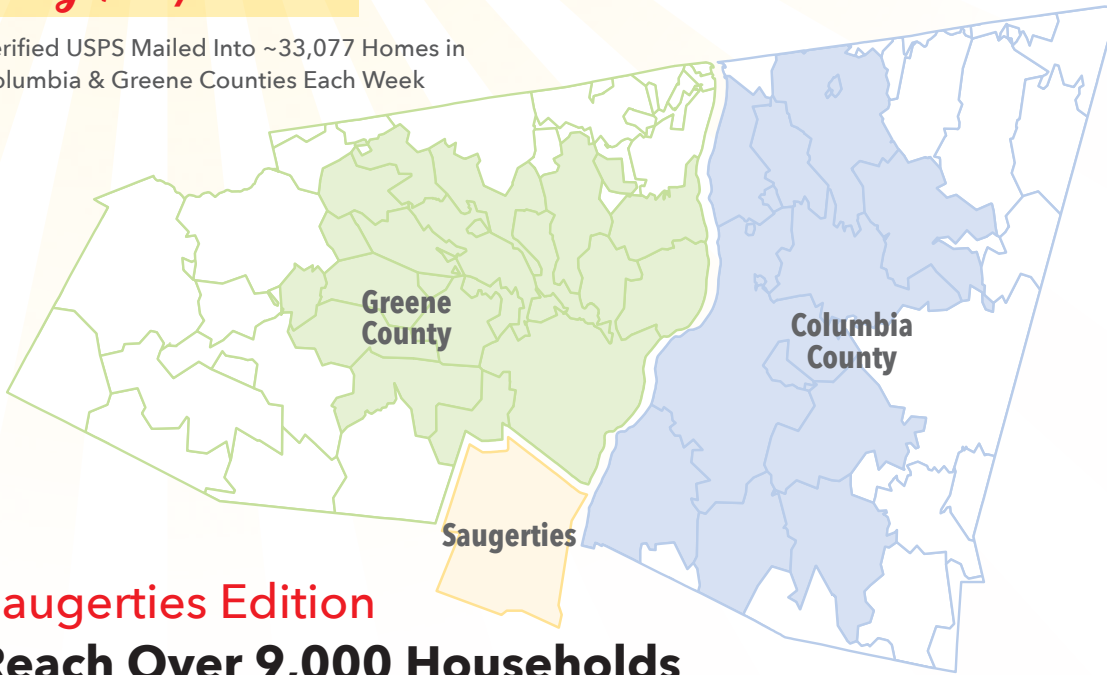
Your SHOPPER'S GUIDE

Columbia & Greene Edition

Reach Over 33,000 Households
Each Week For An Entire Year

Only \$59/Week

Verified USPS Mailed Into ~33,077 Homes in
Columbia & Greene Counties Each Week



Saugerties Edition

Reach Over 9,000 Households
Each Week For An Entire Year

Only \$35/Week

Verified USPS Mailed Into ~9,087
Homes in Saugerties Each Week

Columbia & Greene Edition

Chatham	12037
Ghent	12075
Kinderhook	12106
Niverville	12130
Stuyvesant	12173
Valatie	12184
Ancram	12502
Claverack	12513
Craryville	12521
Elizaville	12523
Germantown	12526
Hudson	12534
Philmont	12565

Athens	12015
Coxsackie	12051
Earlton	12058
Acra	12405
Cairo	12413
Catskill	12414
Cornwallville	12418
East Durham	12423
East Jewett	12424
Freehold	12431
Hensonville	12439
Leeds	12451
Maplecrest	12454
Palenville	12463
Purling	12470
Round Top	12473
South Cairo	12482
Tannersville	12485

Saugerties Edition

Saugerties	12477
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ADVERTISE YOUR BUSINESS
Reach Over 33,000 Households Each Week
As Low As \$59/Week

For advertising information call Tami Miller
Account Manager 518-755-0318
Email: tamimiller@colorpageonline.com

Verified USPS Mailed Into 33,274 Homes in
Columbia & Greene Counties Each Week

ColorPage
81 Ten Brock Ave • Kingston, NY
Call Tami at 518-755-0318
colorpageonline.com

