



The **Guide to Marketing & Business Resources** is the definitive desktop reference for marketing and related services. It lets you browse listings to locate the best provider for your business needs in well over 100 fields. In 2006, the Guide was distributed free to over twelve thousand potential buyers in eastern New York, Vermont, western Massachusetts, and northwestern Connecticut.

Ad FACS is the region's source of all marketing resources. Ad FACS publishes the Guide and makes all current listing information available on [adfacs.com](http://adfacs.com), which also features current press releases and content from our resource community.

We have many options available. Please contact us if you have questions or want to add a new category to our listings.

## Display Advertisements

Ad Size	Width x Depth (in inches)	Price
Full Page	4 3/4" x 7 1/2"	\$1000
1/2 Page (vertical)	2 1/4" x 7 1/2"	\$650
1/2 Page (horizontal)	4 3/4" x 3 3/4"	\$650
1/4 Page (vertical)	2 1/4" x 3 3/4"	\$500
1/4 Page (horizontal)	4 1/4" x 1 3/4"	\$500
1/8 Page (horizontal)	2 1/4" x 1 3/4"	\$400
<b>Full Color</b>	<b>any size</b>	<b>additional \$250</b>
<b>Second Color (standard)</b>	<b>any size</b>	<b>additional \$40</b>

**All display advertisements include at no additional charge:**

- Advertiser's Bold Message Listing
- Referral lines for all listings
- Listing on [adfacs.com](http://adfacs.com)
- "Hot" Link from listing on [adfacs.com](http://adfacs.com) to your site

**All Display Ads must meet Display Ad Guidelines as shown in the Media Submission Requirements.**

## High Visibility Ads

*Includes all benefits of a Display Ad*

Outside Back Cover (4-color)	\$2500
Inside Front Cover (4-color)	\$2000
Inside Back Cover (4-color)	\$2000
Pre-printed Inserts (4-color)	\$1200

## Portfolio Pages

*Includes all benefits of a Display Ad*

This is a special section of the **Guide to Marketing & Business Resources**. It is printed as a separate run for those ads that need to show special printing and process quality, such as high resolution photography or intricate multi-color designs. **Each of these pages includes 500 reprints on heavy stock.** These reprints are ideal as post cards in promotions.

Full Page (full color)	\$1400
2 page spread (full color)	\$2500

## Special Listing Packages

### Logo Ad Package

**\$185**

Graphic logo appears in black in the same column preceding the listing for the business. Maximum size is 2 1/4" x 3/4". Listing includes business name, address, telephone, fax, URL, e-mail and up to 30 words of description. Business name and telephone number are set in Bold. NOTE: There is an additional charge to have the logo included on the Ad FACS web site - see Option in next column.



**See Submission Requirements on [adfacs.com](http://adfacs.com) for submitting advertisements or supplemental media. Or call us at 518-883-4006.**

### Options for Listings

#### Logo on listing on [adfacs.com](http://adfacs.com)

**\$100**

Graphic logo appears in **color** next to the listing for the business on [adfacs.com](http://adfacs.com).

#### Sound Package

**\$100**

Great for Audio Producers. 60-second sound demonstration appears on the Ad FACS CD. This CD is distributed at no charge to potential users in Ad FACS' distribution area. Each Sound Listing is highlighted with the referral "Hear us on the Ad FACS CD". Listing includes business name, address, telephone, fax, URL, e-mail and up to 30 words of description. Business name, telephone number and referral line are set in Bold.

#### Second Color (Red)

**\$40**

Second color (red) is used to highlight logos or display advertisements.



## Category Listings

The text of all listings will be published on the Ad Facs website, [www.adfacs.com](http://www.adfacs.com) at no additional charge. For a complete listing of available Categories, please visit [adfacs.com](http://adfacs.com) or call us. If no existing category meets your needs, we would be happy to discuss creating a new category..

### Bold Message Listing

**\$100**

Listing includes business name, address, telephone, fax, URL, e-mail and up to 30 words of description. Business name and telephone number are set in Bold.

**TRYST Content Management Systems 518-587-7572**  
*Affordable Web site Design & Content Management System. Don't pay a high priced web company to update your web site - Do it yourself. Edit text, place and crop images, create links, turn pages on and off no knowledge of HTML.*  
 65 Clinton St., Saratoga Springs, NY 12866  
<http://www.trystsimple.com>  
 Fax: 518-584-4627 info@trystsimple.com

### Bold "One Line" Message Listing

**\$55**

Listing includes business name, address, telephone, fax, URL, e-mail and up to 6 words of description. Business name and telephone number are set in Bold.

**Sir Speedy 518-456-2431**  
*Indoor / Outdoor Use, Mounting & Laminating.*  
 2005 Western Avenue, Albany, NY 12203  
<http://www.sirspeedy.com/albany>  
 Fax: 518-456-7539 print@sirspeedyalbany.com

### Bold Referral Listing

**\$45**

Listing includes business name, address, telephone, fax, URL, e-mail and a reference to another listing by the same company or related company in the "Guide to Marketing & Business Resources". Business name, telephone number and referral line are set in Bold.

**Ambrosino Design, Inc. 518-587-4628**  
*See Listing in Advertising Agencies & Counselors*  
 36 Long Alley, Saratoga Springs, NY 12866  
 Fax: 518-587-4754 ad1@mycop.net

### Bold Listing

**\$35**

Listing includes business name, address, telephone, fax, URL, and e-mail only. Business name and telephone number are set in Bold.

**Mogul Marketing 518-794-7483**  
 243 Old Gale Hill Rd., E. Chatham, NY 12060  
<http://www.mogulmarketing.com>  
 Fax: 518-794-8589 hammers@mogulmarketing.com

## Options for Listings

### Each Additional Line

**\$15**

Additional description of a business. Each line is approximately 6 words.

### Double Line - approximately 12 words.

**\$25**

**Additional lines are NOT available on either Bold Referral or Bold Listings.**

### "Hot" Link from [adfacs.com](http://adfacs.com)

**\$30**

This is a click-on button from the listing on [adfacs.com](http://adfacs.com) to the business' web site.

## Our "NEWS" is Your News ...Post your Press Releases

Ad Facs posts the text of all Press Releases we receive from our subscribers. The five most recent postings are shown on the front page of our high traffic web site, [adfacs.com](http://adfacs.com). All Press releases are then stored in our "NEWS" section. Our goal is to develop an archive capability for this material. Because of the nature of [adfacs.com](http://adfacs.com), items posted in our "NEWS" section is visible for Google searches.

## Media Submission Requirements

### FOR BEST RESULTS on Graphic files or Display Ads or Photos or Audio files

When submitting any type of media for our use in printing or on the Internet, refer to our Media Submission Requirements. These requirements specify the types of files and formats that work best for our suppliers. Available for printing or download from the "Guide" section of [adfacs.com](http://adfacs.com). OR call 518-883-4006 and we will mail or fax you a copy. Please include our "Electronic Media Submission Form" with your materials.

**Do not send original artwork. We will not accept responsibility for lost or damaged materials.**

Ad Facs | 339 County Highway 106, Johnstown, NY 12095-3757 | (T) 518-883-4006 (F) 518-883-6273 | (e) [adfacs@superior.net](mailto:adfacs@superior.net)