



# INFO-COURSES®

THE Guide to Educational Courses, Training & Workshops™

Dear Advertiser,

Info-Courses of New York, Inc. publishes THE Guide to Educational Courses, Training and Workshops in the metropolitan areas we serve. Our readers have a thirst for knowledge and are looking for new things for themselves as well as their families to learn, try or see. Here is your opportunity to reach this lucrative market of lifelong learners in every age group!

Our Educational Guides publish quarterly in each city and correspond with the seasons: Winter, Spring, Summer & Fall. You can receive up to a 20% discount if you sign an annual contract with us to advertise in multiple issues of the same publication. Recent editions are available for review along with our latest distribution list at: [www.infocourses.net](http://www.infocourses.net).

Please review the attached materials and call us today to reserve your space in our next guide. Please note, advertising in our guides must be educational in nature. Popular categories of interest with our audience are as follows:

<u>AT YOUR LEISURE</u>	<u>ARTFUL LIVING</u>	<u>MONEY MATTERS</u>	<u>DISCOVER U</u>
HOME & GARDEN	CRAFTING ARTS	COMPUTER TRAINING	SELF DEVELOPMENT
RECREATION & GAMES	CULINARY ARTS	SMALL BUSINESS	HEALTH & WELLNESS
SPORTS & OUTDOOR FUN	STUDIO & VISUAL ARTS	FINANCIAL MATTERS	NEW AGE
TOURS & TRAVEL	FOREIGN LANGUAGE	CAREER & VOCATIONAL	ANIMAL & PET CARE
LOCAL HISTORY	WRITING & PUBLISHING	PRACTICAL SKILLS	FAMILY MATTERS
SINGLES SCENE	MUSIC & DANCE	LAW & LEGAL MATTERS	PARENTING/CHILD CARE
YOUTH PROGRAMS	DRAMA, THEATRE	SALES & MARKETING	PSYCHOLOGY
JUST FOR TEENS	PHILOSOPHY	DEGREE PROGRAMS	COMMUNICATION
JUST FOR SENIORS	LITERATURE	CEU'S & CONTINUING ED	OUT OF THIS WORLD
LADIES ONLY	MATH & SCIENCE	DEGREE CERTIFICATES	ONLINE PROGRAMS

# Syracuse Info-Courses™

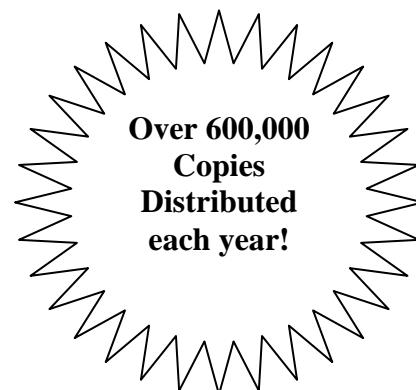
Info Courses of New York, Inc.

P.O. Box 425

Fairport, New York 14450

(585) 234-9475

[www.infocourses.net](http://www.infocourses.net)



## 2010 Advertising Rate Card

Our FREE course guides are distributed quarterly through an extensive rack system with locations in the highest traffic areas, through insertions in local publications and newspapers and through direct mail to a very large student, instructor & member database – that's 150,000 copies each issue!

Display Ad Size	Image Size	Cost
Full Page Ad	7 ½" wide X 10" high	\$ 500
Half Page Ad	7 ½" wide X 5" high	\$ 250
Quarter Page Ad	3 ¾" wide X 5" high	\$ 125
(Add Color)	(available for any size ad)	\$ 500
Business Card For Directory	3 ½" wide X 2" high (must be an actual business card)	\$ 50

### Space Reservation & Payment

Space reservation will be on a first come-first served basis and must be reserved no later than the published deadlines. Full payment is required upon receipt of invoice prior to publication and distribution.

### Artwork Submission

Camera ready artwork is due no later than the published deadline dates on the attached schedule. Quark Xpress, PhotoShop & InDesign PC files are acceptable. Please include all support graphics and any fonts. Please compress files using stuffit if possible when sending via e-mail. Hi-Res (300 dpi or higher) PDFs, JPEGs, TIFs and EPS are best. Send by e-mail to: [advertising@infocourses.net](mailto:advertising@infocourses.net) or mail to: **P.O. Box 425, Fairport, NY 14450**. Save to a CD or ZIP. Flat camera-ready art with good contrast is also acceptable.

### Advertising Design

Syracuse Info-Courses accepts camera-ready ads only. SIC will refer you to a graphic designer for professional ad design for an extra cost. Design fees will be quoted on a per advertiser basis.

