

## EARNED VALUE-ADDED VALUE

*Westchester Magazine* provides advertisers with a powerful arsenal of marketing solutions designed to promote your brand, increase visibility and expand customer base.

The following opportunities provide advertisers with an effective and extremely targeted reach of an active, sophisticated and affluent audience and will be effective marketing tools aimed at accomplishing your goals.

### Sponsorships

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*Westchester Magazine* offers a variety of customized sponsorship options that provide advertisers with an exclusives reach of their target audience. While current opportunities include the wide range of *Westchester Magazine* events, *Westchester Magazine* is open to negotiating, creating and implementing new initiatives.

### Events

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*Westchester Magazine* offers a series of unique and exclusive events that aim to celebrate the active lifestyles of its readers. The list of ventures currently consists of the following: Best of Westchester® Magazine, Hair Affair, Singles Party, Top Doctors Reception and Social Datebook Preview Party. *Westchester Magazine* is always seeking ways of introducing new events to its advertisers and readers.

### Internet-Website-On Line

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*Westchester Magazine* boasts a well visited on-line medium westchestermagazine.com, provides still another advertising opportunity for those wishing to reach the ever-expanding Web audience. Current advertising opportunities range from badge ads and banners to advertising indexes. Customized options can also be discussed.

### Promotions

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*Westchester Magazine* offers it's loyal advertisers a range of promotional opportunities that help to maximize their advertising investments. These include contests, advertorials and client events. See *Westchester Magazine's* "On the Scene" Page each month. *Westchester Magazine* is uniquely positioned to promote and execute events. The magazine can provide all services for promotional ad creation, invitations, food & beverage samplings, entertainment, radio buys and billboard advertising. *Westchester Magazine's* marketing team works directly with clients to define and meet every objective.

### Event Enhancements

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Event Enhancements enables advertisers to include a touch of *Westchester Magazine* at their events. Complimentary issues of the magazine.

### Counter Cards

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Complimentary Display of Your Ad