THE NORTH SHORE’S LOCAL MARKETING SOLUTION FOR YOUR BUSINESS

RETAIL MEDIA KIT

BLANK SLATE MEDIA / LITMOR PUBLICATIONS
ADVERTISING GROUP

Herald Courier  Roslyn Times  Williston Times
Great Neck News  Manhasset Times  Port Washington Times
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 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.
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<th>Publication</th>
<th>BSM 2021 CIRCULATION</th>
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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%

- **57%**

AFFLUENT EARNERS
- **MEDIAN HOUSEHOLD INCOME** $131,726
- **COLLEGE GRADUATES** 57%

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

Litmor Publications
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
September

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- Labor Day
- Rosh Hashanah
- Yom Kippur
- NHP Street Fair
- Williston Park Street Fair

October

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- Mineola Street Fair
- Columbus Day
- Halloween

November

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- Election
- Daylight Saving Ends
- Veterans Day
- Thanksgiving
- Hanukah

December

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- Christmas Eve
- Christmas Day
- New Year’s Eve

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3
Schools and Education

10
Living 50+

17
Guide to Street Fairs

24
Guide To Fall
Guide to Health and Wellness

1
School and Education
Home and Design

8
Guide to Mineola Street Fair
Living 50+

15
Guide to Roslyn

22
Election Guide
Women of Distinction

29
Health, Wellness and Beauty
Election Guide

5
Guide to Discover Catholic Schools Week
Home & Design

12
Guide to Discover Catholic Schools Week
Guide to Garden City
Guide to Manhasset

19
Living 50+
Holiday Gift and Dining Guide

26
Health, Wellness and Beauty
Dining and Entertaining

3
Living 50+

10
Guide to Holiday Gift and Party Guide

17
Guide to Winter

24
New Year’s Dining
Health and Wellness

31
Health, Wellness and Beauty
**January**

1. New Year’s Day
2. Valentine’s Day
3. President’s Day
4. BNC Nominations Begin
5. Daylight Savings
6. St. Patrick’s Day
7. BNC Nominations Begin
8. Spring Begins
9. Martin Luther King Jr. Day
10. Presidents Day
11. Passover
12. Easter Sunday
13. Passover
14. Easter Sunday
15. Presidents Day
16. Presidents Day
17. Passover
18. Easter Sunday
19. Presidents Day
20. Easter Sunday
21. Presidents Day
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**February**

1. Valentine’s Day
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30. Valentine’s Day

**March**

1. Daylight Savings
2. St. Patrick’s Day
3. President’s Day
4. 40 Under 40 Nominations Begin
5. Presidents Day
6. Presidents Day
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**April**

1. Passover
2. Easter Sunday
3. Presidents Day
4. Presidents Day
5. Presidents Day
6. Presidents Day
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**Guide to Schools and Education**

- 7 Guide to Schools and Education
- 14 Guide to Schools and Education
- 21 Catholic Schools Week
- 28 Health, Wellness and Beauty

**Living 50+**

- 4 Valentine’s Dining and Gift Guide
- 11 Nassau County Top Leaders 2022
- 18 Guide to Special Occasions
- 25 Health, Wellness and Beauty

**Guide to Banking, Personal Finance**

- 22 Home and Design
- 29 BNC Nominations End

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[BLANK SLATE ADVERTISING PLANNER 2022]

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

NEW HYDE PARK HERALD COURIER
GREAT NECK NEWS • MANHASSET TIMES
ROSLYN TIMES • WILLISTON TIMES
PORT WASHINGTON TIMES
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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%
## BLANK SLATE/ 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)

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### NORTHEAST 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)

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### NORTHERN NASSAU - 4 PAPERS
Great Neck News (GN), Manhasset Times (MT),
Roslyn Times (RT), Port Washington Times (PW)

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### CENTRAL NASSAU - 3 PAPERS
Garden City News (GC), New Hyde Park Herald Courier (NHP)
Williston Times (WT)

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<td>1,283</td>
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<td>1,069</td>
<td>998</td>
<td>926</td>
</tr>
<tr>
<td>1/2</td>
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<td>706</td>
<td>627</td>
<td>588</td>
<td>549</td>
<td>510</td>
</tr>
<tr>
<td>1/4</td>
<td>427</td>
<td>384</td>
<td>342</td>
<td>320</td>
<td>299</td>
<td>278</td>
</tr>
<tr>
<td>1/8</td>
<td>223</td>
<td>201</td>
<td>178</td>
<td>167</td>
<td>156</td>
<td>145</td>
</tr>
</tbody>
</table>

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### NEWSPRINT AD SPECS

**FULL PAGE**
- BSM: 8.75” X 11.5”
- LM: 9.83” X 11.3”

**HALF HORIZONTAL**
- BSM: 8.75” X 5.6”
- LM: 9.83” X 5.5”

**HALF VERTICAL**
- BSM: 4.3” X 11.5”
- LM: 4.83” X 11.3”

**QUARTER VERTICAL**
- BSM: 4.3” X 5.6”
- LM: 4.83” X 5.5”

**QUARTER HORIZONTAL**
- BSM: 8.75” X 2.7”
- LM: 9.83” X 2.2”

**EIGHTH PAGE**
- BSM: 4.36” X 2.7”
- LM: 4.83” X 2.29”
BY RIKKI N. MASSAND

Brad Zupp's "FUNance For Kids" entertained Berry Hill Elementary students while teaching them valuable lessons about money and personal finance. The assembly made a normally difficult topic of personal planning fun.

The LI Blues Winter Classic is expected to conclude a championship high school hockey games, special programs such as the New York State Special Olympics, and Winter Classic in the Town of Oyster Bay Ice Skating Center.

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The LI Blues Winter Classic is expected to conclude a championship high school hockey games, special programs such as the New York State Special Olympics, and Winter Classic in the Town of Oyster Bay Ice Skating Center.
FULL PAGE display ad in the Official 2021 Nominee Special Section – May 21
• Full Page display ad in the Official 2021 Winners Special Section – August 6
• Full Page display ad in our 6 newspapers between May 21 to July 2
• Logo at the bottom of all contest house ads – running weekly April 2 – July 2
• Logo in contest banner and cube ads on contest website from April 2 – July 2
• Logo in contest banner and cube ads in email blasts from April 2 – July 2.
• Free banner or cube ad on www.theislandnow.com until August 6
• Logo on all winner’s banners

Price: $5,000

1 Half Page display ad in the Official 2021 Nominee Special Section – May 21.
• 1 Full Page display ad in the Official 2021 Winners Special Section – August 6
• 1 Half Page display ad in our 6 newspapers between May 21 to July 2.
• Logo at the bottom of all contest house ads – running weekly April 2 – July 2
• Free banner or cube ad on the Best of the Nassau County website until August 6
• Logo on all winner’s banners

Price: $3,500

• 1 Quarter Page display ad in the Official 2021 Nominee Special Section – May 21.
• 1 Half Page display ad in the Official 2021 Winners Special Section – August 6
• 1 Half Page display ad in our 6 newspapers between May 21 to July 2.
• Logo at the bottom of all contest house ads – running weekly May 21 – July 2.
• Logo on all winner’s banners

Price: $2,500
## PRODUCT ORDER FORM

<table>
<thead>
<tr>
<th>PROMOTIONAL ITEM</th>
<th>COST</th>
<th>QTY</th>
<th>TOTAL</th>
<th>CATEGORY NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhanced Listing</td>
<td>$250.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exclusive Category Ad</td>
<td>$700.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exclusive Group ad</td>
<td>$1000.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leaderboard on theislandnow.com /per month</td>
<td>$295.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cube on theislandnow.com /per month</td>
<td>$228.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banner on theislandnow.com /per month</td>
<td>$150.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Window Cling 1X1</td>
<td>$25.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Window Cling 2X2</td>
<td>$45.00</td>
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<tr>
<td>Window Cling 3X3</td>
<td>$90.00</td>
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<tr>
<td>Winner Plaque</td>
<td>$125.00</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Window Banner 1.5X3</td>
<td>$125.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Window Banner 3X1.5</td>
<td>$125.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Window Banner 3X5</td>
<td>$199.00</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Window Banner 5X3</td>
<td>$199.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feather Flag A* – 8' X 2' (6' X 2' Flag)</td>
<td>$220.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feather Flag B* – 10' X 2.5' (8' X 2.5' Flag)</td>
<td>$265.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feather Flag C* – 12' X 2.5' (10' X 2.5' Flag)</td>
<td>$300.00</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL**

* FOR FEATHER FLAGS, PLEASE SELECT ONE OF TWO OPTIONS AT TIME OF PURCHASE:

- **OPTION 1:** Ground Stake + Free Carrying Case.
- **OPTION 2:** Cross-Base Stand + Water Weight and a Carrying Case

- **PAY BY CHECK:** CHECK #___________________________ ACCOUNT NAME___________________________
- **PAY BY CREDIT CARD**
  - ACCOUNT CODE___________________________
  - CC#___________________________ EXP________ CVV________ CC ZIP CODE___________________________

**AUTHORIZED SIGNATURE___________________________ EMAIL ADDRESS___________________________**

I hereby signify that I am authorizing Blank Slate Media to charge my credit card amount indicated above. I am aware that this purchase is non-refundable once purchased. Date:___________________________
### Website Advertising Rates

#### The Island Now & GCNews

<table>
<thead>
<tr>
<th>AD Size</th>
<th>Weekly Per/Month</th>
<th>Monthly Per/Month</th>
<th>3 Months Per/Month</th>
<th>6 Months Per/Month</th>
<th>12 Months Per/Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$345</td>
<td>$1,190</td>
<td>$1,070</td>
<td>$1,000</td>
<td>$900</td>
</tr>
<tr>
<td>Pop Up</td>
<td>$144</td>
<td>$750</td>
<td>$675</td>
<td>$635</td>
<td>$565</td>
</tr>
<tr>
<td>Cube</td>
<td>$106</td>
<td>$500</td>
<td>$450</td>
<td>$425</td>
<td>$375</td>
</tr>
<tr>
<td>Banner</td>
<td>$95</td>
<td>$375</td>
<td>$340</td>
<td>$320</td>
<td>$280</td>
</tr>
<tr>
<td>Bottom Banner</td>
<td>$75</td>
<td>$315</td>
<td>$280</td>
<td>$270</td>
<td>$235</td>
</tr>
</tbody>
</table>

#### The Island Now

<table>
<thead>
<tr>
<th>AD Size</th>
<th>Weekly Per/Month</th>
<th>Monthly Per/Month</th>
<th>3 Months Per/Month</th>
<th>6 Months Per/Month</th>
<th>12 Months Per/Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$275</td>
<td>$950</td>
<td>$855</td>
<td>$800</td>
<td>$713</td>
</tr>
<tr>
<td>Pop Up</td>
<td>$115</td>
<td>$750</td>
<td>$675</td>
<td>$635</td>
<td>$565</td>
</tr>
<tr>
<td>Cube</td>
<td>$85</td>
<td>$500</td>
<td>$450</td>
<td>$425</td>
<td>$375</td>
</tr>
<tr>
<td>Banner</td>
<td>$75</td>
<td>$375</td>
<td>$340</td>
<td>$320</td>
<td>$280</td>
</tr>
<tr>
<td>Bottom Banner</td>
<td>$75</td>
<td>$315</td>
<td>$280</td>
<td>$270</td>
<td>$235</td>
</tr>
</tbody>
</table>

### Website Statistics

<table>
<thead>
<tr>
<th>Website</th>
<th>Page Views Past Month</th>
<th>Unique Visitors Past Month</th>
</tr>
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<tbody>
<tr>
<td>The Island Now</td>
<td>289,608</td>
<td>92,109</td>
</tr>
<tr>
<td>GCNews</td>
<td>100,254</td>
<td>27,845</td>
</tr>
</tbody>
</table>

### 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)

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

---

**E-BLAST**

Comprised of over 120 million records and nearly 750 available demographic and lifestyle selects. Your exact target will be tracked with accuracy, as your message is delivered.

Our in-depth tracking shows you open and click percentages, clicks broken out by mobile vs. desktop and web browser, and a heat map-helping you analyze your results and see how recipients are engaging with your ads.

Create custom lists tailored to your product or service, ensuring the correct audience receives your message.

**100% can-Spam compliant**

**In-depth reporting**

**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**

**Highly targeted**

**Dedicated**

**Multi-Advertiser**

**Newspaper Update**

40,000 emails $9/k $360

40k-150k emails $30/k

150k plus $25/k

15,000 $10/k $150

15,000 $8/k $120

40,000 emails $9/k $360

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

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
EMAIL MARKETING

PERMISSION-BASED

HIGHLY TARGETED EMAIL MARKETING CAMPAIGNS

THAT DELIVER RESULTS!

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

EMAIL MARKETING

HIGHLY TARGETED - DEDICATED

<table>
<thead>
<tr>
<th>Range</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>40K-150K</td>
<td>$30/K</td>
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<tr>
<td>150K plus</td>
<td>$25/K</td>
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</table>

HIGHLY TARGETED - MULTI-ADVERTISER

<table>
<thead>
<tr>
<th>Range</th>
<th>Cost</th>
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</thead>
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<tr>
<td>40K</td>
<td>$9/K</td>
</tr>
<tr>
<td>150K</td>
<td>$10/K</td>
</tr>
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</table>

BLANK SLATE MEDIA (BSM) - DEDICATED

<table>
<thead>
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<th>Range</th>
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<td>15,000</td>
<td>$10/K</td>
</tr>
<tr>
<td>15,000</td>
<td>$8/K</td>
</tr>
</tbody>
</table>

OPT-ON EMAIL DATABASE

Comprised of over 120 million records and nearly 750 available demographic and lifestyle selects. Your exact target will be tracked with accuracy, as your message is delivered.

IN-DEPTH REPORTING

Our in-depth tracking shows you open and click percentages, clicks broken out by mobile vs. desktop and web browser, and a heat map-helping you analyze your results and see how recipients are engaging with your ads.

100% CAN-SPAM COMPLIANT

Create custom lists tailored to your product or service, ensuring the correct audience receives your message.

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

NEW HYDE PARK HERALD COURIER
GREAT NECK NEWS • MANHASSET TIMES
ROSLYN TIMES • WILLISTON TIMES
PORT WASHINGTON TIMES
**Targeted Website Distribution**

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

<table>
<thead>
<tr>
<th>Targeted Website Distribution</th>
<th>ONE OFF SINGLE EVENT</th>
<th>SUBSCRIPTION 4X EVENTS PER MONTH</th>
<th>10 EVENTS BUNDLE PACKAGE</th>
<th>SUBSCRIPTION 12 MONTHS CONTRACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community</td>
<td>Bars/Pubs, Fundraisers, Charity...more</td>
<td>$45</td>
<td>$95</td>
<td>$405</td>
</tr>
<tr>
<td>Lifestyle</td>
<td>Arts, Theatre, Film &amp; Cinema, Attractions, Kids/Family. Lifestyle, Pets/Animals, Religion &amp; Spirituality, Retail, Health &amp; Fitness</td>
<td>$95</td>
<td>$195</td>
<td>$855</td>
</tr>
<tr>
<td>Entertainment</td>
<td>Nightlife, Food/Drink, Comedy, Live Music, Sports/Leisure, Classes/Courses, PR Agencies</td>
<td>$145</td>
<td>$245</td>
<td>$1,305</td>
</tr>
<tr>
<td>Professional</td>
<td>Classes/Courses &amp; Professional Training</td>
<td>$245</td>
<td>$395</td>
<td>$2,205</td>
</tr>
<tr>
<td>Enterprise</td>
<td>Conference, Exhibitions, Festivals</td>
<td>$595</td>
<td>$2,995</td>
<td>$8,955</td>
</tr>
</tbody>
</table>

**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.
BLANK SLATE/LITMOR PUBLICATIONS
POST-IT RATES

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:
James Brill, Jr.
Daily News
125 Theodore Conrad Drive
Jersey City, NJ 07305
212-210-1971

BRICK SPORTS COMPLEX
HERE FOR YOUR HEALTH
BSC 1-800-555-5555
www.bsc.com

3”
## Insert Rates

<table>
<thead>
<tr>
<th>Number of Pages</th>
<th>Cost per 1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 4</td>
<td>$45</td>
</tr>
<tr>
<td>8</td>
<td>$49</td>
</tr>
<tr>
<td>12</td>
<td>$53</td>
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<tr>
<td>16</td>
<td>$57</td>
</tr>
<tr>
<td>20</td>
<td>$61</td>
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<td>24</td>
<td>$65</td>
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<tr>
<td>28</td>
<td>$69</td>
</tr>
<tr>
<td>32</td>
<td>$73</td>
</tr>
<tr>
<td>36</td>
<td>$77</td>
</tr>
</tbody>
</table>

- **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

<table>
<thead>
<tr>
<th>Inserts</th>
<th>Discount</th>
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</thead>
<tbody>
<tr>
<td>10</td>
<td>5% Discount</td>
</tr>
<tr>
<td>20</td>
<td>10% Discount</td>
</tr>
<tr>
<td>40</td>
<td>15% Discount</td>
</tr>
</tbody>
</table>

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

**Deliver To:**
- James Brill, Jr.
  Daily News
  125 Theodore Conrad Drive
  Jersey City, NJ 07305
  212-210-1971
# BLANK SLATE/LITMOR PUBLICATIONS
## SCHOOL & CAMP DIRECTORY

### NORTH SHORE - 11 PAPERS

<table>
<thead>
<tr>
<th>GREAT NECK NEWS</th>
<th>GARDEN CITY NEWS</th>
<th>BETHPAGE NEWSGRAM</th>
<th>JERICHO SYOSSET NEWS</th>
<th>SYOSSET ADVANCE</th>
<th>MID ISLAND TIMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW HYDE PARK HERALD COURIER</td>
<td>WILLISTON TIMES</td>
<td>ROSLYN TIMES</td>
<td>MANHASSET TIMES</td>
<td>PORT WASHINGTON TIMES</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FP</th>
<th>1/2</th>
<th>1/4</th>
<th>1/8</th>
</tr>
</thead>
<tbody>
<tr>
<td>4X</td>
<td>1281</td>
<td>705</td>
<td>384</td>
</tr>
<tr>
<td>13X</td>
<td>1152</td>
<td>634</td>
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</tr>
<tr>
<td>26X</td>
<td>1037</td>
<td>570</td>
<td>310</td>
</tr>
</tbody>
</table>

### NORTHWEST

<table>
<thead>
<tr>
<th>GREAT NECK NEWS</th>
<th>ROSLYN TIMES</th>
<th>MANHASSET TIMES</th>
<th>PORT WASHINGTON TIMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW HYDE PARK HERALD COURIER</td>
<td>WILLISTON TIMES</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FP</th>
<th>1/2</th>
<th>1/4</th>
<th>1/8</th>
</tr>
</thead>
<tbody>
<tr>
<td>4X</td>
<td>892</td>
<td>491</td>
<td>268</td>
</tr>
<tr>
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### PREPAY DISCOUNT

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**BlankSlate MEDIA**
22 Planting Field Road
Roslyn Heights, New York 11577
www.theislandnow.com
(516) 307-1045

**Litmor Publications**
821 Franklin Avenue, Suite 208
Garden City, NY 11530
(516) 294-8900
www.gcnews.com
**PROFESSIONAL DIRECTORY - DISPLAY SIZES / MINIMUM 13 WEEKS**

