

More Sugar

**The Hudson
Valley's
Entertainment
Source**

Enjoy Life... This is Not a Rehearsal



EDITORIAL GUIDELINES

Where do I send press releases?

We accept PR via email ONLY. Please send to tom55more@aol.com. Subject line should include artist/band name, venue or location of event, and event date.

What formats do you accept?

TEXT: as MS Word or plain text; either as an attachment or right in the body of an email. Please do not send as a PDF.

Word Counts: 1/5–1/4 page: 200–350; 1/2 page: 550–650

IMAGES: high resolution JPEG, with no logos or text on the image (other than copyright or watermark, where applicable).

What is the lead time?

As we publish monthly, optimal lead time for editorial consideration is 7–8 weeks before event date. Editorial for each issue closes out at least one week before ad deadline.

I want to be on the cover!

Cover images especially need to be high-resolution. Feature photo must be in portrait orientation, with room at the top to place our masthead.

What else do I need to know?

As we are an advertiser-supported publication, editorial consideration is given first to our advertisers. If you are interested in advertising, please let us know and we will send you more info. Or just give us a call!

*(FB group stats as of 04/20/18)



facebook.com/MoreSugarEntertainment | facebook.com/groups/NitelifeHudsonValley

55 Hilltop Drive, Putnam Valley, NY 10579 · moresugar.com
Publisher: Tom O'Reilly · tom55more@aol.com / 845-526-2511

- Used by readers all month long!
- Your ad is seen by potential customers as many as 10 times or more.
- Every issue is also posted online at www.moresugar.com.
- Advertisers' events are promoted on our More Sugar Facebook page and in our new "Hudson Valley Nitelife" group, currently at 6,800+ members* & growing!
- Online ads link back to the advertisers' websites, making it even easier for customers to connect with you!
- More Sugar ads are 80% less expensive than most weekly publications.
- There is no other medium that directly reaches and engages potential customers as cost-effectively as More Sugar does.
- More Sugar is distributed free throughout Westchester, Putnam and Dutchess Counties, along with parts of Orange, Rockland, Fairfield, CT, and the Bronx.

Print circulation: 15,000

845.526.2190

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AD SIZES & RATES*

Full Page.....	10" w x 15 3/4" h.....	\$450
1/2 Page Horizontal	10" w x 7 3/4" h.....	\$250
1/2 Page Vertical	4 7/8" w x 15 3/4" h....	\$250
1/4 Page	4 7/8" w x 7 3/4" h.....	\$175
1/5 Page.....	4 7/8" w x 5 7/8" h.....	\$150
1/10 Page.....	2 5/16" w x 5 7/8" h....	\$75
1/10 Page wide.....	4 7/8" w x 3" h.....	\$75
1/10 Page – 3 months....	either format.....	\$200
1/20 Page.....	2 5/16 x 3" h.....	\$45
1/20 Page – 7 months....	(1 month FREE).....	\$240
Front Cover B Section (full color).....		\$1350
—>	10" w x 13 1/4" h	
Back Cover (A & B sections) (full color).....		\$1275
—>	10" w x 15 3/4" h	
Back Cover 1/2 pg (full color).....		\$675
—>	10" w x 7 3/4" h	

*** Full Color Ads: 50% more (when available)**

**** Ad sizes are exact as given and do not require any bleed**

*(FB group stats as of 09/27/18)



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