BUFFALO YACHT CLUB

One Porter Ave, Buffalo, NY 14201-1097
office@buffaloyachtclub.org

2010—what a great year it was to advertise in The BINNACLE! The ads in the Keepsake Issue particularly will be seen over and over by many of our members as they relive the past!

Perhaps you would be willing to advertise in our quarterly issues published in April, July, October and December. Each issue is put together to the same high standards as last October's Keepsake Issue but is usually 16 pages.

The BINNACLE reaches out electronically as well—it is accessible on-line at BYC's web page www.buffaloyachtclub.org, and is sent to all BYC members by US mail to assure that your ad will be seen by ALL READERS, not just those who are computer users.

The sizes and rates for our regular ads are shown below. We are happy to accept special copy in pdf format, or if you prefer, we will set up your ad for you, working from your business card. Ads are billed at the time of the first issue's publication. We'd love to have you come aboard as a regular advertiser!

Very sincerely yours,

Gerould R. Stange
Editor, The BINNACLE

☐ YES, sign me up for an ad starting in the April Issue. (Enclose copy or a card with the desired information from which we will set yoiur ad)

SIZE:

☐ Single-size, 4 issues at $300.
☐ Single-size, 1 issue at $100.
☐ Double-size Vertical, 4 issues at $450.
☐ Double-size Vertical, 1 issue at $150.
☐ Double-size Horizontal, 4 issues at $450.
☐ Double-size Horizontal, 1 issue at $150.

Name _____

Phone _____

e-mail _____

Double-size Ad
Vertical
2-1/3" wide x 3-3/16" high

$450 per year (4 issues)
$150 single insertion

Single-size Ad
2-1/3" wide x 1-1/2" high

$300 per year (4 issues)
$100 single insertion

Double-size Ad
Horizontal
4-7/8" wide x 1-1/2" high

$450 per year (4 issues)
$150 single insertion

PLEASE RETURN FORM TO BUFFALO YACHT CLUB BEFORE THE FIRST OF THE MONTH OF AN ISSUE DATE (APRIL, JULY, OCTOBER, DECEMBER) —OR CONTACT ME PERSONALLY AT 716-810-9063 (STANGE255@EARTHLINK.NET)