THE NORTH SHORE'S LOCAL MARKETING SOLUTION FOR YOUR BUSINESS

RETAIL MEDIA KIT

BLANK SLATE MEDIA / LITMOR PUBLICATIONS

ADVERTISING GROUP

NEW HYDE PARK
Herald Courier
Great Neck News
Roslyn Times
Manhasset Times
Williston Times
Port Washington Times

BETHPAGE NEWSGRAM
MID-ISLAND TIMES
SERVING PLAINVIEW, HICKSVILLE, AND LEVITTOWN
JERICHO SYOSSET NEWS JOURNAL
The Garden City News
MLK Day at Cathedral · Parent University
SYOSSET ADVANCE

Blank Slate Media-Litmor Publications advertising group

The most cost-effective way to reach the North Shore and central Nassau County.

The Blank Slate Media-Litmor Publications Advertising Group is the publisher of 11 award-winning paid and requester weekly newspapers and two news websites on the North Shore and central Nassau County.

Together the 11 newspapers have a combined circulation of nearly 40,000 and a readership of more than 115,000. The group's websites receive more than 235,000 page views per month and reach more than 77,500 unique visitors.

The newspapers' and websites' extensive coverage of the local communities they serve provides news important to their readers that they can cannot find anywhere else.

This has helped make the newspapers and websites the No. 1 source of news and information in the communities they cover. This, in turn, has resulted in the growth of their circulation and readership - at a time that other daily and weekly newspapers in the area have seen theirs decline.

The high journalistic standards and close connection to the communities they cover have also made the newspapers and websites a trusted source of information at a time of low confidence in other news sources such as social media.

By having a separate newspaper for each community, Blank Slate Media also allows advertisers to target their advertising message to who they want to reach, eliminating wasted circulation and making us the most cost-effective way to advertise.

In addition to newspapers and websites, Blank Slate Media hosts events and a yearly contest that offer high-profile sponsorship opportunities that promote your brand.

We can further help you reach your audience with a highly targeted email marketing program.

BlankSlate MEDIA

22 Planting Field Road
Roslyn Heights,
New York 11577
www.theisland360.com
(516) 307-1045

NEW HYDE PARK HERALD COURIER • GREAT NECK NEWS • MANHASSET TIMES
ROSLYN TIMES • WILLISTON TIMES • PORT WASHINGTON TIMES

Litmor Publications

821 Franklin Avenue,
Suite 208
Garden City, NY 11530
(516) 294-8900
www.gcnews.com

MID-ISLAND TIMES / GARDEN CITY NEWS • BETHPAGE NEWSGRAM
JERICHO SYOSSET NEWS JOURNAL • SYOSSET ADVANCE

CIRCULATION AND READERSHIP

BY GROUP

BLANK SLATE MEDIA	CIRCULATION	READERSHIP
GREAT NECK NEWS	3,470	11,104
MANHASSET TIMES	2,563	8,202
PORT WASHINGTON TIMES	2,731	8,739
ROSLYN TIMES	2,955	9,456
NEW HYDE PARK HERALD COURIER	3,463	11,082
WILLISTON TIMES	3,507	11,222
TOTAL CIRCULATION - BSM	**18,689**	**59,805**

LITMOR PUBLICATIONS	CIRCULATION	READERSHIP
GARDEN CITY NEWS	8,246	26,387
BETHPAGE NEWSGRAM	961	3,075
JERICHO SYOSSET NEWS JOURNAL	2,050	6,560
MID-ISLAND TIMES	1,936	6,195
SYOSSET ADVANCE	3,325	10,640
TOTAL CIRCULATION	**16,518**	**52,857**
BSM AND LITMOR	**35,207**	**112,662**

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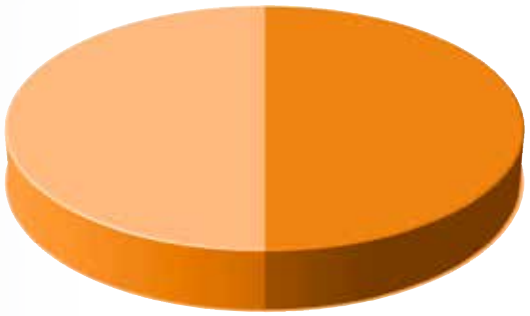
JERICHO SYOSSET NEWS JOURNAL • SYOSSET ADVANCE

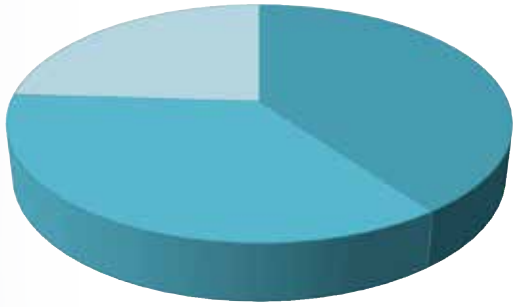
BSM/LITMOR PUBLICATIONS
READER DEMOGRAPHICS

