



**YOUR SOURCE FOR WHAT'S HAPPENING
IN WESTCHESTER & FAIRFIELD COUNTY**



Happy Hours, Music, Events, Brunch, Fitness, Kids & More!



About Out In Corporation

Out In Corporation is a digital media and advertising company and searchable website providing a local event guide and information on music, entertainment, lifestyle, arts, culture, activities and vendor goods and services to residents in Westchester County and Fairfield County.

Out In Westchester was launched by three life long friends, raised and living in Westchester, who were frustrated with endless unsuccessful internet searches for live music and happy hour specials throughout the County. We wanted to create one site where Westchester residents could log in to search for special offers and unique ideas for a friends night Out In Westchester, date night Out In Westchester and family night Out In Westchester.

Westchester County's best kept secrets are revealed by Out In Westchester! We feature current events and local happenings only in Westchester County, New York including happy hours, restaurant specials, new fitness studios, charity events, activities for kids, teens and seniors, live music and other special offers only found here on Out In Westchester.

Then our friends in Fairfield County liked the idea and thought that Fairfield was also in need for the same online content. We then launched Out in Fairfield, "Your Source for What's Happening in Fairfield County, Connecticut!"

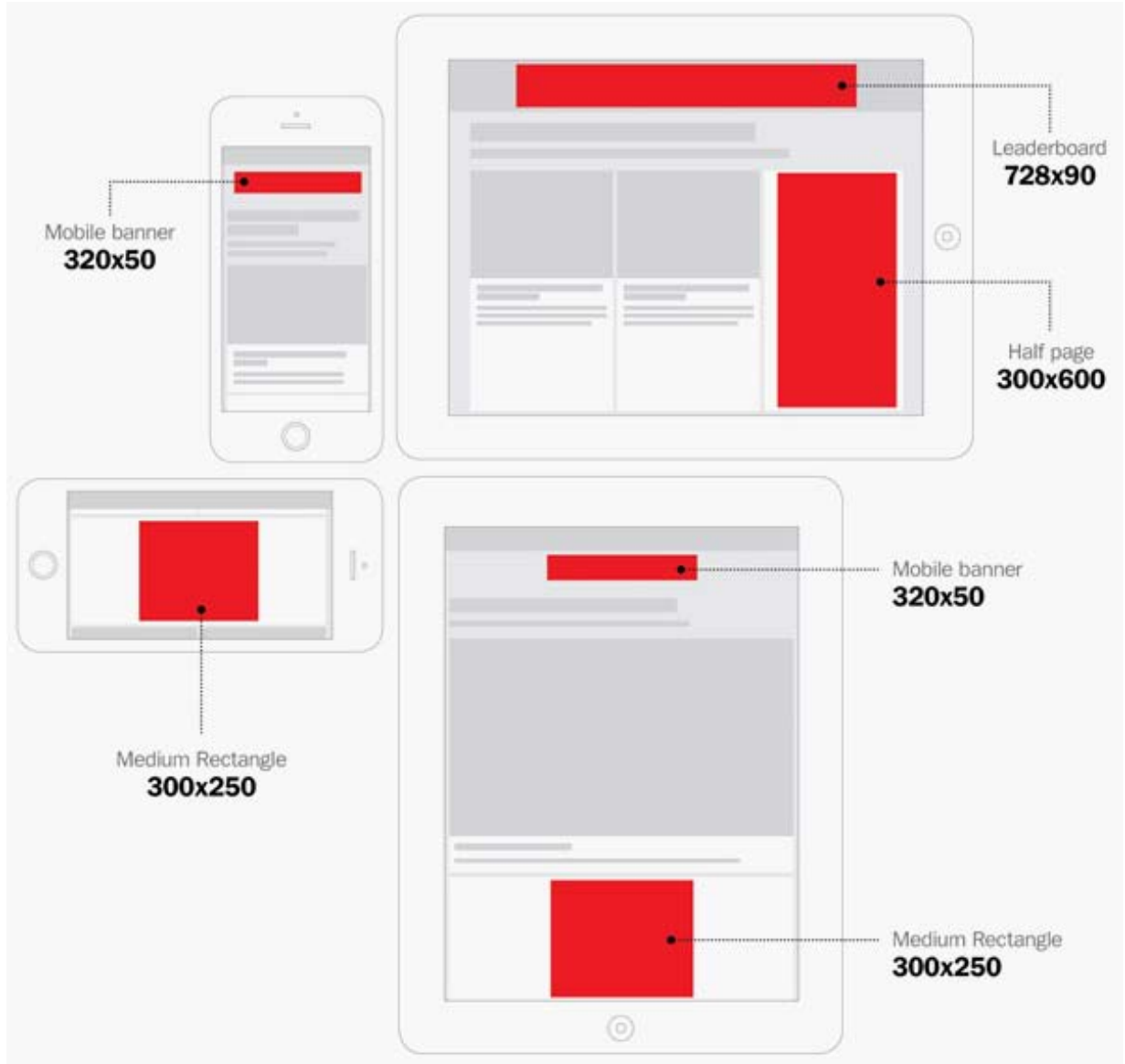
With miles of coastline and mountainous trails, Westchester & Fairfield County, has some of the most beautiful places to enjoy dining along the Hudson, cocktails overlooking the Long Island Sound and great weekend excursions. There are so many changes to venture to, such as the Riverwalk along the Hudson. Our County is constantly changing and we want to inform our community of these exciting new venues and out activities for individuals and the whole family. Don't miss this opportunity to get your business noticed by our subscribers who are looking to go Out in Westchester & Out In Fairfield!

