

# Home and Garden Guide

Southern Dutchess News  
Northern Dutchess News  
Beacon Free Press

84 East Main Street  
Wappingers Falls, NY 12590  
845-297-3723

## Free Story = Twice the Space For One Low Cost

### FREE story:



A FREE story in our Home & Garden magazine gives you twice the space for one low cost. PLUS, you have the opportunity to tell our readers who you are, how you perform your work and why you are the best - according to testimonials from your customers. A story lets you talk to readers and explain all of the details of your work and background. (Photos can be included.)

A quarter-page advertisement gives you a half page of coverage with your FREE story.  
A half-page advertisement gives you a full page of coverage with your FREE story.  
A full-page advertisement gives you two full pages of coverage with your FREE story.



### Target the best Audience:

Our newspapers offer you the opportunity to connect with affluent homeowners in your "backyard" and in every town and village in the county. Our papers have been named "Official Newspapers" in Wappingers Falls, Fishkill, Beacon, Hopewell Junction, Pleasant Valley, Stanford, Pine Plains, Milan, Amenia and Rhinebeck. We are also an "Official Newspaper" by vote of the Dutchess County Legislature.

### Directory:

Use 100 words to describe your area of expertise and we will divide the directory in to categories. (Half and Full page advertisers get the directory for free.)

directory

**Published on the third Wednesday of the month - Call for deadlines  
April, May, June & September**

### Directory Rates:

Service Directory (100 words)	\$25	\$85(total for all 4)
	(1x rate)	(4x rate)
Small (4 7/8" x 2")	\$40	\$32
Medium (4 7/8" x 4")	\$70	\$56
Large (4/78" x 6")	\$100	\$80

### Advertising Rates

	(1x rate)	(4x rate)
	(Rates are per supplement)	
1/4 page (4 7/8" x 8")	\$210	\$168
1/2 page V (4 7/8" x 16")	\$370	\$296
1/2 page H (9 7/8" x 8")	\$370	\$296
Full page (9 7/8" x 16")	\$600	\$500

(Spot Color \$75.00, Full Color \$150.00)

