

# LOYALTY...

## ...GOES A LONG WAY!

### BEGIN A BUZZ ABOUT *IN NEW YORK* & *WHERE* AND GET A FREE AD UPGRADE!

Stretch your advertising dollar even further by taking advantage of *IN New York* and *WHERE* Magazines' "Advertiser Loyalty Program."

Current advertisers who refer *IN New York* and *WHERE* to a potential client who then places an advertising schedule with us, will receive ONE FREE AD UPGRADE to the next largest size during their contract year.



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