



THE COMMON DENOMINATOR

A HUDSON VALLEY GUIDE TO DINING SHOPPING AND SERVICE OPPORTUNITIES

The **Common Denominator** is a booklet sponsored by CD Trips that will allow restaurants, shops, organizations, clubs and service purveyors to reach a targeted audience of individuals that dine, shop and recreate in the Hudson Valley. The audience is eclectic and varies from young to old, male to female, grandparents to children.

STATISTICS

- E-blast to over 7, 000 contacts twice per week
- Run 60-70 motor coach trips per year. Each motor coach carries 40-55 guests.
 - There is an even balance between new and repeat customers
 - Broadway, Theatre and Sporting Event guests are typically repeat customers and come often during the season
- Typical cost per person ranges from \$100 to \$250. Overnight trips run between \$250 and \$5000 per person

STYLE

- Playbill style; glossy cover.
- 5 ½ x 8 ½

INFORMATION AND DISTRIBUTION

- Provided to guests on each trip along with tickets to their event and important Day of Trip information critical to their enjoyment of the trip

PRICING

- Business card \$75
- Quarter Page \$125
- Half Page \$250
- Full Page \$500
- Inside Cover \$750 * (we have one available)
- Back Cover \$1,000 **

* Includes one dedicated e-blast and 1 Facebook promotion

** Includes two dedicated e-blasts and 2 Facebook promotions

**For more information contact : Pam Henning : 845-866-0837
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