Call us Today! 914-500-3943 or email: info@outincorp.com

Desktop Ad Sizes



Mobile Ad Sizes



Advertisements

Don't miss this opportunity to advertise your company to our local community.

- Build your brand recognition! Get the prestige and recognition by positioning your company on our website, social media pages, and email marketing to build brand awareness in our local community
- Connect with your community! Launching a new menu or happy hour that everyone should know about? Send us the information and we'd be honored to get the word out to attract more customers/clients!
- Identify your business needs! Please let us know what you wish to achieve and we'll make it happen. You can select placement of your ads, the duration you wish to promote your product or service, allowing you to stay within your advertising budgets.

Ad specs

• File Size

Please see ad specs on prior page. Files must be submitted in .JPG or .GIF files

No more than 3 rotations/loops for Flash
Please provide web address for linking ads

• Image Types

JPG, .GIF, Flash 10.1 or lower

If providing rich creative via a 3rd party tag, please apply a polite load of max 40kb

Rich media creative require a GIF/JPEG backup for users who do not have the Macromedia Flash plug-in.

• Skin Specs

Page width: 1150px, design to standard screen display 1366px with bleed to up to 1900px width

- Please note that all designs are subject to Out In Corp. approval and alterations may need to be made to fit our requirements. Dimensions: Width 1366x (max width 1900) x min height 1200px. Center page area: 1150px

Dedicated Emails

Guidelines

- **Image**
Must be provided in .jpg, .png or .gif formats -
Width: 660px
Max height: 450px
Max file size: 100k
- **Maximum character counts (including spaces)**
Subject line: 75 characters
Headline: 35 characters / Subhead: 70 characters
Text: 100-150 words (shorter if possible)
Call to action: 15 characters
- Creative must be submitted 1 week prior to launch

Out In Corp. reserves the right to approve final creative, subject lines and copy to ensure that it is on-brand.

The top 2-3 inches are the most valuable part of your ad, as it's seen first in the preview pane and on mobile devices. Keep the ad as short as possible and focused on the benefits of the offer.

To deliver strong campaign performance to our loyal customer base of Out In Corp. email subscribers, we send all emails within a standard template that is representative of the Out In Corp. brand in a format our subscribers recognize and identify with.

Our team is happy to provide recommendations to help guide the creative development process, including optimizing for mobile users.

All advertisers will have one social share on our social media pages on Facebook, Twitter & Instagram.

**For more information:
OUT IN CORPORATION
PO BOX 595
SCARSDALE, NY 10583**

**(914) 500-3943
FAX (914) 574-6080
www.outincorp.com**



DIGITAL ADVERTISING ONLINE & EMAIL MARKETING FOR WESTCHESTER & FAIRFIELD COUNTY

Advertising Price List

Medium Rectangle (300X250)

- \$175 (for the one week)
- \$250 (\$125 for two weeks)
- \$300 (\$75 for four weeks)

Half Page (300X600)

- \$250 for one week
- \$350 (\$175 for two weeks)
- \$500 (\$125 for four weeks)

Billboard (970X250)

- \$375 for one week
- \$500 (\$250 for two weeks)
- \$800 (\$200 for four weeks)

Skin (1900X925)

- \$1000 for the month

Add Ons:

- \$50 Facebook Ad
- \$450 Dedicated Email + Social Media

Please note that all designs are subject to Out In Corp. approval and alterations may need to be made to fit our requirements. Ads will be placed on a first come, first serve basis.

Name

Company/Organization

Address

City, State, Zip

Phone

Email

Credit Card #

Expiration Date Code

Signature

Check made payable to Out In Corporation
(TIN # 88-2208565)

Questions: Call 914-500-3943

Email advertise@outincorp.com





Fax form to 914-574-6080

Mail completed form and payment to:

Out In Corporation, PO Box 595, Scarsdale, NY 10583

Advertisements must be submitted to
advertise@outincorp.com



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Digital Advertising

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