AUDIENCE

Blank Slate Media reaches an educated, affluent reader

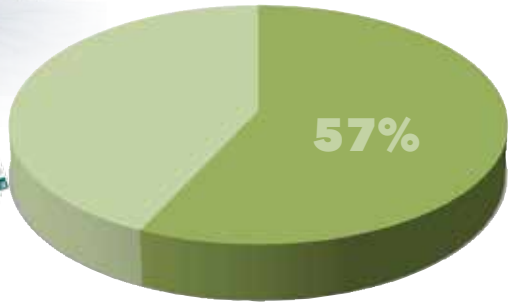


FEMALE	50%
MALE	50%



AVERAGE AGE IS 43

AGE 50+	40%
AGE 20-50	36%
AGE 0 – 20	24%



COLLEGE GRADUATES 57%

AFFLUENT EARNERS

MEDIAN HOUSEHOLD INCOME $131,726

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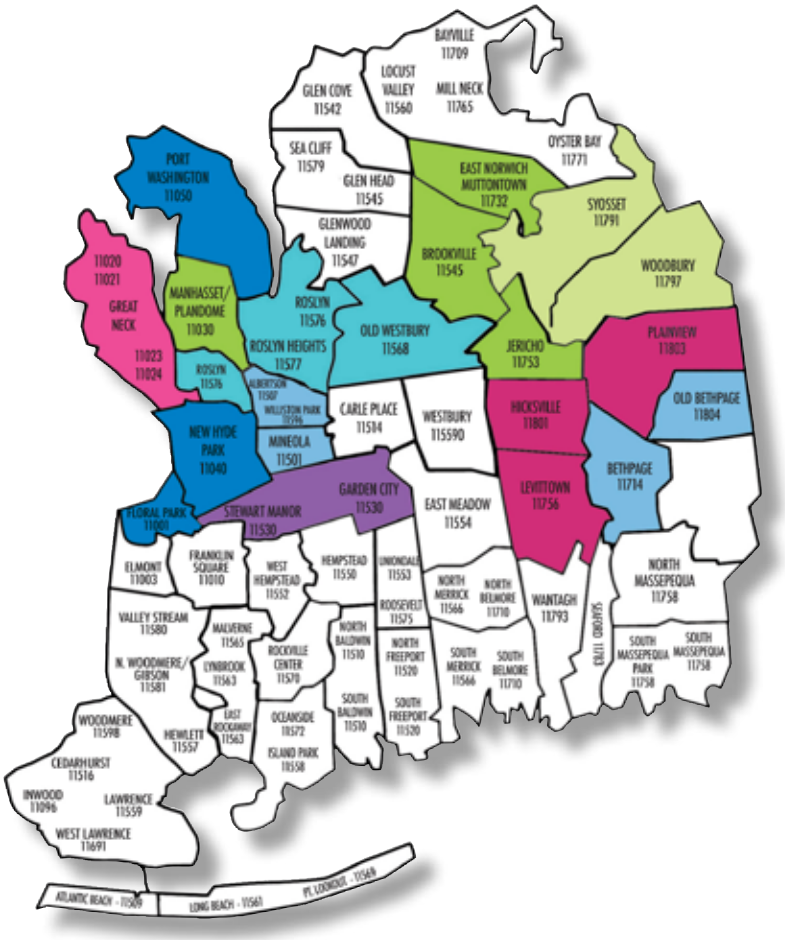
JERICHO SYOSSET NEWS JOURNAL • SYOSSET ADVANCE

BLANK SLATE MEDIA/ LITMOR PUBLICATIONS RETAIL RATES

FULL RUN - ALL 11 NEWSPAPERS



Williston Times · Manhasset Times · Herald Courier (NEW HYDE PARK) · Roslyn Times · Great Neck News · Port Washington Times · Newsgram (BETHPAGE) · Jericho Syosset News Journal · Mid-Island Times & Levittown Times · Syosset Advance · The Garden City News

	1X	6X	13X	26X	39	52
FP	2,757	2,481	2,206	2,068	1,930	1,792
1/2	1,516	1,364	1,213	1,137	1,061	985
1/4	827	744	662	620	579	538
1/8	431	388	345	323	302	280

GREAT NECK NEWS:
11020, 11021, 11022, 11023, 11024, 11026, 11027
Great Neck Estates, Great Neck Plaza, Great Neck, Kensington, Kings Point, Lake Success, Russell Gardens, Saddle Rock,Thomaston And University Gardens, Saddle Rock Estates, Great Neck Gardens, Harbor Hills

NEW HYDE PARK HERALD COURIER:
11001, 11040, 11042
New Hyde Park, North Hills, Garden City Park, Herricks, Manhasset Hills, North New Hyde Park, Floral Park

WILLISTON TIMES:
11501, 11507, 11596
East Williston, Williston Park, Mineola, Albertson, Carle Place, Herricks, Searingtown

MANHASSET TIMES:
11030
Manhasset

ROSLYN TIMES:
11548, 11545, 11568, 11576, 11577,11579
Roslyn, Roslyn Heights, Old Westbury, Greenvale, Glen Head, Sea Cliff

PORT WASHINGTON TIMES:
11050
Port Washington, Baxter Estates, Flower Hill, Manorhaven, Port Washington North, Sands Point

MID-ISLAND TIMES:
11756, 11801, 11802, 11803
Hicksville, Levittown, Plainview

BETHPAGE NEWSGRAM:
11714, 11804
Bethpage, Old Bethpage

SYOSSET ADVANCE:
11791, 11797
Syosset, Woodbury

JERICHO SYOSSET NEWS JOURNAL:
11753, 11545, 11732
Jericho, Brookville, East Norwich

GARDEN CITY NEWS:
11530
Garden City, Stewart Manor, Garden City South, East Garden City

PREMIUMS - 20%

GUARANTEED POSITION

PREPAY DISCOUNT

13 WEEKS	26 WEEKS	52 WEEKS
10%	15%	25%

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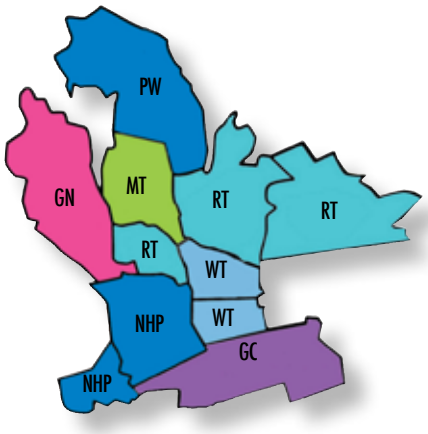
MID-ISLAND TIMES / GARDEN CITY NEWS • BETHPAGE NEWSGRAM
JERICHO SYOSSET NEWS JOURNAL • SYOSSET ADVANCE

