

2025 MEDIA KIT



STRICTLY BUSINESS IS A FULL-SERVICE AD AGENCY!

Strictly Business has been telling the North Countries business stories for over 35 years. *Strictly Business* is a trusted brand.

Trust **Strictly Business Marketing Solutions** for all of your marketing needs.

Digital Advertising • Social Media • Video Production • On-Demand Printing
Website Design • Direct Mail • Business Cards • Brochures • Notepads
Envelopes • Graphic Design • Logo Design • And more...See inside!

Paul Deyoe, Business Advocate Representative
Paul@strictlybusinessny.com
Call/Text 518.569.1842



strictlybusinessny.com

ABOUT

Strictly Business magazine, published by The Northeast Group in Plattsburgh, New York, is the area's premier source for business news, is mailed directly to local decision-makers; it has a monthly physical readership of more than 20,000. For over 35 years SB has built its reputation by focusing on all that is good about business in the North Country. When times are tough readers know they can turn to *Strictly Business*, not to hear about the poor state of the economy, but to hear about who is surviving and thriving during trying times and how they are doing it. *Strictly Business* features relevant articles by local writers, giving it an advantage that cannot be matched by other publications.

Strictly Business is now so much more than just our popular *Strictly Business* magazine. **Strictly Business** Marketing Services can assist with everything from developing your marketing plan, designing your logo/brand, creating your website, producing your advertisements, delivering those ads to your target audience and measuring the results. Why not trust your business's marketing and Advertising with Strictly Business who has been the authority on telling the North Country business community's stories for over 34 years!



SB MARKETING SOLUTIONS SPECIALIST

ABOUT PAUL DEYOE

Paul is a native to the North Country, and has been developing marketing plans along with buying/selling advertising in the Plattsburgh market for 22 years. He is a Plattsburgh State School of Business graduate and he earned his MBA in Marketing from Empire State College. Contact Paul with your marketing questions or set up a free consultation with him: Paul@strictlybusinessny.com or call/text him at 518.569.1842.

Framing Services Available

Have you or your business been featured in **SB**?

Jazz up your office walls

We offer custom framed articles or anything print.



Layout varies on article content.

Typical Sizes: 16x20, \$145

18x24, \$160

Cover Stories: 24x36, \$195



SB **STRICTLY BUSINESS**
MARKETING SOLUTIONS

Contact Paul Deyoe

518.569.1842 • Paul@strictlybusinessny.com



SB MARKETING SERVICES



Marketing Plan Development

How you market your business is vital to your success and is so much more than just advertising. A strong marketing plan identifies opportunities and threats to your business, tells consumers what products and services you offer with ads, invites them to do business with you through advertising channels and has metrics in place to monitor your plan's effectiveness. Don't go in this alone, let our experts help you discuss your goals and put together a plan that will allow your organization to accomplish them.

Graphic/Logo Design

Your logo and your brand are so important to communicating your message the way you want it to be perceived. Your logo should be the same everywhere; on your website, on your business cards and on the graphics on your trucks. Let us design a modern logo that matches your business's personality correctly and defines your brand. We can even help you design your business cards, flyers, posters, stationary and so much more.



Website Design Consulting

Virtually every American makes purchases online today, many without ever stepping foot into a brick and mortar store. Make sure your digital storefront is looking its best, and functioning properly, so the first impression consumers get of your business when they visit your website is a positive one. You'll stand out from your competition and they'll most likely choose to do business with you.



Search Engine Optimization (SEO) & Search Engine Paid Marketing (SEM/Pay Per Click)

When you search for something online, how often do you look past the first page of results? Most Americans never even make it to page two even though there may be thousands of pages of results. Let our experts make sure your website is optimized to show up towards the top of the list, and that your organic business listing on the various search engines - such as Google - shows up correctly.



Video, Radio & Print Ad Production

Any advertising campaign starts with an effective ad that tells your story and invites customers to do business with you. In our opinion, having the right ad is 50% of the equation; how you deliver it to your audience is the other 50%. We'll take the time to learn what you're trying to accomplish with your ads, then storyboard scripts/proofs that will show you how we plan on telling it to your target audience.

Social Media Advertising

According to Pew Research, 72% of American adults are using social media today. Apps like Facebook, Instagram, TikTok, LinkedIn, Twitter, SnapChat and many more seem to consume more and more of our attention. Which platform is right for your business? Our experts can help you determine which apps are best suited to reach your target audience and allow you to achieve your marketing goals.





Digital Video/Display Advertising

The average adult in the US is expected to use digital media for 8 hours per day according to Statista.com and for the first time ever, Nielsen is reporting that viewership from streaming video has surpassed traditional broadcast/cable TV. That's a lot of time spent on their smartphones, Tablets, Laptops and Smart TVs to do everything from shopping online, listening to music on Pandora/Spotify to streaming shows through what's called "OTT" or Over the Top platforms such as Hulu. With so many ways to get your video and display ads to your target audience digitally, let our experts help you navigate this digital space that gets more complex by the day.

Traditional Media Buying

Television, radio, newspapers, magazines, billboards and more still offer advertisers a great platform to get their message out to their target audience. If rating points, column inches and CPM/CPP are terms you're not familiar with, let us help you build and purchase a traditional media campaign.



