



Lark Street Herald

The Quarterly Magazine of the Lark Street BID

RATE CARD

Full color– Magazine Size 11h x 8.5 w

Distribution: 2,000

ALL ADS ARE FULL COLOR AND GLOSSY

Advertising Rates (Per Issue)

Size	Dimensions	Rate 1 issue	Rate 2 issues	Rate 3 issues	Rate 4 issues
Full Page	11 x 8.5	\$350	\$324	\$315	\$298
1/2 Page	4.25 x 5.5	\$250	\$231	\$225	\$212
1/4 Page	2.13 x 2.75	\$115	\$106	\$103	\$98
1/8 Page	4.75 x 2.75	\$70	\$69	\$67	\$64

Prime Placement

Inside Front or Inside Back Cover	\$425	\$393	\$383	\$361
Back Cover	\$500	\$463	\$450	\$425

Special

Sign up for multiple issues and save on standard rate.

Save an additional 10% by paying for your contract in full for multiple month advertising.

Contact the Lark Street BID to advertise

In the Lark Street Herald

(518) 434-3861 or bid@larkstreet.org