

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

Villiston Times
Port Washington Times

BETHPAGE
NEWSGRAM
The Garden City News

MID-ISLAND TIMES
SERVING PLAINVIEW, HICKSVILLE, AND LEVITTOWN

SYOSSET
NEWS JOURNAL
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 not 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 news-

papers in the area have seen their 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.theislandnow.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

BLANK SLATE MEDIA 2021

CIRCULATION

READERSHIP

GREAT NECK NEWS

3,470

10,410

MANHASSET TIMES

2,563

7,689

NEW HYDE PARK HERALD COURIER

3,463

10,389

ROSLYN TIMES

2,955

8,865

PORT WASHINGTON TIMES

2,731

8,193

WILLISTON TIMES

3,507

10,521

TOTAL CIRCULATION - BSM

18,689

56,067

LITMOR PUBLICATIONS 2021

CIRCULATION

READERSHIP

BETHPAGE NEWSGRAM

1,000

3,000

GARDEN CITY NEWS

8,300

24,900

JERICO SYOSSET NEWS JOURNAL

2,100

6,300

MID-ISLAND TIMES

1,799

5,397

SYOSSET ADVANCE

3,600

10,800

TOTAL CIRCULATION

16,799

50,397

BSM AND LITMOR

35,488

106,464

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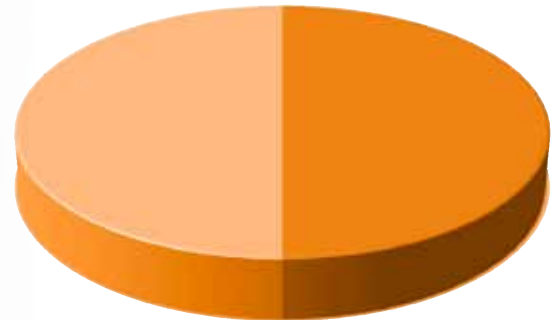
MID-ISLAND TIMES / GARDEN CITY NEWS • BETHPAGE NEWSGRAM
JERICO SYOSSET NEWS JOURNAL • SYOSSET ADVANCE

BSM/LITMOR PUBLICATIONS READER DEMOGRAPHICS

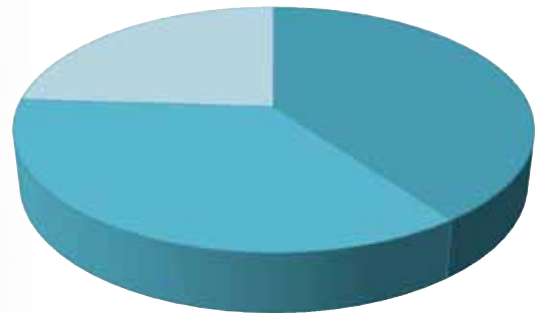


AUDIENCE




Blank Slate Media reaches an educated, affluent reader

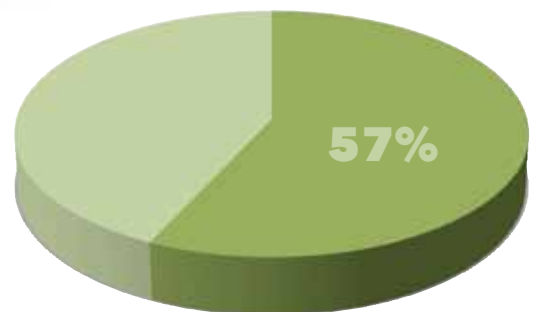


	FEMALE	50%
	MALE	50%



AVERAGE AGE IS 43

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



	COLLEGE GRADUATES	57%
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**AFFLUENT
EARNERS**

**MEDIAN HOUSEHOLD
INCOME \$131,726**

BlankSlate
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Litmor
Publications

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ROSLYN TIMES • WILLISTON TIMES • PORT WASHINGTON TIMES

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

BLANK SLATE

ADVERTISING PLANNER 2021

September

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

6 Labor Day
6 Rosh Hashanah
15 Yom Kippur
18 NHP Street Fair
25 Williston Park Street Fair

October

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

10 Mineola Street Fair
11 Columbus Day
31 Halloween

November

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

2 Election
7 Daylight Saving Ends
11 Veterans Day
25 Thanksgiving
28 Hanukah

December

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

24 Christmas Eve
25 Christmas Day
31 New Year's Eve

3 Schools and Education	1 School and Education Home and Design	5 Guide to Discover Catholic Schools Week Home & Design	3 Living 50+
10 Living 50+	8 Guide to Mineola Street Fair Living 50+	12 Guide to Discover Catholic Schools Week Guide to Garden City Guide to Manhasset	10 Guide to Holiday Gift and Party Guide
17 Guide to Street Fairs	15 Guide to Roslyn	19 Living 50+ Holiday Gift and Dining Guide	17 Guide to Winter
24 Guide To Fall Guide to Health and Wellness	22 Election Guide Women of Distinction 29 Health, Wellness and Beauty Election Guide	26 Health, Wellness and Beauty Dining and Enertaining	24 New Year's Dining Health and Wellness 31 Health, Wellness and Beauty

BLANK SLATE ADVERTISING PLANNER 2022

January

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

- 1** New Year's Day
17 Martin Luther King Jr. