

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 PLANVIEW, HICKSVILLE, AND LEVITTOWN

JERICHO / SYOSSET
NEWS JOURNAL

THE GARDEN CITY NEWS
MILK DAY at Cathedral Hall • Forest University

SYOSSET
ADVANCE



Blank Slate Media-Litmor Publications Advertising Group is the publisher of 11 award-winning, paid and requester weekly newspapers on the North Shore and central Long Island and two websites.

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’ award-winning local coverage has made us the No. 1 read in the communities we cover.

With a separate paper for each community, we are able to target our coverage so readers get the news most important to them.

A separate newspaper for each community also allows advertisers to target who they reach by community, eliminating wasted circulation and making us the most cost-effective way to advertise. This is true whether you are seeking to reach 1 community, the North Shore and central Long Island or anything in between.

Advertisers can further expand their reach with our award-winning websites, e-newsletters reaching 16,000 readers, a growing list of events and sponsorship opportunities and online contests.

Our newspapers are published on Thursdays and delivered to people’s homes on Fridays by the Post Office. Our websites offer up-to-the-minute coverage daily.

BlankSlate
MEDIA

105 Hillside Avenue, Suite I,
Williston Park,
New York 11596
www.theislandnow.com
(516) 307-1045

Litmor
Publications

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

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

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

THE BEST IN LOCAL COVERAGE



2018 NYPA BETTER NEWSPAPER CONTEST

BEST SPECIAL SECTION COVER

First Place

Yvonne Farley

BEST SMALL SPACE AD

First Place

Williston Times

BEST HOUSE AD

Second Place

Yvonne Farley

SPECIAL SECTION

Second Place

Fall Special Section

BEST FRONT PAGE

Third Place

Williston Times - Noah Manskar

BEST NEWS OR FEATURE SERIES

Honorable Mention

Noah Manskar

BEST EDITORIAL CARTOON

Honorable Mention

Matt Bodkin

BEST NEWS OR FEATURE STORY

Honorable Mention

Noah Manskar

ROOKIE REPORTER OF THE YEAR

Honorable Mention

Janelle Clausen

2018 PRESS CLUB OF LONG ISLAND MEDIA AWARDS

EDITORIAL/COMMENTARY

First Place: *"Show More Long Island Vision for Pedestrian Safety"*

Paul Glader

WEBSITE HOME PAGE DESIGN

First Place

Theislandnow.com

NON-LOCAL NEWS/FEATURE

Second Place: *Noah Manskar*

"NHP Author Reunites"

BEST HEADLINE

Second Place: *Noah Manskar*

"Band stops playing at Eleanor Rigby's"

GOVERNMENT/POLITICS

Third Place: *"Terry's Town Power"*

Noah Manskar

BREAKING NEWS

Third Place: *Noah Manskar*

"Applause and then a resignation call"

EDITORIAL/COMMENTARY

Third Place: *Steven Blank*

"Bringing politics to a gang fight"

NON-LOCAL NEWS/FEATURE

Third Place: *Amelia Camurati*

"9/11 Bond Stays Strong"

HUMOR COLUMN

Third Place: *Judy Epstein*

"Watch out for that real estate column"

EDITORIAL CARTOON

Third Place: *Matt Bodkin*

"Working in Nassau County"

BEST HEADLINE

Third Place: *Steven Blank*

"Applause and then a resignation call"



BlankSlate
MEDIA

NEW HYDE PARK
Herald Courier
Great Neck News

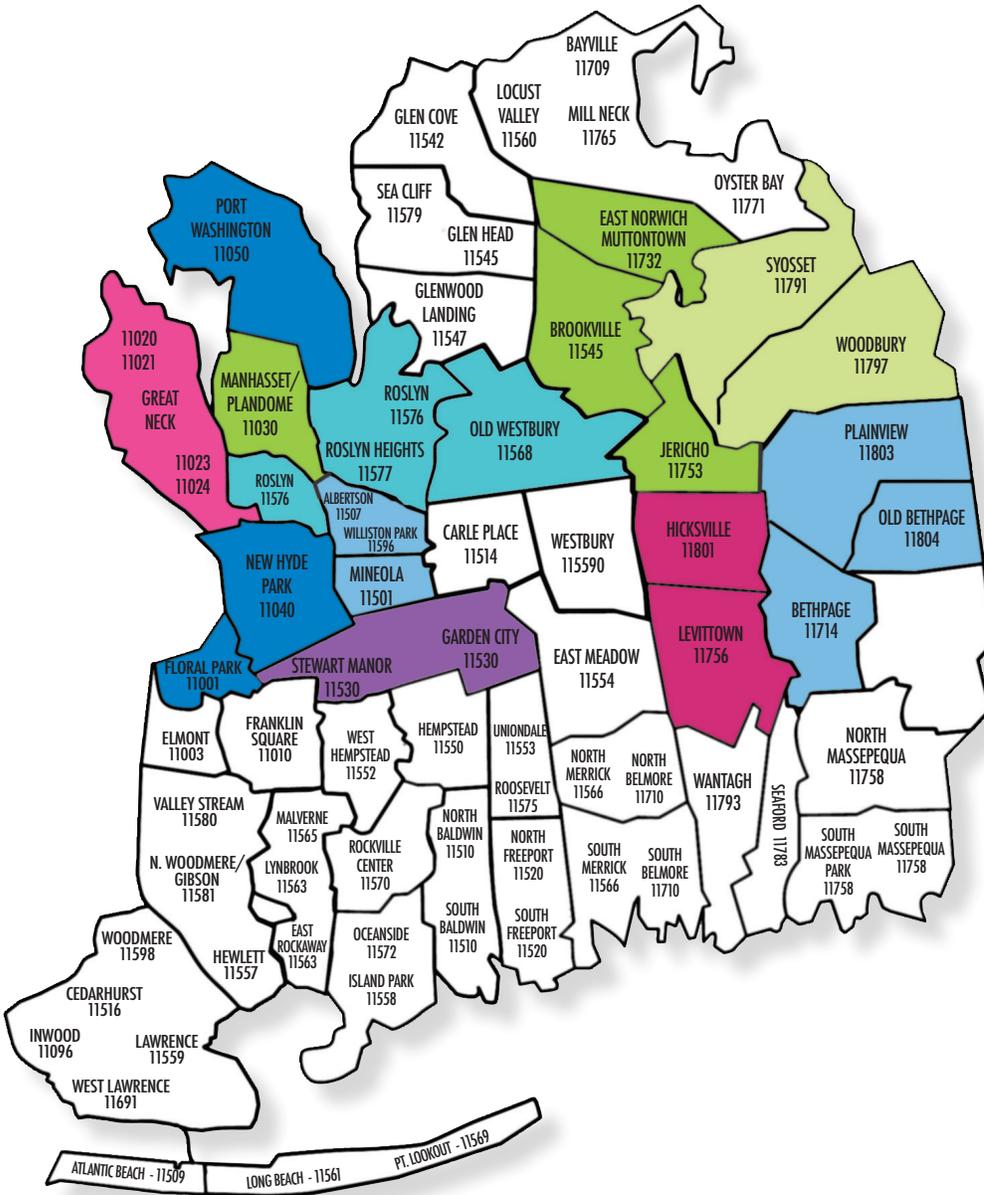
Roslyn Times
Manhasset Times

Williston Times
Port Washington Times

www.theislandnow.com

105 Hillside Avenue, Suite I, Williston Park, NY 11596 • Office: 516.307.1045 • Fax: 516.307.1046

AREAS OF CIRCULATION



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, 11514, 11596
 East Williston, Williston Park, Mineola, Albertson, Carle Place, Herricks, Searingtown

MANHASSET TIMES:

11030
 Manhasset

ROSLYN TIMES:

11576, 11577, 11568
 Roslyn, Roslyn Heights, Old Westbury

PORT WASHINGTON TIMES:

11050
 Port Washington, Baxter Estates, Flower Hill, Manorhaven, Port Washington North, Sands Point

MID-ISLAND TIMES:

