

# ...INVEST IN an affordable MEDIA PLAN

## INCREASE YOUR VISIBILITY WITH A MULTIMEDIA APPROACH.

Choose any one of our **BUNDLED PRINT & DIGITAL MEDIA PLANS** shown here or let us build a custom program that fits your specific needs.

Call us today at **508-987-5886** to speak to an account executive. Let us show you how we've been delivering real results for our clients for over 50 years.










HORSEMEN'S *YANKEE*  
**PEDLAR**

83 LEICESTER STREET, NORTH OXFORD, MA 01537

### CHOOSE YOUR PLAN

Choose from one of our media plans below to bundle print and digital advertising.



	PRINT	DIGITAL				
	<b>PEDLAR PRINT AD</b>  Advertise in our award-winning monthly print magazine.	<b>PEDLAR DIGITAL EDITION</b>  By buying print, you're ad is also placed online in the digital version of our print magazine. Average of 40,000 page views per issue (2009). <a href="#">CLICK TO VIEW SAMPLE</a>	<b>HYP DIGITAL MAGAZINE</b>  Run your print ad in our new interactive digital magazine with video capability. Average of 10,000 page views per issue (2009). <a href="#">CLICK TO VIEW SAMPLE</a>	<b>WEBSITE DIRECTORY LISTING</b>  We make it easy for our online users to find your business with our online business directory.	<b>WEBSITE BANNER AD</b>  Promote yourself with a 234 x 60 pixel website banner ad on our website <a href="http://www.pedlar.com">www.pedlar.com</a> . Other sizes available—see back panel.	<b>PEDLAR NEWSLETTER BLAST</b>  Advertise in our email newsletters every month with a banner ad sent to our highly qualified email list. Pushed to over 14,000 email addresses (2010).
1	<b>1/4 PAGE BLACK &amp; WHITE PRINT AD BUNDLE</b> <b>\$495/MONTH</b>	 <b>1/4 Page</b> 3.84" x 4.72"	✓ INCLUDED	✓ INCLUDED	✓ INCLUDED	Add for only \$25/MONTH
2	<b>1/4 PAGE FULL COLOR PRINT AD BUNDLE</b> <b>\$945/MONTH</b>					Add for only \$75/MONTH
3	<b>1/2 PAGE BLACK &amp; WHITE PRINT AD BUNDLE</b> <b>\$645/MONTH</b>	 <b>1/2 Page</b> 7.67" x 4.72"	✓ INCLUDED	✓ INCLUDED	✓ INCLUDED	Add for only \$75/MONTH
4	<b>1/2 PAGE FULL COLOR PRINT AD BUNDLE</b> <b>\$1095/MONTH</b>					
5	<b>FULL PAGE BLACK &amp; WHITE PRINT AD BUNDLE</b> <b>\$895/MONTH</b>	 <b>Full Page</b> 7.67" x 9.62"	✓ INCLUDED	✓ INCLUDED	✓ INCLUDED	✓ INCLUDED
6	<b>FULL PAGE FULL COLOR PRINT AD BUNDLE</b> <b>\$1445/MONTH</b>					

Ads in HYP Digital Magazine, banner ads and newsletter blasts all subject to space availability. Bundled prices reflect a 3-5X frequency rate—call for other frequency rates.