Sponsored Content

We're sure you've searched for something online, then later notice a headline for a paid story or a video relating to it. Sponsored Content allows a business to educate a consumer on the product or service they're searching for, while promoting their company at the same time. If you find and read a sponsored article, or if you watch a paid video on how to choose the right light fixture for your dining room, you're more likely to buy the product from the company that taught you about it. Talk with us about your story. We will create Sponsored Content to educate consumers and get them to choose you.

Email Marketing

No prospect is easier to sell more products or services to than someone who has already chosen you in the past! Email Marketing is a great way to stay in contact with your current customer base. Let us help you manage your email campaigns, and deliver results for your business.



Printed Marketing Materials

As part of The Northeast Group, our Printing Solutions Department can help you design and print most promotional items for your business. Some of our most popular items are: Business Cards, Note Cards, Posters, Banners, Booklets/Catalogs, Pamphlets, Note Pads, Labels, Trade Show Displays, Envelopes, Greeting Cards, Magnets, Invoices, Folders, Job/Yard Signs, Packaging, Tags, Calendars, Window Graphics, Floor Graphics, etc. Let us give you a quote for your promotional projects.

Direct Mail

As part of The Northeast Group we print and direct mail items for businesses large and small. If your business wants to send out Postcards, Flyers, Catalogs, Letters, etc., we can help. From every door (EDDM) in your area to a narrow, targeted list - such as Households in Plattsburgh with an annual income over \$100,000, or even every business in New England! - we can do it.



For more information contact: Business Advocacy Representative, Paul Deyoe,
Phone: 518.569.1842, Email: Paul@strictlybusinessny.com

Ad Choices:

Inside Front Cover ♦ Inside Back Cover ♦ 2-Page Centerfold
Full Page ♦ Half Page ♦ One-third ♦ One-sixth ♦ Back Cover

PRINT SPECS

Full Page, Inside Front/Back Cover with bleed

8.75"x11.25"
with 1/8" bleed
and crop marks

Full Page no bleed

7.5"x10"

Centerfold with bleed

17.25" x11.25"

Centerfold no bleed

16.25" x10.5"

Back Cover

7.5" x7.5"

Half Page Vertical

4.95" x 7.5"

Half Page Horizontal

7.5" x 4.95"

Third Page Vertical

2.375"
x
10"

Third Page Horizontal

4.95" x 4.95"

Sixth Page Vertical

2.375"
x
4.95"

Sixth Page Horizontal

4.95" x 2.375"

Ad Flyer Insert 8.5"x11"

No bleed:
8.25"x10.75"

Full bleed:
8.75"x11.25"
include bleed
and crops marks

Terms & Guidelines

Frequency: Published monthly.
Mailed approximately mid-month.

Closing Dates: See editorial calendar
for ad due dates. Due dates are firm.

Proofing Required: A PDF proof must be
approved before each insertion.

File Requirements:

- Preferred file format PDF "Press Quality"
with fonts embedded
- CMYK color space
- Minimum resolution 300dpi
- Keep text/images 3/8" from trim edge
on top, sides and bottom.
- For bleed allow 1/8" beyond all trim
- Printer's marks outside of bleed area (0.167 offset)

Submit All Ad Materials To:

■ Paul@strictlybusinessny.com

Additional Services:

- Online Advertising on strictlybusinessny.com
- Facebook & Instagram Advertising
- Ad Flyer Insertion
- Printing/Mailing Services
- Creative/Design Services



For more information contact: Business Advocacy Representative, Paul Deyoe,
Phone: 518.569.1842, Email: paul.deyoe@thenortheastgroup.com

2025 EDITORIAL CALENDAR

JANUARY

BUSINESS FORUM

Closing Date 12/16/24

FEBRUARY

LEGACY

Closing Date 1/3/25

MARCH

COMMUNITY HEALTH NEEDS

Closing Date 2/3/25

APRIL

FOUNDATIONAL FUTURE

CONSTRUCTION

Closing Date 3/3/25

MAY

DOLLARS AND SENSE

FINANCE

Closing Date 4/3/25

JUNE

YOUNG PROFESSIONALS

Closing Date 5/2/25

JULY

PUBLIC SERVICE

NON-PROFITS, GOV'T, ALTRUISTIC ORGS

Closing Date 6/3/25

AUGUST

JUST KID-ING

EDUCATION AND ALL THINGS KIDS

Closing Date 7/3/25

SEPTEMBER

SMALL BUT MIGHTY

SMALLER CONTRACTORS

Closing Date 8/4/25

OCTOBER

ENERGY EFFICIENCY

POWER/SOLAR/LIGHTING/APPLIANCES)

Closing Date 9/3/25

NOVEMBER

TIS THE SEASON

HOLIDAY AND WINTER

Closing Date 10/3/25

DECEMBER

RESOLUTION

Closing Date 11/3/25

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*Issue themes subject to change



SB

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MARKETING SOLUTIONS

Digital Video/Display Advertising
Direct Mail
Email Marketing
Graphic/Logo Design
Printed Marketing Materials

Search Engine Optimization
Search Engine Paid Marketing
Social Media Advertising
Video, Radio & Print Ad Production
Website Design Consulting

A local company serving printing and mailing needs for over forty years.

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