Baumann's SEPTIC CLEANING
New Modern Equipment
Friendly, Prompt Service
518-966-5218

B&D CONTRACTING
ROOFING
518-376-4421

LB Tree Service
REMOVAL - TRIMMING
LARGE & SMALL JOBS
FREE ESTIMATES
FULLY INSURED
518-622-0558

Handy Andy Does Roofs!
All Phases of Commercial
RESIDENTIAL ROOFS
Siding • Windows
No Job Too Small
FREE QUOTES
Veteran Owned
518-339-9240

JOY WILL PAINTING
518-703-9803

THE HANDYMAN
518-947-4111

REYNOLDS PAINTING
Interior/Exterior Painting
Power Washing
584-514-5880

WE'RE HERE FOR YOU
HOME IMPROVEMENTS
Bathrooms • Kitchens • Decks • Full Home
Remodeling • Tile
Work • Drywall • Siding
Work • Drywall • Siding
Work • Drywall • Siding
518-810-1961

Watts Oil
HOME HEATING
FUEL & KEROSENE
518-622-9200

RENOVATION & CONSTRUCTION
518-947-0134

ColorPage
81 Ten Brock Ave • Kingston, NY
Call Tami at 518-755-0318
colorpageonline.com

ColorPage not responsible for typographical errors or omissions.

RESIDENTIAL CUSTOMER

ColorPage • 81 Ten Brock Avenue, Kingston, NY 12401 • 845-331-7581 • ColorPageOnline.com

Introductory
Columbia & Greene Counties **Advertising Rates**

		Number of Spots	1X	4X	8X	13X
FRONT COVER	Each		\$1,550	\$1,250	\$1,150	\$950
	Total Annual Investment		\$1,550	\$5,000	\$9,200	\$12,350
BACK COVER	Each		\$1,150	\$950	\$900	\$850
	Total Annual Investment		\$1,150	\$3,800	\$7,200	\$11,050

		Number of Spots	13 (1 Qtr)	26 (2 Qtrs)	39 (3 Qtrs)	52 (4 Qtrs)
ONE CUBE	Weekly		---	\$80	---	\$59
	Total Annual Investment		---	\$2,080	---	POPULAR \$3,068
TWO CUBES	Weekly		\$160	\$150	\$120	\$110
	Total Annual Investment		\$2,080	\$3,900	\$4,680	\$5,720
FOUR CUBES	Weekly		\$300	\$240	\$220	\$200
	Total Annual Investment		\$3,900	\$6,240	\$8,580	\$10,400

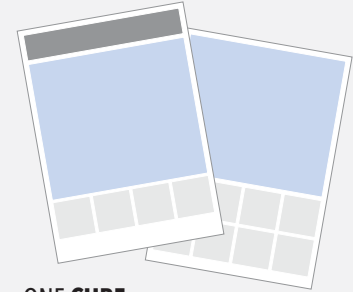
Introductory
Saugerties **Advertising Rates**

		Number of Spots	1X	4X	8X	13X
FRONT COVER	Each		\$600	\$540	\$480	\$420
	Total Annual Investment		\$600	\$2,160	\$3,840	\$5,460
BACK COVER	Each		\$540	\$480	\$420	\$360
	Total Annual Investment		\$540	\$1,920	\$3,360	\$4,680

		Number of Spots	13 (1 Qtr)	26 (2 Qtrs)	39 (3 Qtrs)	52 (4 Qtrs)
ONE CUBE	Weekly		---	\$45	---	\$35
	Total Annual Investment		---	\$1,170	---	DEAL \$1,820
TWO CUBES	Weekly		\$90	\$80	\$70	\$60
	Total Annual Investment		\$1,170	\$2,080	\$2,730	\$3,120
FOUR CUBES	Weekly		\$160	\$140	\$120	\$100
	Total Annual Investment		\$2,080	\$3,640	\$4,680	\$5,200

Ad Sizes

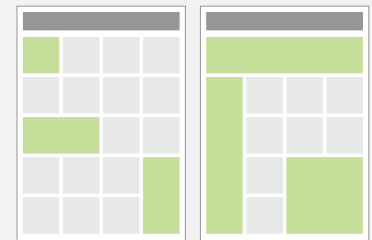
FRONT & BACK COVERS
Horizontal: 8" W x 7" H



ONE CUBE
Square: 2" W x 2" H

TWO CUBES*
Horizontal: 4.0833" W x 2" H
Vertical: 2" W x 4.0833" H

FOUR CUBES*
Horizontal: 8.25" W x 2" H
Vertical: 2" W x 8.25" H
Square: 4.0833" W x 4.0833" H



*The purchase of two or four cubes is limited to a single advertisement for one business.

