THE ALDEN ECHO

Advertising Commitment / Insertion Order · **ISSUE 2 · NOV–JAN 2026–27**

Alden, NY · Monthly print + aldenecho.com
November 2026 – January 2027

How to use: Check one size in column A *or* B (not both). Column A = single issue (Nov, Dec, or Jan). Column B = Nov–Jan charter (−15%×3, total for all 3 months). October / Issue 1 founding sales are CLOSED. Then check medium below. Copy the circled total into Amount due.

1. ADVERTISER

BUSINESS / ORGANIZATION NAME _____ CONTACT NAME _____

BILLING / MAILING ADDRESS _____ PHONE _____

EMAIL _____ PREFERRED CONTACT ☐ Phone ☐ Email ☐ Text

2. AD SIZE + PREFILLED TOTALS (CHECK ONE BOX)

Placement	A · Single issue check → total	B · Nov–Jan charter check → 3-mo total	Measurements
Business card	☐ **$40.00**	☐ **$102.00** ($34×3)	3.50 × 2.00 in
Eighth page	☐ **$65.00**	☐ **$165.75** ($55.25×3)	5.25 × 4.125 in
Calendar strip	☐ **$55.00**	☐ **$140.25** ($46.75×3)	per layout
Quarter page	☐ **$90.00**	☐ **$229.50** ($76.50×3)	5.25 × 8.25 in
Half page	☐ **$140.00**	☐ **$357.00** ($119×3)	10.50 × 8.25 in
Full page	☐ **$200.00**	☐ **$510.00** ($170×3)	10.50 × 16.50 in
Site banner (web)	☐ **$20.00**	☐ **$51.00** ($17×3)	per site unit / Website
Homepage in-content (web)	☐ **$85.00**	☐ **$216.75**	390 px W (1×) / Website
Web ear	☐ **$50.00**	☐ **$127.50**	per site unit / Website

Artwork: Print: W×H inches; 300 dpi CMYK preferred PDF/X or high-res PDF. Digital: px at 1× (optional 2×/retina); RGB PNG/JPG. Homepage in-content: 390 px W (1×).

Print + online add-ons (check in addition to a print size above, same period column):

Add-on	With single-issue print	With Nov–Jan print	How it works
Site banner with print	☐ **+$15.00**	☐ **+$45.00** ($15×3)	Add to print total (bundled web rate)
Web ear with print	☐ **+$50.00**	☐ **+$127.50**	Add to print total

3. PLACEMENT MEDIUM (CHECK ONE)

☐ **Print only** ☐ **Print + online** (use print size + add-on totals)

☐ **Online only** (site banner, homepage in-content, or web ear) ☐ Notes: _____

4. AMOUNT DUE (WRITE THE TOTAL FROM THE CHECKED BOXES)

PRINT / PRIMARY $ _____ **+ ONLINE ADD-ON** $ _____ **GRAND TOTAL DUE** $ _____

PAYMENT METHOD ☐ Check ☐ Cash ☐ Card / link ☐ Invoice PAID TODAY $ _____ BALANCE DUE $ _____ DUE BY _____

Checks: **The Alden Echo** (or as directed). Commercial ad buy in a for-profit paper - not a tax-deductible donation.

5. ARTWORK

☐ Artwork by _____ ☐ Echo may set type from card / logo / copy

6. SIGNATURES

I confirm this business is committing to advertising in The Alden Echo for the size, period, medium, and amount checked/written above. I am authorized to make this commitment.

ADVERTISER SIGNATURE _____ PRINT NAME / TITLE _____ DATE _____

ECHO REPRESENTATIVE _____ PRINT NAME _____ DATE _____

Copy 1: Echo / Booked $ · Copy 2: advertiser · Rob Owens · remmettowens@gmail.com · aldenecho.com