

Your 2011 guide to...

The Home & Garden

Supplements of the

Southern Dutchess News Northern Dutchess News and Beacon Free Press

84 East Main Street, Wappingers Falls, NY 12590

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Target the best audience

It's colorful, sharp and informative. It targets the largest population of affluent homeowners in Dutchess County. If your business is involved in any facet of the home and garden industries, then you simply have to be a part of the six issues of Home & Garden of the Southern Dutchess News, Northern Dutchess News & Beacon Free Press for 2011.

Free story and photo

The best part is our style of featuring your business with a story and photos along with your advertisement (quarter page or larger). While we obviously charge for the advertisements, the stories and photos are free. You can use them to inform the readers, give tips and draw attention to specifics about your products and/or services.

Free cover photo

Run a full-page ad in all six issues and your work will be featured in a full-color photo on one of the covers – for free. Here's how it works. You select a client site that best showcases your products or services. We conduct a photo-shoot and interview the client. The best photo graces the cover with the name of your business and the client. A story runs inside with more photos, designed to give your business a great testimonial.



Advertise in all six issues and receive a 20% discount

Back Cover	9 7/8" x 13"	\$700
Full Page	9 7/8" x 13"	\$650
1/2 Page (Horizontal)	9 7/8" x 6 3/8"	\$370
1/2 Page (Vertical)	4 7/8" x 13"	\$370
1/4 Page	4 7/8" x 6 3/8"	\$210
Spot Color (1 color)		\$75
Process Color (4 color)		\$250

- Color applies to total ad cost on discount percentages
- Rates apply to quarter page or larger only

Runs March - October • 2nd Wednesday of the month