11756, 11801, 11802, 11803, 11804
 Hicksville, Levittown, Plainview

BETHPAGE NEWSGRAM:

11714, 11804, 11803
 Bethpage, Old Bethpage, Plainview

SYOSSET ADVANCE:

11791, 11797
 Syosset, Woodbury

JERICO SYOSSET NEWS JOURNAL:

11753, 11545, 11732
 Jericho, Brookville, East Norwich

GARDEN CITY NEWS:

11530
 Garden City, Stewart Manor, Garden City South, East Garden City

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 JERICO SYOSSET NEWS JOURNAL • SYOSSET ADVANCE

CIRCULATION AND READERSHIP



BLANK SLATE MEDIA 2017

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

TOTAL CIRCULATION - BSM

CIRCULATION

4,033
 3,044
 4,381
 3,254
 3,747
 4,284

22,743

READERSHIP

12,009
 9,132
 13,143
 9,762
 11,241
 12,852

68,229

LITMOR PUBLICATIONS 2017

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

TOTAL CIRCULATION

BSM AND LITMOR

CIRCULATION

887
 8,084
 2,005
 1,666
 3,553

16,195

38,938

READERSHIP

2,661
 24,252
 6,015
 4,998
 10,659

48,585

116,814

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BLANK SLATE/LITMOR PUBLICATIONS RETAIL RATES



Unit Value	FP	1/2	1/4	1/8
1	254	140	76	40
2	508	279	152	79
3	754	415	226	118
4	991	545	297	155
5	1213	667	364	189
6	1425	784	427	223
7	1627	895	488	254
8	1818	1000	546	284
9	2000	1100	600	313
10	2172	1194	651	339
11	2333	1283	700	365
12	2484	1366	745	388
13	2625	1444	787	410
14	2756	1516	827	431
15	2876	1582	863	449
16	2987	1643	896	467

PREMIUMS

**GUARANTEED
POSITION**

20%

PREPAY DISCOUNT

13 WEEKS 26 WEEKS 52 WEEKS

10% 15% 25%

UNIT VALUES

	UNIT VALUE	GROUP BUY
ALL PUBLICATIONS	20	16
Northwest Nassau + Garden City	16	13
Eastern Nassau + Garden City	8	6
Northwest Nassau + Eastern Nassau	16	11

NORTHWEST NASSAU

Great Neck News	2	
Manhasset Times	2	
New Hyde Park Herald Courier	2	
Roslyn Times	2	
Williston Times	2	
Port Washington Times	2	
Total	12	9

GARDEN CITY

Garden City News	4	
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NORTHWEST NASSAU + GARDEN CITY

Garden City News	4	
Great Neck News	2	
Manhasset Times	2	
New Hyde Park Herald Courier	2	
Roslyn Times	2	
Williston Times	2	
Port Washington Times	2	
Total	16	13

EASTERN NASSAU

Bethpage Newsgram	1	
Jericho Syosset News Journal	1	
Mid Island Times	1	
Syosset Advance	1	
Total	4	3

FREQUENCY DISCOUNT OFF OPEN RATE

	6X	13X	26X	39X	52X
SAVE	10%	15%	25%	30%	35%

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DIGITAL ADVERTISING

THEISLANDNOW.COM / GCNEWS.COM



DIGITAL ADVERTISING RATES

AD SIZE	WEEKLY	MONTHLY PER/MONTH	3 MONTHS PER/MONTH	6 MONTHS PER/MONTH	12 MONTHS PER/MONTH
LEADERBOARD	\$80	\$325	\$295	\$275	\$210
CUBE	\$55	\$225	\$205	\$190	\$145
BANNER	\$40	\$150	\$135	\$130	\$100
BOTTOM BANNER	\$30	\$120	\$110	\$100	\$80
E-BLAST	\$150				

CREATIVE FEE: \$75 for static ads.
Waived for minimum schedule of \$150

PRINT COMBINATION DISCOUNT:
25% Off when running in combination with print advertising

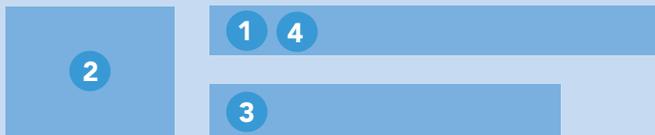
WEBSITE STATISTICS

MONTHLY PAGE VIEWS:235,000
MONTHLY UNIQUE VISITORS ...77,500
IMPRESSIONS482,000

EMAIL BLAST:
YOUR WEEKLY AD
16,450 EMAILS

ADVERTISING OPTIONS

- LEADERBOARD (728 X 90 PIXELS)**
- CUBE (300 X 250 PIXELS)**
- BANNER (600 X 120 PIXELS)**
- 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

BlankSlate
MEDIA

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JERICHO SYOSSET NEWS JOURNAL • SYOSSET ADVANCE

BLANK SLATE/LITMOR PUBLICATIONS POST-IT RATES



BRICK SPORTS COMPLEX
HERE FOR YOUR HEALTH

BSC 1-800-555-5555
www.bsc.com

3"

3"

COST PER 1,000
\$100⁰⁰
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:
James Brill, Jr.
Daily News
125 Theodore Conrad Drive
Jersey City, NJ 07305
212-210-1971

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BLANK SLATE/LITMOR PUBLICATIONS POST-ITS TEMPLATE REQUIREMENTS

3.125" X 3.125"
**ORANGE LINE REPRESENTS
BLEEDING ART AREA**

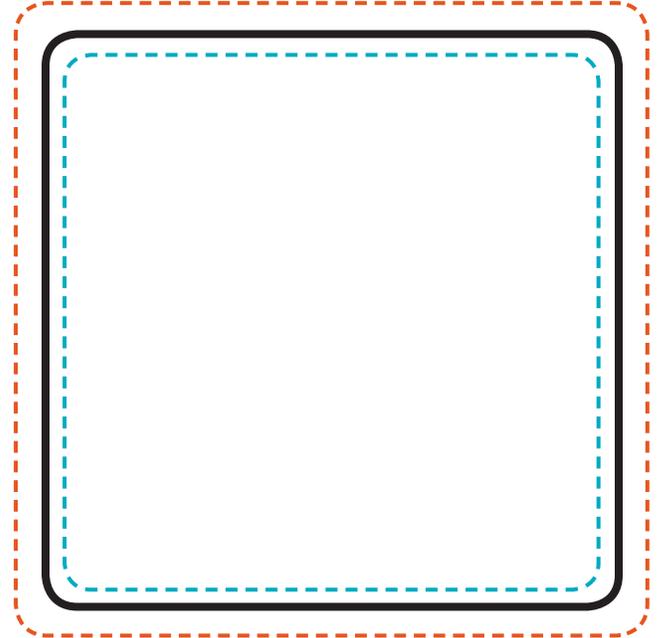
(all artwork needs to come out to this line if image or color goes to the edge of the dieline.)

3" X 3"
WITH .125" CORNER RADIUS

Black line represents die
(or final trim size)

2.875" X 2.875"
**BLUE LINE REPRESENTS NON-BLEEDING
ART AREA**

(This indicates safety area.
No text or images that are not part of the bleed should extend past this line.)



SIZE: 3.125" X 3.125"

REFERENCE LINES DO NOT PRINT, AND
SHOULD NOT BE INCLUDED IN SUPPLIED
ARTWORK

PLEASE EMAIL YOUR ACCOUNT EXECUTIVE

TO EXPEDITE THE PROCESS PLEASE FOLLOW THESE GUIDELINES:

- Convert files to EPS or PDF format. Make sure all artwork is centered on page
- Outline all type if program permits
(If supplying artwork that is not a PDF and cannot be outlined please supply font)
- If rasterized images are not imbedded please make sure they are supplied
- If document has raster images, make sure all spot colors are converted to CMYK
Please limit document for four (4) colors.
- Back print should only be one (1) color with a 50% coverage of the whole area.
- If document has raster images they should be a minimum of 300 dpi.
(If you supply a low res image we will print it, but know what you supply is what we will print.)

