

# TOWN & COUNTRY Homes

Upstate New York's Real Estate Guide  
www.townandcountryny.com

## 20,000 COPIES DISTRIBUTED MONTHLY!

**Town & Country Homes is the ONLY Real Estate publication in the area that offers BOTH local saturation delivery AND Downstate distribution! PLUS! Your ad is placed on our High-Traffic website at no additional charge!**

**2010 Advertising rates** Rates through December 2010 are subject to change with prior notice.

Ad Size (Black & White ad)	Reg. Rate	3 mo. contract	6 mo. contract	12 mo. contract	12 mo. contract	AD SIZES
		15% Off Each Ad	20% Off Each Ad	25% Off Each Ad	40% Off Pre-paid all 12 mos. Each Ad	
Full page	\$495.00	\$420.75	\$396.00	\$371.25	\$297.00	<b>FULL</b> 9 1/2"w x 12 1/2"h 57p x 75p
Half Page	\$330.00	\$280.50	\$264.00	\$247.50	\$198.00	<b>HALF</b> 9 1/2"w x 6 1/8"h 57p x 36p6
Qtr. Page	\$225.00	\$191.25	\$180.00	\$168.75	\$135.00	<b>QUARTER</b> 4 5/8"w x 6 1/8"h 28p x 36p6
1/8 Page	\$140.00	\$119.00	\$112.00	\$105.00	\$84.00	<b>EIGHTH</b> 4 5/8"w x 3"h 28p x 18p
1/16 Page	\$85.00	\$72.25	\$68.00	\$63.75	\$38.25	<b>SIXTEENTH</b> 2 1/4"w x 3"h 13p6 x 18p

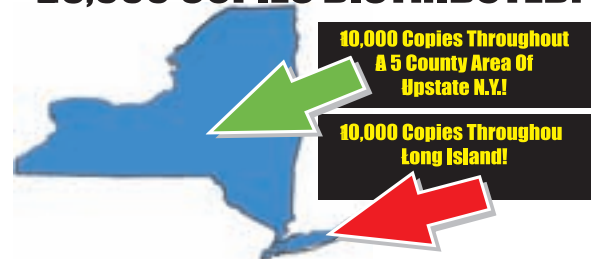
**PROCESS COLOR CHARGES:** Full Page add \$50.00 per month. All Other Sizes add \$25.00 per month  
**MULTIPLE PAGE DISCOUNTS AVAILABLE ON REQUEST**

### 2010 PUBLICATION SCHEDULE

Date Edition	Copy Deadline	Distributed Locally	Distributed Downstate
JANUARY	Dec. 21, Mon.	Dec. 30, Wed.	Jan. 2, Sat.
FEBRUARY	Jan. 18, Mon.	Jan. 27, Wed.	Feb. 6, Sat.
MARCH	Feb. 15, Mon.	Feb. 24, Wed.	Mar. 6, Sat.
APRIL	Mar. 15, Mon.	Mar. 24, Mon.	April 3, Sat.
MAY	Apr. 19, Mon.	Apr. 28, Mon.	May 8, Sat.
JUNE	May 17, Mon.	May 28, Mon.	June 5, Sat.
JULY	June 14, Mon.	June 23, Mon.	July 3, Sat.
AUGUST	July 12, Mon.	July 21, Mon.	Aug. 7, Sat.
SEPTEMBER	Aug. 16, Mon.	Aug. 25, Mon.	Sept. 4, Sat.
OCTOBER	Sept. 13, Mon.	Sept. 22, Mon.	Oct. 2, Sat.
NOVEMBER	Oct. 18, Mon.	Oct. 27, Mon.	Nov. 6, Sat.
DECEMBER	Nov. 15, Mon.	Nov. 24, Mon.	Dec. 4, Sat.
JANUARY '11	Dec. 13, Mon.	Dec. 22, Mon.	Jan. 1, Sat.

**LOCK IN NOW and Save up to 40% OFF your advertising cost!**

### 20,000 COPIES DISTRIBUTED!



**PLUS: YOUR AD IS PLACED ON OUR WEBSITE!**

**Sales: rfoote@pennysaveronline.com**  
**Graphics: jsmith@evesun.com**

**EXTRA CIRCULATION OF 5,000 MORE COPIES GOING DOWN STATE FROM MARCH-OCTOBER (8 MONTHS)**

**EXTRA Bonus Deal**

Repeat your camera ready ad from the current Town & Country Homes edition

for ONLY **\$3\*** per col. inch

as black & white ad in any Pennysaver, My Shopper or Evening Sun edition

\* Per paper, one week per month, no color, camera ready, same size, no changes