**Call (585) 234-9475 TO RESERVE YOUR SPACE!**

**Ad reservation email address: [advertising@infocourses.net](mailto:advertising@infocourses.net)**

## **QUARTER PAGE AD**

**\$125**

**3-3/4" wide x 5" high**

## **ADVERTISE IN OUR PRINT CATALOG**

receive insertion in Digital  
Edition at no extra charge!

Download Media Kit from  
"Advertise with Us" tab

[advertising@infocourses.net](mailto:advertising@infocourses.net)

## **BUSINESS CARD**

**3-1/2" wide x 2" high**

## **HALF PAGE AD**

**\$250**

**7-1/2" wide x 5" high**

**FULL PAGE AD    \$500    7-1/2" wide x 10" high**

**(Color Specials available for 2 or more editions)**

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Info-Courses of New York, Inc.

P.O. Box 425

Fairport, New York 14450

(585) 234-9475 office

[www.infocourses.net](http://www.infocourses.net)

## 2010 Course Catalog Distribution Dates & Deadlines

**Winter 2010** (covering January, February, March & some April)

Submission deadline November 15, 2008

Distribution: (mail, racks & inserts) December 28, 2009

**Spring 2010** (covering some March, April, May & June)

Submission deadline February 28, 2009

Distribution: (mail, racks & inserts) March 29, 2010

**Summer 2010** (covering some May, June, July & August)

Submission deadline April 18, 2010

Distribution: (mail, racks & inserts) May 31, 2010

**Fall 2010** (covering September, October, November & December)

Submission deadline July 18, 2010

Distribution: (mail, racks & inserts) August 30, 2010

Syracuse Info-Courses, reserves the right to change the distribution dates listed above. Notification of any changes will be made within 7 days of distribution date.

**Call our Advertising Department at  
585-234-9475  
to reserve space today!**

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Info-Courses of New York, Inc.

P.O. Box 425

Fairport, New York 14450

(585) 234-9475

www.infocourses.net

## 2010 ADVERTISING CONTRACT

I hereby authorize Syracuse Info-Courses to distribute their course guide through means found most successful in promoting its business. As a contracted advertiser, I will submit ad copy written within the guidelines supplied including camera-ready copy. ICNY reserves the right of final approval of the form or copy content.

Neither I nor the business I represent will hold ICNY, SIC or its agents liable for damages resulting in any incorrectly printed copy of photographs. All advertising is subject to ICNY approval. ICNY reserves the right to cancel any ad for any reason at any time. ICNY assumes no liability if for any reason it becomes necessary to omit an advertisement.

The advertiser represent that the advertising submitted for publication contains nothing which can result in claims against ICNY or its publisher, and it agrees to indemnify ICNY and its publisher against any damages and expenses arising from its publication.

In case of ICNY's error of commission or omission relating to advertisements covered in this contract, ICNY's liability shall be restricted to the inclusion of a corrected advertisement in its next issue at an appropriately reduced cost to the contracted advertiser.

The above terms represent the full agreement and payment between the parties of this contract. There are no other promises or understandings relied upon by either party that have not been fully set forth herein. All rates are non-commissionable. I understand and agree that payment in full is due prior to publication. All payments must be made payable to **Info Courses of New York, Inc.**

I am authorized to and do hereby authorize the participation of the below named business in the quarterly course guides of Syracuse Info-Courses. I understand and agree that this purchase is non-cancellable and non-refundable.

Ad Size/Frequency: \_\_\_\_\_ Winter 2010 \_\_\_\_\_ Spring 2010 \_\_\_\_\_ Summer 2010 \_\_\_\_\_ Fall 2010

Signature & date: X \_\_\_\_\_

Print name & title: \_\_\_\_\_

Company Info: \_\_\_\_\_

Phone & Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Please complete insertion order on next page.**

# Info-Courses Advertising Insertion Order

Name:

Title:

Company:

Address 1:

Address 2:

City:  State:  Zip + 4:

Phone:  Cell:  Fax:

E-mail:

Issue:  Winter 2010  Spring 2010  Summer 2010  Fall 2010





Edition:  Rochester, NY  Buffalo, NY  Syracuse, NY

Print Ad Size:  Full page (\$500)  Half page (\$250)  Quarter page (\$125)  Business card (\$50)

Color:  Full color (\$500)  Spot color (\$250)  Black and White (no charge)

Online Ad:  Logo + Link (\$25)  Bus. Card + Link (\$50)  Calendar Listing (\$25)  Special events posting (\$50)

Payment:  Company check  Personal Check  Money Order  Credit Card

    Circle type of card Card number:

Name on card:  Exp. date:

CV2 Code (3 digits on back of card):  Credit Card Billing Zip Code:

Cardholder Signature \_\_\_\_\_ Date \_\_\_\_\_

Please print this form and mail to: **Info-Courses of New York, Inc., P.O. Box 425, Fairport, NY 14450**