



Oldtowner™ Magazine

May 2017 Rate Card

The OldTowner Magazine is published by International Platform Association®. It is a compilation of news, event notices, press releases and advertisements for and about Oldtown, VA. The format is 8 ½ by 11, and all advertisements notices are included a full pages. It is published on a monthly basis, and noted with each month being a volume -- advertising rates below are monthly and will appear in all editions in a given month. Updates to the monthly issue are made when more issues are needed for newsstands and free distribution -- press releases and editorial content my run in single editions, as the monthly volumes are created though out the month. Special editions for advertig placement may have alternate covers for a given advertiser -- i.e. for a given restaurant we may print a restaurant review on the cover and their menu on pages two and three. These special editions are designed for use by restaurants, and we may make special editions available in branded newsstands specifically for a given restaurant or retail advertiser.

The magazine will be distributed four ways free of charge;

- Via pdf download at www.OldTownerPDF.com
- Free placement at our advertiser's locations.
- In newsstands that have been ordered.
- In custom newsstands with alternate covers for specific advertisers.

There are five ways to participate.

- 1) Send press releases to us for free inclusion on a space available basis. Release should be formatted as full page PDF, have a dateline showing location the news is from, show the release date, and state "Press Release" at the top of the page. Should be sent to: CEO@InternationalPlarform.org
- 2) Diamond membership includes cover and pages 2 & 3 with a custom newsstand at the advertiser's location - \$1,275 first month to secure the customer newsstand, make up the special edition then a monthly cost of \$275 and \$1 per special issue delivered the newsstand.
- 3) Platinum Membership includes the back cover and two full pages inside ----\$975
- 4) Gold Membership includes the inside front page and one full page inside ----\$575
- 5) Silver Membership includes on full page -- \$275.

Contact the publisher, Mitchell P. Davis at: CEO@InternationalPlatform.org or (202) 333-5000 for space reservations. Deadline for the monthly editions is the 28th of the month. However advertisements can be accepted an any time in the month, as we can update the current edition with the advertisement, then run the ad for a month to include editions for a month and the new volume.

Advertising is handled by Broadcast Interview Source, and reservation can be accepted at (202) 333-5000.