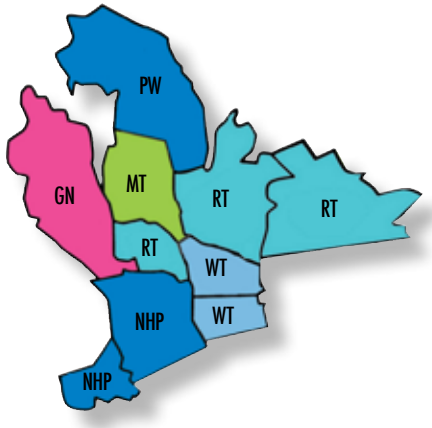
BLANK SLATE MEDIA/ LITMOR PUBLICATIONS RETAIL RATES



WESTERN NASSAU - 7 PAPERS

New Hyde Park Herald Courier (**NHP**), Great Neck News (**GN**), Manhasset Times (**MT**), Roslyn Times (**RT**), Williston Times (**WT**), Port Washington Times (**PW**) and Garden City News (**GC**)

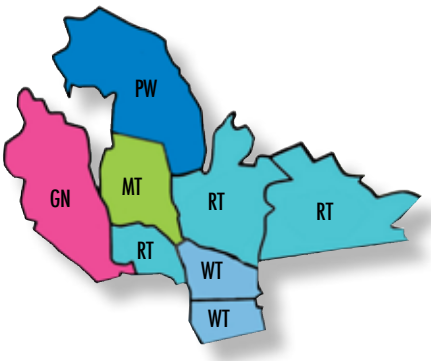
	1X	6X	13X	26X	39	52
FP	2,577	2,319	2,062	1,933	1,804	1,675
1/2	1,417	1,275	1,134	1,063	992	921
1/4	773	696	618	580	541	502
1/8	403	363	322	302	282	262



NORTHWEST NASSAU - 6 PAPERS

New Hyde Park Herald Courier (**NHP**), Great Neck News (**GN**), Manhasset Times (**MT**), Roslyn Times (**RT**), Williston Times (**WT**), Port Washington Times (**PW**)

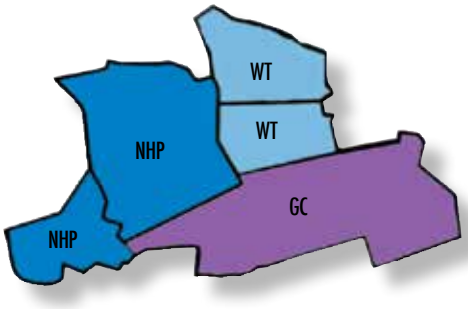
	1X	6X	13X	26X	39	52
FP	1,994	1,795	1,595	1,496	1,396	1,296
1/2	1,096	986	877	822	767	712
1/4	598	538	478	449	419	389
1/8	312	281	250	234	218	203



NORTHERN NASSAU - 4 PAPERS

Great Neck News (**GN**), Manhasset Times (**MT**), Roslyn Times (**RT**), Port Washington Times (**PW**)

	1X	6X	13X	26X	39	52
FP	1,453	1,308	1,162	1,090	1,017	944
1/2	799	719	639	599	559	519
1/4	436	392	349	327	305	283
1/8	227	204	182	170	159	148

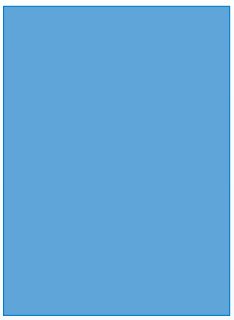


CENTRAL NASSAU - 3 PAPERS

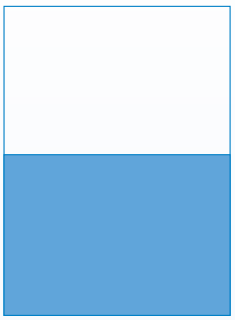
Garden City News (**GC**), New Hyde Park Herald Courier (**NHP**) Williston Times (**WT**)

	1X	6X	13X	26X	39	52
FP	1,453	1,308	1,162	1,090	1,017	944
1/2	799	719	639	599	559	519
1/4	736	662	589	552	515	478
1/8	227	204	182	170	159	148

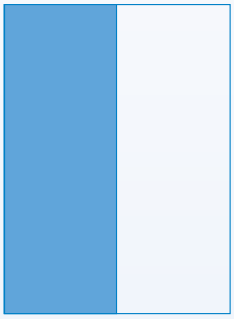
NEWSPRINT AD SPECS



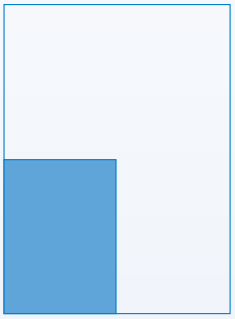
FULL PAGE
BSM: 10" X 12.45"
LM: 9.83" X 11.3"



HALF HORIZONTAL
BSM: 10" X 6.16"
LM: 9.83" X 5.5"

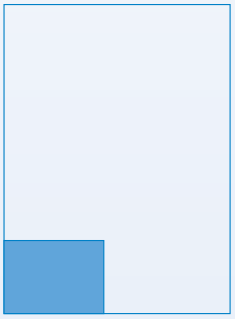


HALF VERTICAL
BSM: 4.94" X 12.45"
LM: 4.83" X 11.3"



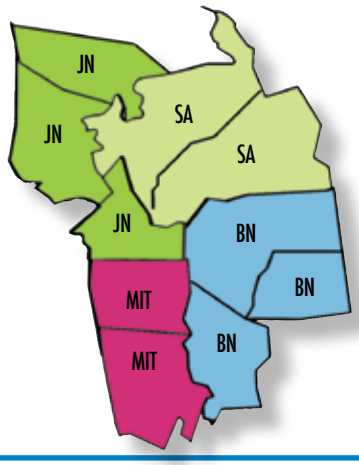
QUARTER VERTICAL
BSM: 4.94" X 6.16"
LM: 4.83" X 5.5"