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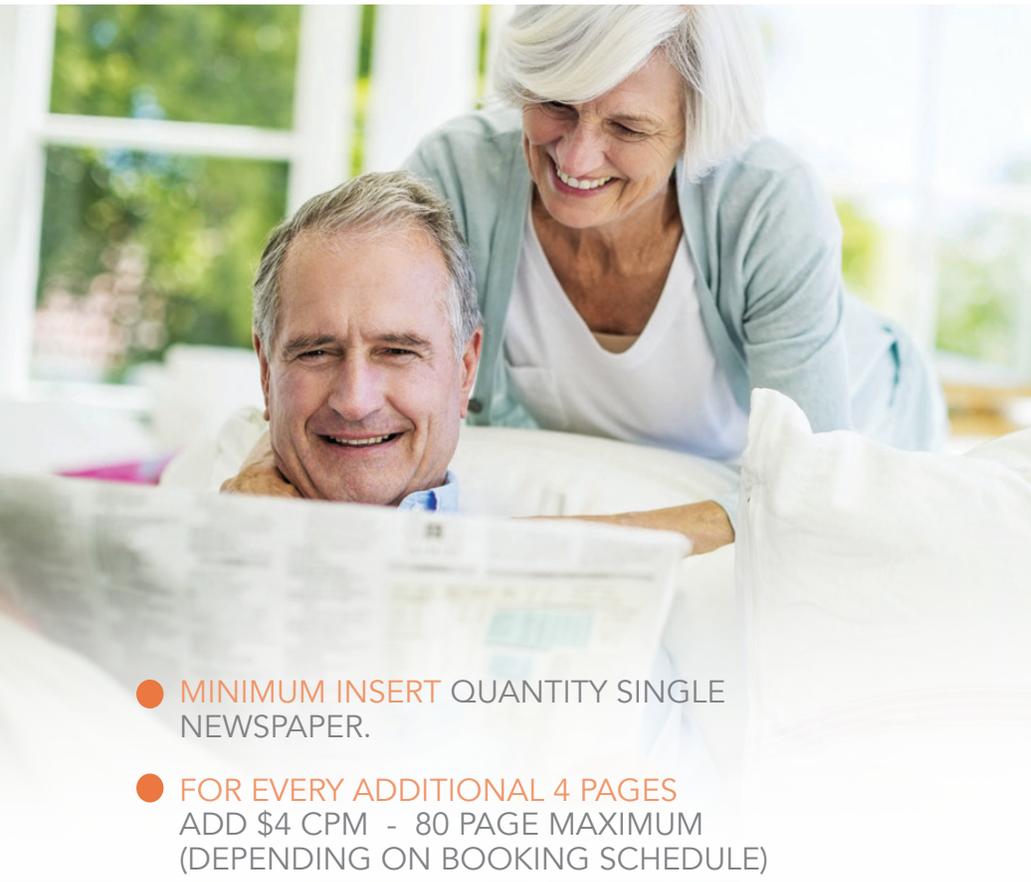
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BLANK SLATE/LITMOR PUBLICATIONS INSERT RATES



- **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)**

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

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

ANNUAL FREQUENCY DISCOUNTS

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

Annual insert contract to receive discount

INSERTS IN:

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

DELIVER TO:

James Brill, Jr.
Daily News
125 Theodore Conrad Drive
Jersey City, NJ 07305
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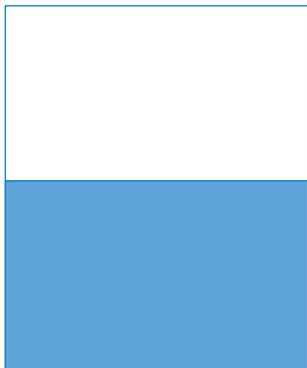
MID-ISLAND TIMES / GARDEN CITY NEWS • BETHPAGE NEWSGRAM
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BLANK SLATE/LITMOR PUBLICATIONS MODULAR SIZES

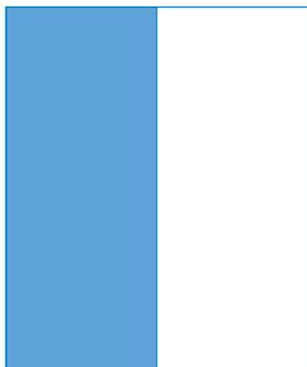
BLANK SLATE MEDIA



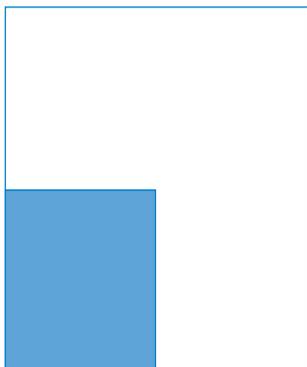
FULL PAGE
8.75" X 11.5"



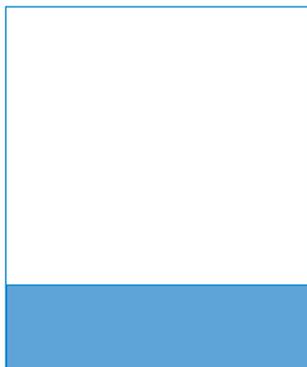
HALF HORIZONTAL
8.75" X 5.6"



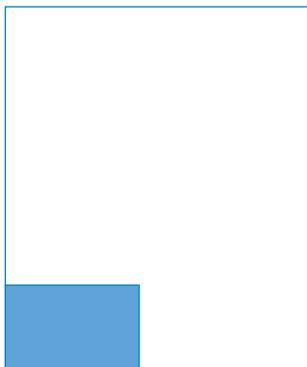
HALF VERTICAL
4.3" X 11.5"



QUARTER VERTICAL
4.3" X 5.6"



QUARTER HORIZONTAL
8.75" X 2.7"

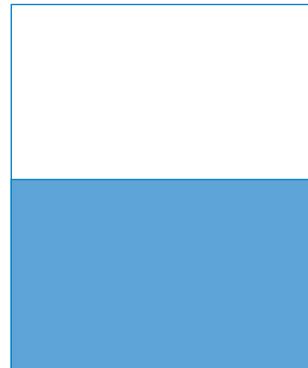


EIGHTH PAGE
4.36" X 2.7"

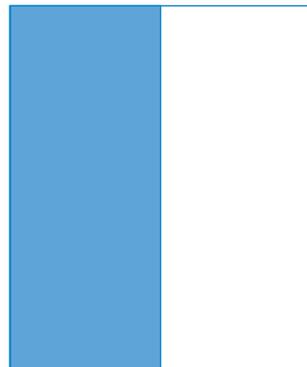
LITMOR PUBLICATIONS



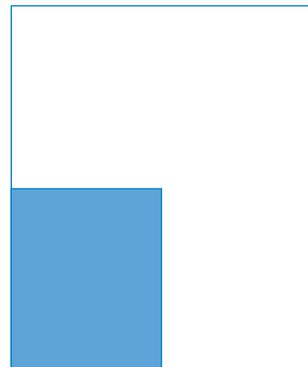
FULL PAGE
9.83" X 11.3"



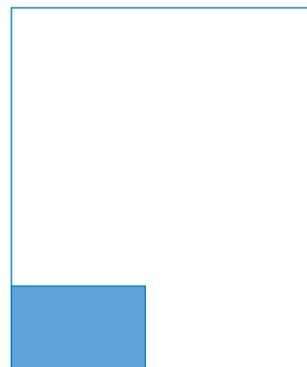
HALF HORIZONTAL
9.83" X 5.5"



HALF VERTICAL
4.83" X 11.3"



QUARTER VERTICAL
4.83" X 5.6"



EIGHTH PAGE
4.83" X 2.79"

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BLANK SLATE MECHANICAL REQUIREMENTS

COLUMN SIZE

1 COLUMN	1.325"
2 COLUMN	2.833"
3 COLUMN	4.313"
4 COLUMN	5.79"
5 COLUMN	7.2065"
6 COLUMN	8.75"

LINE SCREEN & DPI

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

PRINTED PHOTO OFFSET

Total image area 8.75" X11.5"
6 column 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

