

THE ALDEN ECHO

Advertising Commitment / Insertion Order · Issue 1 · Prices prefilled

Alden, NY · Monthly print + aldenecho.com
October 2026 · ~1,000 copies · B&W

How to use: Check one size in column A or B (not both). Column A = October only. Column B = Oct–Dec charter (–15%, total for all 3 months). 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 · Oct only check → total	B · Oct–Dec charter check → 3-mo total	Notes
Full page	☐ \$125.00	☐ \$318.75 (\$106.25×3)	Back-page well option
Half page	☐ \$70.00	☐ \$178.50 (\$59.50×3)	Strong Issue 1 anchor
Quarter page	☐ \$40.00	☐ \$102.00 (\$34×3)	Modular well
Eighth / business card	☐ \$25.00	☐ \$63.75 (\$21.25×3)	Modular well
Front-page ear	☐ \$50.00	☐ \$127.50 (\$42.50×3)	High visibility
Calendar strip	☐ \$35.00	☐ \$89.25 (\$29.75×3)	Events page
Sports box	☐ \$40.00	☐ \$102.00 (\$34×3)	Optional
Site banner (web)	☐ \$20.00	☐ \$51.00 (\$17×3)	Online only row, or add-on below
Web ear	☐ \$50.00	☐ \$127.50 (\$42.50×3)	Online

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

Add-on	With Oct-only print	With Oct–Dec 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 (\$42.50×3)	Add to print total

3. PLACEMENT MEDIUM (CHECK ONE)

☐ Print only	☐ Print + online (use print size + add-on totals)
☐ Online only (site banner or web ear row only)	☐ 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
☐ Founding Partner listing OK	☐ Do not list as Founding Partner

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