QUARTER HORIZONTAL
BSM: 10" X 3.02"



EIGHTH PAGE
BSM: 4.94" X 3.02"
LM: 4.83" X 2.79"

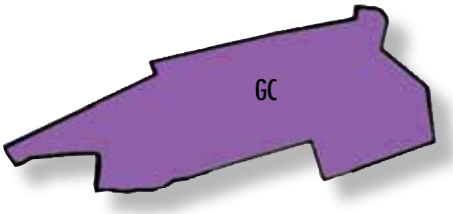
BLANK SLATE MEDIA/ LITMOR PUBLICATIONS RETAIL RATES



EASTERN NASSAU - 4 PAPERS

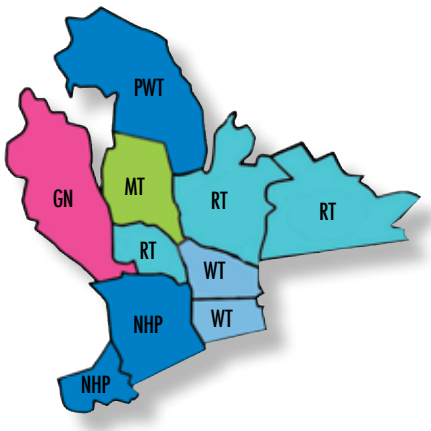
Syosset Advance (**SA**), Jericho Syosset News Journal (**JN**),
Bethpage Newsgram (**BN**), Mid-Island Times (**MIT**)

	1X	6X	13X	26X	39	52
FP	792	713	633	594	554	515
1/2	436	393	349	327	306	284
1/4	237	213	190	179	166	154
1/8	124	111	99	93	87	81



GARDEN CITY NEWS - 1 PAPER

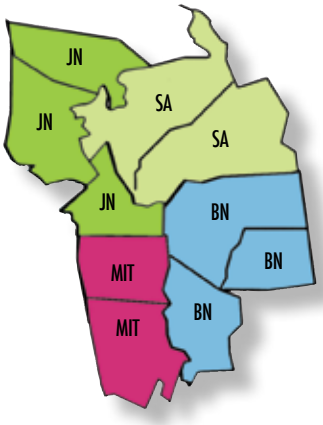
	1X	6X	13X	26X	39	52
FP	1,041	937	833	780	729	676
1/2	572	516	458	429	401	372
1/4	312	280	250	234	218	203
1/8	163	147	130	122	114	106



NORTHERN NASSAU - 1 PAPER

New Hyde Park Herald Courier (**NHP**), Great Neck News (**GN**),
Manhasset Times (**MT**), Roslyn Times (**RT**),
Williston Times (**WT**), Port Washington Times (**PW**)

	1X	6X	13X	26X	39	52
FP	518	466	414	389	363	337
1/2	285	257	228	214	200	185
1/4	155	140	124	116	109	101
1/8	81	73	65	61	57	53



EASTERN NASSAU - 1 PAPER

Mid-Island Times (**MIT**)
Bethpage Newsgram (**BN**), Syosset Advance (**SA**)
Jericho Syosset News Journal (**JN**)

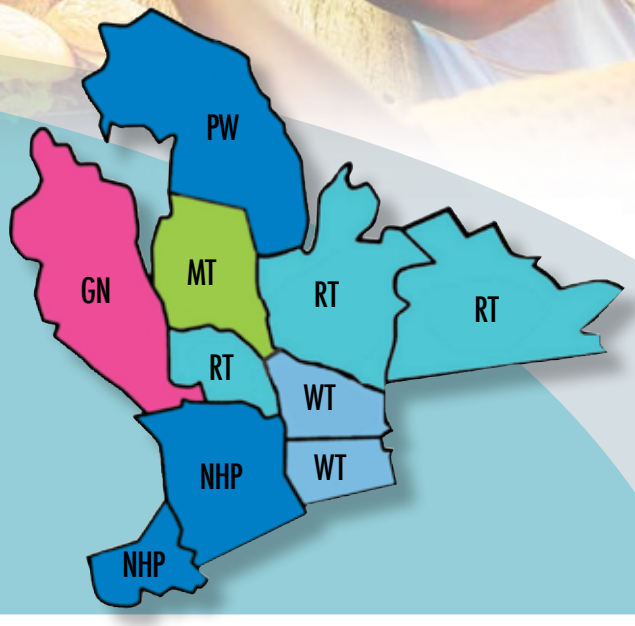
	1X	6X	13X	26X	39	52
FP	254	229	203	191	178	165
1/2	140	126	112	105	98	91
1/4	76	68	61	57	53	49
1/8	40	36	32	30	28	26

BLANK SLATE MEDIA
ENTERTAINMENT/RESTAURANT RATES

NORTHWEST NASSAU - 6 PAPERS

New Hyde Park Herald Courier (**NHP**), Great Neck News (**GN**),
Manhasset Times (**MT**), Roslyn Times (**RT**),
Williston Times (**WT**), Port Washington Times (**PW**)

	1X	6X	13X	26X	39	52
FP	1,296	1,166	1,037	972	907	842
1/2	713	642	570	535	499	463
1/4	389	350	311	292	272	253
1/8	202	182	162	152	141	131