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

MODULAR UNITS	COLUMNS	SIZES
FULL PAGE	6	8.75" X 11.5"
1/2 HORIZ	6	8.75" X 5.6"
1/2 VERT	3	4.3" X 11.5"
1/4 VERT	3	4.3" X 5.6"
1/4 HORIZ	6	8.75" X 2.7"
1/8 PAGE	3	4.3" X 2.7"

FILE SUBMISSION

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
- 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.
- Mechanicals, artwork, layout or design of an ad concept created at Blank Slate Media LLC that is not published in any publication owned and/or operated by Blank Slate Media LLC and is used in other publications will be charged at the rate of \$100.00 per man hour expended.

SPACE RESERVATION & MATERIAL DEADLINES

BLANK SLATE MEDIA LLC

PUBLICATION DAY: FRIDAY

RESERVATION DEADLINE: FRIDAY 5PM PRIOR TO PUBLICATION DAY

MATERIAL DEADLINE: MONDAY 5PM PRIOR TO PUBLICATION DAY

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LITMOR PUBLICATIONS

MECHANICAL REQUIREMENTS

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	9.8"X 5.5"
1/2 VERT	4.8"X 11.3"
1/4 VERT	4.8"X 5.6"
1/4 HORIZ	9.8"X 2.5"
1/8 PAGE VERT	2.3"X 5.6"
1/8 PAGE HORIZ	4.8"X 2.8"

LINE SCREEN & DPI

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

PRINTED PHOTO OFFSET

Total image area 9.83" X11.312"
6 column 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

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

FILE SUBMISSION

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

*Must include all fonts and artwork

**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

LITMOR PUBLICATIONS

PUBLICATION DAY: FRIDAY

RESERVATION DEADLINE: TUESDAY 5PM PRIOR TO PUBLICATION DAY

MATERIAL DEADLINE: TUESDAY 5PM PRIOR TO PUBLICATION DAY

BlankSlate
MEDIA

105 Hillside Avenue, Suite I,
Williston Park,
New York 11596
www.theislandnow.com
(516) 307-1045

Litmor
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821 Franklin Avenue,
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Garden City, NY 11530
(516) 294-8900
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ROSLYN TIMES • WILLISTON TIMES • PORT WASHINGTON TIMES

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

BLANK SLATE

BEST OF NORTH SHORE CONTEST

2019 Best OF THE North Shore

www.theislandnow.com/contest2019

SPONSORSHIP PACKAGES

You can be a sponsor of the Best of the North Shore Contest! Depending on the level of sponsorship, you will receive different benefits that may include display ads, your logo displayed in Contest media, ads on theislandnow.com, tickets to the VIP Winner's event, and even a business display table at the Winner's Event!



NOMINEE PROMOTIONS

Nominees can purchase the Best of the North Shore Contest products to promote their business and encourage people to vote for them!

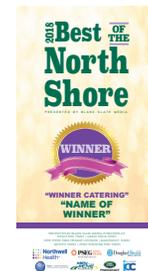


CONTEST PAGE ADVERTISING \$200 - \$700

NEWSPAPER ADVERTISING \$175 - \$760

WINNER PROMOTIONS

Winners of the Best of the North Shore Contest, are awarded 2 tickets to the Networking Event / Awards Ceremony. Additional items, such as Plaques, Banners, and a Table at the Networking event can also be purchased.



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NORTH SHORE - 11 PAPERS

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

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

	FP	1/2	1/4	1/8
4X	1281	705	384	200
13X	1152	634	345	180
26X	1037	570	310	162

NORTHWEST

GREAT NECK NEWS
NEW HYDE PARK HERALD COURIER
WILLISTON TIMES

ROSLYN TIMES
MANHASSET TIMES
PORT WASHINGTON TIMES

	FP	1/2	1/4	1/8
4X	892	491	268	139
13X	802	441	241	125
26X	721	396	216	112

PREPAY DISCOUNT

13 Weeks	5% Discount
26 Weeks	10% Discount
52 Weeks	15% Discount

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