



# YOUR SOURCE FOR WHAT'S HAPPENING IN WESTCHESTER



**Podcast, Music, Events, Happy Hours, 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!"

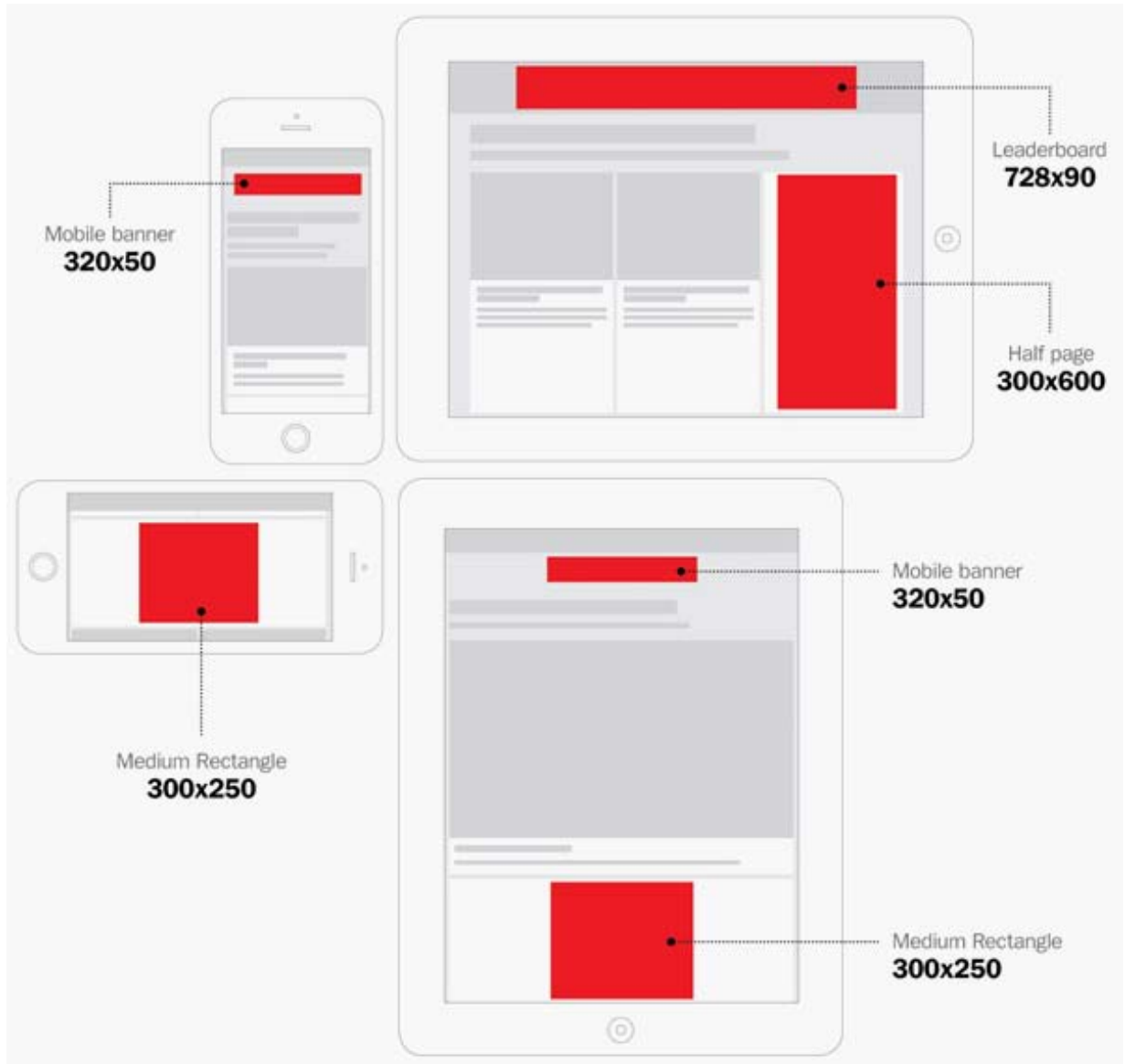
With miles of coastline and mountainous trails, Westchester & Fairfield County, has some of the most beautiful places to enjoy dining along the Hudson, cocktails overlooking the Long Island Sound and great weekend excursions. There are so many changes to venture to, such as the Riverwalk along the Hudson. 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: [outincorp@gmail.com](mailto:outincorp@gmail.com)**