**NORTH SHORE - ALL PUBLICATIONS**
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

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**NORTHWEST NASSAU PUBLICATIONS**
NEW HYDE PARK HERALD COURIER, GREAT NECK NEWS,
MANHASSET TIMES, ROSLYN TIMES, WILLISTON TIMES,
PORT WASHINGTON TIMES

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**PROFESSIONAL GUIDE - BUYER’S GUIDE**

**11 BLANK SLATE & LITMOR**

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**BLANK SLATE NEWSPAPERS**

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BLANK SLATE/ LITMOR PUBLICATIONS
BUYER’S GUIDE RATES

11 BLANK SLATE & LITMOR

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MIN. 13 TIMES • FREE COLOR

BLANK SLATE NEWSPAPERS

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MIN. 13 TIMES • FREE COLOR

PUBLICATION DAY: FRIDAY
RESERVATION DEADLINE: TUESDAY, NOON
MATERIAL DEADLINE: TUESDAY, NOON
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.theislandnow.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
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- 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
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 5.5”

EIGHTH PAGE
4.83” X 2.79”

BLANK SLATE MEDIA

Litmor Publications

NEW HYDE PARK HERALD COURIER • GREAT NECK NEWS • MANHASSET TIMES
ROSlyn TIMES • WILLSToN TIMES • PORT WASHINGToN TIMES

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MID-ISLAND TIMES / GARDEN CITY NEWS • BETHPAGE NEWSGRAM
JERICHO SYOSSET NEWS JOURNAL • SYOSSET ADVANCE
**BSM COLUMN SIZE**

<table>
<thead>
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<td>4.313&quot;</td>
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<tr>
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<td>5.79&quot;</td>
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<td>5 Column</td>
<td>7.2065&quot;</td>
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<tr>
<td>6 Column</td>
<td>8.75&quot;</td>
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**Modular Units Sizes**

- **Full Page (6 col)**: 8.75"x11.5"
- **1/2 Horiz (6 col)**: 8.75"x5.6"
- **1/2 Vert (3 col)**: 4.3"x11.5"
- **1/4 Vert (3 col)**: 4.3"x5.6"
- **1/4 Horiz (6 col)**: 8.75"x2.7"
- **1/8 Page (3 col)**: 4.3"x2.7"
- **Center Spread**: 18.375"x11.5"

**LITMOR COLUMN SIZE**

**4 Column Format**

<table>
<thead>
<tr>
<th>Column Width</th>
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</tr>
</thead>
<tbody>
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<tr>
<td>2 Column</td>
<td>4.6&quot; Wide</td>
</tr>
<tr>
<td>4 Column</td>
<td>9.8&quot; Wide</td>
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**Modular Units Sizes**

- **Full Page**: 9.83"x11.3"
- **9/16 Page**: 6.5"x8.5"
- **1/2 Horiz**: 9.83"x5.5"
- **1/2 Vert**: 4.83"x11.3"
- **1/4 Vert**: 4.83"x5.5"
- **1/4 Horiz**: 9.83"x2.5"
- **1/8 Page Vert**: 2.3"x5.6"
- **1/8 Page Horiz**: 4.83"x2.79"

**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 8.75"x11.5" (6 col format)
- **Litmor Publications**: Total image area 9.83"x11.312" (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**

- Blank Slate Media: We also accept files from these MAC/PC compatible programs:

  - InDesign CS*
  - Illustrator**
  - Photoshop***

- Litmor Publications: We also accept files from these MAC/PC compatible programs:

  - InDesign CS4*
  - 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
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.
Nomination Phase

Group Ad
- Sell one sponsor per group
- Exclusivity is key for maximum revenue and advertiser exposure

Category Ad
- Sell up to five sponsors per group
- Category Ad Carousel - Make sure to use our ad carousel feature so the ads rotate in one ad spot and are not stacked on top of each other

Digital Ads
- Include leaderboards or 300x250 ads in your group and category sponsorship packages. These ads run on your site above and/or alongside the ballot.
- “Nominate Me” digital ads