BlankSlate MEDIA

22 Planting Field Road Roslyn Heights, NY 11577 www.theislandnow.com

NEW HYDE PARK HERALD COURIER • GREAT NECK NEWS • MANHASSET TIMES
ROSLYN TIMES • WILLISTON TIMES • PORT WASHINGTON TIMES

BLANK SLATE MEDIA/LITMOR PUBLICATIONS MECHANICAL REQUIREMENTS

BSM COLUMN SIZE

1 COLUMN	1.5625″
2 COLUMN	3.25″
3 COLUMN	4.9375″
4 COLUMN	6.625″
5 COLUMN	8.3125″
6 COLUMN	10″

MODULAR UNITS	SIZES
FULL PAGE (6 COL)	10″ X 12.45″
1/2 HORIZ (6 COL)	10″ X 6.16″
1/2 VERT (3 COL)	4.94″ X 12.45″
1/4 VERT (3 COL)	4.94″ X 6.16″
1/4 HORIZ (6 COL)	10″ X 3.02″
1/8 PAGE (3 COL)	4.94″ X 3.02″
CENTER SPREAD	21″ X 12.45″

LITMOR COLUMN SIZE

4 COLUMN FORMAT

1 COLUMN	2.3″ WIDE
2 COLUMN	4.8″ WIDE
4 COLUMN	9.8″ WIDE

MODULAR UNITS	SIZES
FULL PAGE	9.83″X 11.3″
9/16 PAGE	6.5″X 8.5″
1/2 HORIZ	9.83″X 5.5″
1/2 VERT	4.83″X 11.3″
1/4 VERT	4.83″X 5.5″
1/4 HORIZ	9.83″X 2.5″
1/8 PAGE VERT	2.3″X 5.6″
1/8 PAGE HORIZ	4.83″X 2.79″

BLANK SLATE MEDIA PUBLICATIONS
Great Neck News, Manhasset Times
New Hyde Park/Herald Courier, Roslyn Times,
Port Washington Times, Williston Times

LITMOR PUBLICATIONS
Garden City News, Bethpage,Newsgram
Jericho Syosset News Journal,
Mid Island Times, Syosset Advance

LINE SCREEN & DPI

All documents are 85 lpi.Tiffs and EPS images are 300 dpi
Bitmaps 400 dpi. Photoshop CMYK

PRINTED PHOTO OFFSET

Blank Slate Media: Total image area 10” X 12.75” (6 col format)
Litmor Publications: Total image area 9.83” X 11.312” (6 col format)

PHOTO SHOP CMYK SETTINGS

Dot gain: Standard 36% Total Ink Limit: 240%
Separation Type: GCR VCA Amount: 5%
Black Ink Limit: 100%
Grayscale images must be 8 bit not 16 bit
We prefer all digital files submitted as Adobe Acrobat PDF file

PDF submission guidelines:
1. Embed all fonts, including 35% subset
2. Color files must be CMYK, not RGB
3. Composite file, without crop marks

FILE SUBMISSION

Litmor: We also accept files from these MAC/PC compatible programs:
InDesign CS* / Illustrator** / Photoshop***
BSM: **We also accept files from these MAC/PC compatible programs:**
InDesign CS*4 / Illustrator** CS4 / Photoshop***

*Must include all fonts and artwork (higher version than InDesign 4 can be converted to extension: inx, or idml and then submitted to us. **All type must be converted to outline.***Files should be flattened and saved as PDF, CMYK as appropriate

Files cannot exceed software versions listed above
- Repros of original artwork is required
- Deadline for proof copy one (1) week prior to publication date
- All out mechanicals remain the property of the Publisher
- Files 10MB or smaller may be emailed, please be sure to include name of sales rep and advertiser in “subject” line
- CDs of larger files may be mailed to the address of the appropriate publication or in care of your sales rep.

SPACE RESERVATION & MATERIAL DEADLINES

BSM PUBLICATIONS

PUBLICATION DAY: FRIDAY
RESERVATION DEADLINE: FRIDAY 5PM PRIOR TO PUBLICATION DAY
MATERIAL DEADLINE: MONDAY 5PM PRIOR TO PUBLICATION DAY

LITMOR PUBLICATIONS

PUBLICATION DAY: FRIDAY
RESERVATION DEADLINE: TUESDAY 5PM PRIOR TO PUBLICATION DAY
MATERIAL DEADLINE: TUESDAY 5PM PRIOR TO PUBLICATION DAY

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MID-ISLAND TIMES / GARDEN CITY NEWS • BETHPAGE NEWSGRAM
JERICHO SYOSSET NEWS JOURNAL • SYOSSET ADVANCE

WEBSITE ADVERTISING

THEISLAND360.COM / GCNEWS.COM

WEBSITE ADVERTISING RATES

THEISLAND360

AD SIZE	WEEKLY	MONTHLY PER/MONTH	3 MONTHS PER/MONTH	6 MONTHS PER/MONTH	12 MONTHS PER/MONTH
LEADERBOARD	$275	$950	$855	$800	$713
POP UP		$750	$675	$635	$565
CUBE	$115	$400	$360	$340	$300
BANNER	$85	$300	$270	$255	$225
BOTTOM BANNER	$75	$250	$225	$215	$190

WEBSITE STATISTICS

THEISLAND360
Page views past month 289,608
THEISLAND360
Unique visitors past month .. 92,109
GCNEWS
Page views past month 100,254
GCNEWS
Unique visitors past month .. 27,845

Total page views 389,862
Total unique visitors 119,954

ADVERTISING OPTIONS

1. **LEADERBOARD** (728 X 90 PIXELS)
2. **CUBE** (300 X 250 PIXELS)
3. **BANNER** (728 X 90 PIXELS)
4. **BOTTOM BANNER** (728 X 90 PIXELS)

E-BLAST

Above rates are per month. All ads are run on site. Above prices do not include design changes.
AD SPECIFICATIONS: We accept jpegs, gifs, and flash files. Send material to: Blank Slate Media/Litmor Publications

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www.theisland360.com
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EMAIL MARKETING

