



# Work together & save money

## It's an old adage - but it can work for you.

We know we have to market our businesses, but we're all facing a tough economy.  
**Here is one solution.**

Team up with your fellow businesses, target an audience and share advertising space. **Example:** We currently have a group of four businesses that target the farm/4-H market. They share the cost for the back cover once a month.

You can share the cost of any size ad with two or more partners. We can help you find partners with businesses that complement your business - but do not compete with you. Or you can supply the partners.

*The key is that you are able to afford a larger space and attract more attention.*

Our newspapers are all about local news. We target families, schools, small business, government, farms and seniors.

Our goal is to work together with you and provide solutions that help everyone.

Contact us today. Southern Dutchess News Group - We're local, just like you!

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