# Desktop Ad Sizes



# Mobile Ad Sizes





## Westchester County's ONLY Podcast Spotlighting All Things Westchester!

Out in Westchester's weekly podcast and variety show is hosted by Liz Widulski and Frank Pellegrino featuring Special Guests in the Entertainment Industry, while also reviewing Westchester's Restaurants, Cafes, Bars and Event Venues. Liz & Frink discuss topics affecting Westchester residents, as well as, upcoming events, comedy, theater, music and nightly entertainment.



**Subscribe & Follow us on Facebook, YouTube, iTunes, Spotify @OutInWestchester**

<b>Corporate Sponsor</b> <ul style="list-style-type: none"> <li>• Opportunity to have your Brand Logo on Promotional Ads "Presented by" on Advertisements (mentions throughout show)</li> </ul>	\$500
<b>Corporate Commercial</b> inset in Podcast <ul style="list-style-type: none"> <li>• Up One-Minute Commercial Advertisement</li> </ul>	\$300
<b>Restaurant/Venue Sponsorship</b> <ul style="list-style-type: none"> <li>• Promotion of Events, Music, Drink Specials, Happy Hours, Brunch, etc.</li> <li>• Opportunity to have Owner, Chef or Manager on as a Guest to discuss the Restaurant's History &amp; Menu's</li> <li>• Highlight clip with restaurant name distributed on Social Media</li> <li>• Announcement on website as Podcast Sponsor (with link to your website)</li> <li>• PLUS Food &amp; Beverages for Guests</li> </ul>	\$200
Corporate Advertisement Inserted in Podcast (single static advertisement)	\$150
Special Events Announcement (includes one post on social media pages)	\$50

### CO-HOSTED BY LIZ WIDULSKI AND FRANK PELLEGRINO



**Liz Widulski** owns Out In Westchester, Westchester County's Premier Nightly Entertainment & Event Guide. An Entrepreneur, Liz has a Theater and Advertising background and is an Advocate for The Arts.

**Frank Pellegrino** is an Entertainment Touring Manager for many Comedians. He runs NoMa Comedy Productions, producing Comedy Shows throughout Westchester.

**Out In Westchester** is a Media & Advertising Corporation with a weekly Podcast providing an Entertainment Guide and News on Music, Culture, Lifestyle, Arts, Activities, Restaurants and Services to Residents in Westchester County, New York.

**ads@outincorp.com 914-500-3493 <https://outinwestchester.com>**

## 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**



# ADVERTISING RATES, EMAIL ANNOUNCEMENTS, SOCIAL MEDIA ADVERTISEMENTS

## Website Sponsorships

- \$1000 (Logo/link on website for year)
- \$100 (Logo/link on website one month)

## “Featured” Announcements

- \$250 (Logo/link on website)

## Email Announcements

- \$150 (Logo/link on website 1200+ subscribers)

## Specific Advertising Rates

### Medium Rectangle (300X250)

- \$100 (per week)
- \$ 250 (per month)

### Half Page (300X600)

- \$200 (per week)
- \$350 (per month)

### Billboard (970X250)

- \$300 (one week)
- \$550 (per month)

### Skin (1900X925)

- \$700 per month

Please note that all designs are subject to Out In Corp. approval. All advertisers will be added one-time to all social media feeds. All ads will be placed on a first come, first serve basis. Thank you we look forward to helping you!

We accept all forms of payment, electronic transfers or online e-payments via bank apps or Venmo.

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Name

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Company/Organization

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Address

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City, State, Zip

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Phone

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Email

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Credit Card #

\_\_\_\_\_  
Expiration Date                      Code

\_\_\_\_\_  
Signature


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


Questions: Call 914-500-3943  
Email [outincorp@gmail.com](mailto:outincorp@gmail.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  
[outincorp@gmail.com](mailto:outincorp@gmail.com)



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## Digital Advertising

### Advertise with Us

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