PERMISSION-BASED • HIGHLY TARGETED EMAIL MARKETING CAMPAIGNS

HIGHLY TARGETED DEDICATED EMAIL BLAST*
40K $1200 $30/ADDITIONAL THOUSAND

BLANK SLATE MEDIA DEDICATED EMAIL BLAST
12K $150

BLANK SLATE MEDIA NEWS UPDATES
12K $120

*TARGETING OPTIONS

- Age
- Gender
- Presence of children (POC)
- Household Income (HHI)
- Net Worth
- Homeowners
- Home Value
- Length of Residence and more!
- Fast, efficient and cost-effective
- One of the largest databases
- Measurable, real-time results
- Same day turnaround times
- Guaranteed higher click-through
- Compliments multi-channel

HOW TO SUBMIT YOUR BLAST

Size should be **564 pixels (width)** x 902 pixels (height).
You may do a different size as long as the maximum width does not exceed 564 pixels wide.
Please submit as png or jpeg file.
Please include desired date and time you would like email blast to go out.
Please include desired subject line

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BlankSlate MEDIA EVENTS

2023 EVENTS & SPONSORSHIP OPPORTUNITIES

TOP BUSINESS LEADERS OF NASSAU COUNTY RECOGNITION NETWORKING AND AWARDS EVENT

Spring 2023

WOMEN OF DISTINCTION RECOGNITION NETWORKING AND AWARDS EVENT

Fall 2023

40 UNDER 40 RECOGNITION NETWORKING AND AWARDS EVENT

Winter 2023

SPONSORSHIP OPPORTUNITIES AND PACKAGES

BENEFITS	SILVER SPONSOR $3,500	GOLD SPONSOR $5,000	PLATINUM SPONSOR $7,500
Table at Event	(2 SEATS)	(5 SEATS)	(10 SEATS)
Company logo placed on all promotional materials, print ads, website, email, social media			
Company logo placed on all event signage			
4-color ad in event special section in 6 Blank Slate Media newspapers.	(1/2 PAGE)	(FULL PAGE)	(FULL PAGE)
4-color ad in Blank Slate Media's newspaper post event		(2 HALF PAGES)	(6 HALF PAGES)
Digital banner ad on theisland360.com	(3 MONTHS)	(6 MONTHS)	(12 MONTHS)
Eblasts	(2 EBLASTS)	(MONTHLY)	(WEEKLY)
Speaking opportunity (10 minutes)			

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PORT WASHINGTON TIMES

BlankSlate MEDIA EVENTS

2023 EVENTS & SPONSORSHIP OPPORTUNITIES

BEST OF NASSAU COUNTY 2023

SPONSORSHIP OPPORTUNITIES AND PACKAGES

BENEFITS	SILVER SPONSOR $2,500	GOLD SPONSOR $3,500	PLATINUM SPONSOR $5,000
4 color ad in the Official Nominees Special Section 3/31	(1/4 PAGE)	(1/2 PAGE)	(FULL PAGE)
4 color display ad in the Official Winners Special Section 7/7	(1/2 PAGE)	(FULL PAGE)	(FULL PAGE)
4 color display ad in our 6 newspapers between 2/10– 5/26	(1/2 PAGE)	(1/2 PAGE)	(FULL PAGE)
Logo at the bottom of all contest house ads – running weekly 2/10– 5/26	●	●	●
Logo in contest banner and cube ads on contest website from 2/10– 5/26			●
Logo in contest banner and cube ads in email blasts from 2/10– 5/26			●
Free banner or cube ad on www.theisland360.com until 7/7		●	●
Logo on all winner's banners	●	●	●
4 color display ad in a Blank Slate Special Section	(1/2 PAGE)	(1/2 PAGE)	(FULL PAGE)

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BlankSlate MEDIA EVENTS

2023 COMMUNITY FORUM/TOWN HALLS

High profile leaders and individuals who are experts in their field are invited to a virtual town hall to offer their insights and experiences. Each panelist answers topical questions from moderator Steven Blank, award-winning journalist and Blank Slate Media publisher.

Streamed live on **Zoom**
Streamed live on Blank Slate Media's **Facebook page**
Streamed live on Blank Slate Media's **YouTube channel**
Rebroadcasted on **www.theisland360.com**
Rebroadcasted on **North Shore TV**

Support important local community events
Gain the goodwill of being seen as a good corporate citizen

As a sponsor your logo is listed

- In ads promoting the event in our six papers
- On our website
- In email blasts
- On Facebook and LinkedIn
- On signage at the event
- With verbal recognition at the event

Sponsorship Cost:
$1,000 for one event.
$4,000 for 5 events
$8,000 for 10 events

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2023 BLANK SLATE MEDIA'S BEST OF NASSAU COUNTY

WWW.THEISLAND360.COM/CONTEST2023

IMPORTANT DATES

- NOMINATIONS: FEBRUARY 3 – MARCH 3
- NOMINEE ANNOUNCEMENT SPECIAL SECTION: MARCH 31
- CONTEST VOTING: MARCH 31 – MAY 26
- WINNERS SPECIAL SECTION: JULY 7

SPONSORSHIP PACKAGES

PLATINUM

- Full page ad in the Official 2023 Nominee Special Section – March 31
- Full Page display ad in the Official 2023 Winners Special Section – July 7
- Full Page display ad in our 6 newspapers between February 3 and May 26
- Logo at the bottom of all contest house ads – running weekly February 3 and May 26
- Logo in contest banner and cube ads on contest website from February 3– May 26
- Logo in contest banner and cube ads in email blasts from February 3– May 26
- Free banner or cube ad on www.theisland360.com until July 7
- Logo on all winner's banners
- Full page ad in a Blank Slate Media special section

Price: $5,000

GOLD

- 1 Half Page display ad in the Official 2023 Nominee Special Section – March 31
- 1 Full Page display ad in the Official 2023 Winners Special Section – July 7
- 1 Half Page display ad in our 6 newspapers between February 3 and May 26
- Logo at the bottom of all contest house ads – running weekly February 3 and May 26
- Free banner or cube ad on the Best of the Nassau County website until July 7
- Logo on all winner's banners
- Half Page ad in a Blank Slate Media special section