Notice

Cube Ads are printed and distributed seasonally every three months. Each print run contains 13 week ad placements (Spring, Summer, Winter, Fall), therefore the artwork for all Cube ads is fixed for a given season or a minimum of 13 weeks. It is suggested that the ad placed contains content that accurately carries through for the entire season and does not contain offers that have termination dates ending prior to the 13th week of that season's publication print run.

Payment Terms

Advertisers shall prepay all advertising at time of insertion order, prior to the publication date. Cube Ads must be paid in full for a minimum of 13 weeks prior to the publication print date. Ads that have not been paid in full risk being removed from that season's print run. A 2% discount will be applied to prepayment of 26 week or 52 week ad placements when paid by check. Cover Ads must be paid in full at the time the insertion order has been placed.

Credit Terms & Late Payments

Advertisers approved with credit accounts: Invoices must be paid within 30 days, after which the balance shall accrue at 1.5% interest per month.

YOUR AD DESIGN IS FREE

INSERT ADVERTISING

Searching for a proven impactful method to promote your business? **Your Shopper's Guide** provides Total Market Coverage to select zip code routes where your customers live. In-Home postal distribution of your pre-printed advertising inserts. Ideal for:

- Advertising Circulars
- Restaurant Menus
- Special Event Flyers
- Store Coupons
- Promotional Postcards

Insert into all direct mailed and drop-off distributed issues of the weekly **Your Shopper's Guide**. Zip codes available for inserts are shown at right.

SCHEDULING DEADLINE

Two weeks prior to insertion is recommended.

DELIVERY DEADLINE

Friday prior to insertion.

Delivery hours 7:30 am to 3:30 pm.

DELIVERY ADDRESS

ColorPage Marketing & Publishing
Attention: Randy Delanoy
81 Ten Broeck Avenue, Kingston, NY 12401
845-331-7581, Dial 0

COVER SHEET TO INCLUDE

- Name of Insert
- Insertion Date
- Publication: **Your Shopper's Guide**
- Quantity Shipped

INSERT SIZE

Quarter folding is required for pieces larger than 8½" x 11".

PRICING

Call for pricing.

FOR ADVERTISING INFORMATION

Tami Miller, Account Manager

Phone: 518-755-0318

Email: tami@colorpageonline.com

Dana Boulanger, Sales Consultant

Phone: 914-760-5645

Email: sales@colorpageonline.com



845-331-7581

ColorPageOnline.com

81 Ten Broeck Avenue, Kingston, NY 12401

ZIP CODES

Mailed and Verified by USPS

COLUMBIA COUNTY

TOWN	ZIP CODE	MAILED
Chatham	12037	1,788
Ghent	12075	1,233
Kinderhook	12106	781
Niverville	12130	236
Stuyvesant	12173	697
Valatie	12184	2,686
Ancram	12502	535
Claverack	12513	169
Craryville	12521	806
Elizaville	12523	869
Germantown	12526	1,603
Hudson	12534	7,956
Philmont	12565	32

TOTAL MAILED 19,391

GREENE COUNTY

TOWN	ZIP CODE	MAILED
Athens	12015	1,718
Coxsackie	12051	1,475
Earlton	12058	627
Acra	12405	284
Cairo	12413	1,193
Catskill	12414	4,722
Cornwallville	12418	286
East Durham	12423	495
East Jewett	12424	101
Freehold	12431	606
Hensonville	12439	153
Leeds	12451	549
Maplecrest	12454	82
Palenville	12463	600
Purling	12470	283
Round Top	12473	240
South Cairo	12482	258
Tannersville	12485	14

TOTAL MAILED 13,686

SAUGERTIES

TOWN	ZIP CODE	MAILED
Saugerties	12477	9,087

TOTAL MAILED 9,087