Price: $3,500

SILVER

- 1 Quarter Page display ad in the Official 2023 Nominee Special Section – March 31
- 1 Half Page display ad in the Official 2023 Winners Special Section – July 7
- 1 Half Page display ad in our 6 newspapers between February 3 and May 26
- Logo at the bottom of all contest house ads – running weekly February 3 and May 26
- Logo on all winner's banners
- Half Page ad in a Blank Slate Media special section

Price: $2,500

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22 Planting Field Road
Roslyn Heights, NY 11577
Office: (516) 307-1045
Fax: (516) 307-1046
www.theisland360.com

NEW HYDE PARK
Herald Courier
Great Neck News
Roslyn Times
Manhasset Times
Williston Times
Port Washington Times

SPONSORS

Northwell Health

PREMIUM EVENT PROMOTION

THEISLAND360.COM / POWERED BY evvnt

- Targeted event distribution to 40+ websites including theisland360.com.
- Featured listing on calendar pages appearing in the 6 award-winning Blank Slate Media newspapers
- Featured listing on theisland360.com
- Dashboard to track online activity
- Targeted email marketing.
- Posting to Facebook, Twitter and Linkedin

TARGETED WEBSITE DISTRIBUTION		SUBSCRIPTION 4X EVENTS PER MONTH	ONE OFF SINGLE EVENT	10 EVENTS BUNDLE PACKAGE
Community	Bars/Pubs, Fundraisers, Charity..more	$95	$45	$405
Lifestyle	Arts, Theatre, Film & Cinema, Attractions, Kids/Family. Lifestyle, Pets/Animals, Religion & Spirituality, Retail, Health & Fitness	$195	$95	$855
Entertainment	Nightlife, Food/Drink, Comedy, Live Music, Sports/Leisure, Classes/Courses, PR Agencies	$245	$145	$1,305
Professional	Classes/Courses & Professional Training	$355	$195	$1,755
Enterprise	Conference, Exhibitions, Festivals	$2,995	$595	$8,955

TARGETED EMAIL MARKETING: $50 PER 1,000 EMAILS

Recipients: People who have opted-in to promotion emails in specific categories within an email radius starting with the zip code where the event is located.

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BLANK SLATE MEDIA/LITMOR PUBLICATIONS POST-IT RATES

3″

3″

COST PER 1,000

$100.00

FOR PRINT & APPLICATION
3-4 WEEK LEAD TIME
10,000 MINIMUM

POST-ITS ON:
Garden City News
Mid-Island Times
Bethpage Newsgram
Syosset Advance
Jericho Syosset News Journal

DELIVER TO:
Richner Communications, Inc.
2 Endo Blvd.,
Garden City, NY 11530
516-569-4000, ext. 226

POST-ITS ON:
Great Neck News
New Hyde Park Herald Courier
Williston Times
Roslyn Times
Manhasset Times
Port Washington Times

DELIVER TO:
Stellar Printing
38-38 9th Street
Long Island City, NY 11101
Attn: Anita
718-361-1600

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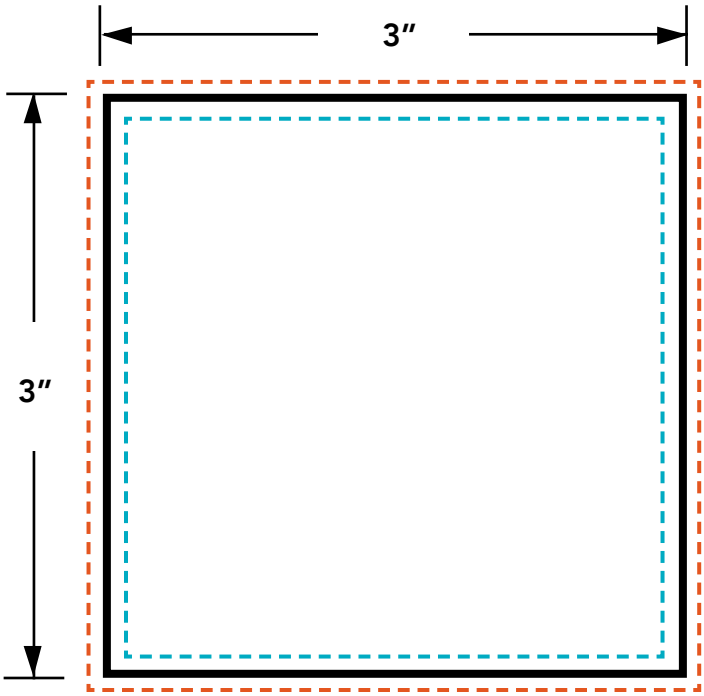
BLANK SLATE MEDIA/LITMOR PUBLICATIONS POST-ITS TEMPLATE REQUIREMENTS

3.25" X 3.25"
ORANGE DASHED LINE INDICATES BLEED AREA

BLACK SOLID LINE INDICATES DIE LINE

2.75" X 2.75"
BLUE DASHED LINE INDICATES IMAGE AREA



SIZE: 3" X 3 "

BEFORE SUBMITTING FINAL ART PLEASE CHECK THE FOLLOWING:

1) All text is converted to paths and vector art is used when possible.
2) Spot colors are set as PMS colors, not built out of CMYK.
3) All gradients have minimum dot percentage of at least 4%.
4) All photos are high resolution (at least 300 dpi) and have minimum dot percentage of at least 3%.
5) Photos are supplied with clipping paths when applicable.
6) Photos are created in CMYK color space. Do not supply RGB files.
7) Do not downsample/compress images when creating pdf's. Downsampling/compressing will result in a grainy image not suitable for printing at high resolution.

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BLANK SLATE MEDIA/LITMOR PUBLICATIONS INSERT RATES

NUMBER OF PAGES	COST PER 1,000
1 to 4	$45
8	$49
12	$53
16	$57
20	$61
24	$65
28	$69
32	$73
36	$77

- MINIMUM INSERT QUANTITY SINGLE NEWSPAPER.
- FOR EVERY ADDITIONAL 4 PAGES ADD $4 CPM - 80 PAGE MAXIMUM (DEPENDING ON BOOKING SCHEDULE)
- IN THE EVENT OF OVERAGES, PREPRINTS WILL BE INSERTED INTO GEOGRAPHICALLY ADJACENT NEWSPAPER(S)

ANNUAL FREQUENCY DISCOUNTS

10 Inserts	5% Discount
20 Inserts	10% Discount
40 Inserts	15% Discount

Annual insert contract to receive discount

INSERTS IN:
Garden City News
Mid-Island Times
Bethpage Newsgram
Syosset Advance
Jericho Syosset News Journal

DELIVER TO:
Richner Communications, Inc.
2 Endo Blvd.,
Garden City, NY 11530
516-569-4000, ext. 226

INSERTS IN:
Great Neck News
New Hyde Park Herald Courier
Williston Times
Roslyn Times
Manhasset Times
Port Washington Times

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BLANK SLATE MEDIA /
LITMOR PUBLICATIONS

PROFESSIONAL DIRECTORY/ BUYER'S GUIDE RATES

2 X 2 AD = 3.25" WIDTH X 2.02" LENGTH

1 X 2 AD = 1.56" WIDTH X 2.02" LENGTH

2 X 4 AD = 3.25" WIDTH X 4.44" LENGTH

11 NEWSPAPERS

GREAT NECK NEWS
MANHASSET TIMES
NEW HYDE PARK HERALD COURIER
ROSLYN TIMES
WILLISTON TIMES
PORT WASHINGTON TIMES
GARDEN CITY NEWS
MID-ISLAND TIMES
BETHPAGE NEWSGRAM
SYOSSET ADVANCE
JERICHO SYOSSET NEWS JOURNAL
TOTAL READERSHIP: 112,662

PER WEEK 11 PAPERS

	1 x 2	2 x 2	2 x 4	1/4 page	1/2 pages
13x	$ 46	$ 87	$ 166	$ 332	$ 664
26x	$ 41	$ 79	$ 149	$ 298	$ 596
52x	$ 37	$ 71	$ 134	$ 268	$ 536

PER WEEK 6 PAPERS

	1 x 2	2 x 2	2 x 4	1/4 page	1/2 pages
13x	$ 28	$ 52	$ 100	$ 199	$ 398
26x	$ 25	$ 47	$ 89	$ 179	$ 358
52x	$ 22	$ 43	$ 80	$ 161	$ 322

PREPAY DISCOUNT

13 WEEKS	26 WEEKS	52 WEEKS
5%	10%	15%

PUBLICATION DAY: FRIDAY
RESERVATION DEADLINE: TUESDAY, NOON
MATERIAL DEADLINE: TUESDAY, NOON

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CLASSIFIED LINE AND CLASSIFIED DISPLAY RATES

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NEED TO REACH A TARGETED MARKET? WE CAN HELP!

Super local and super targeted, we're your best choice.

The Blank Slate Media-Litmor Publications Media Group is an incredibly cost effective way to reach highly motivated, well-educated job-seekers in print and online.

2 X 4 AD = 3.25" WIDTH X 4.44" LENGTH

2 X 2 AD = 3.25" WIDTH X 2.02" LENGTH

1 X 2 AD = 1.56" WIDTH X 2.02" LENGTH

NEWSPAPERS

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MATERIAL DEADLINE: TUESDAY, NOON

LINE ADS BSM-LITMOR
25 WORDS – 5 LINES
1X $30
2X $48 – 20% OFF
3X $63 – 30% OFF
4X $72 – 40% OFF
$1.20 FOR EACH ADDITIONAL WORD

LINE ADS NYPS - LONG ISLAND
25 WORDS – 5 LINES
1X $129
2X $159– 20% OFF
3X $166 – 30% OFF
4X $166 – 40% OFF
$10 FOR EACH ADDITIONAL WORD

LINE ADS NYPS - NYC
25 WORDS – 5 LINES
1X $499
2X $638– 20% OFF
3X $732 – 30% OFF
4X $693 – 40% OFF
$10 FOR EACH ADDITIONAL WORD

1 COLUMN INCH –
1 COLUMN X 1 INCH BSM LITMOR
75 WORDS – 14 LINES
1X $72
2X $115 – 20% OFF
3X $151 – 30% OFF
4X $172 – 40% OFF

2 X 2 – 2 COLUMNS X 2 INCHES –
BUSINESS CARD BSM LITMOR
1X $130
2X $208 – 20% OFF
3X $273 – 30% OFF
4X $312 – 40% OFF

2 X 2 – 2 COLUMNS X 2 INCHES –
BUSINESS CARD NYPS L.I.
1X $989
2X $1264 – 20% OFF
3X $1446 – 30% OFF
4X $1413 – 40% OFF

2 X 2 – 2 COLUMNS X 2 INCHES –
BUSINESS CARD NYPS NYC
1X $439
2X $702 – 20% OFF
3X $796 – 30% OFF
4X $765 – 40% OFF

2 X 4 – 2 COLUMNS X 4 INCHES –
DOUBLE BUSINESS CARD BSM LITMOR
1X $234
2X $374 – 20% OFF
3X $491– 30% OFF
4X $561– 40% OFF

2 X 4 – 2 COLUMNS X 4 INCHES –
DOUBLE BUSINESS CARD NYPS L.I.
1X $1079
2X $1390 – 20% OFF
3X $1594– 30% OFF
4X $1533– 40% OFF

2 X 4 – 2 COLUMNS X 4 INCHES –
DOUBLE BUSINESS CARD NYC L.I.
1X $1799
2X $2302 – 20% OFF
3X $2622– 30% OFF
4X $2589– 40% OFF

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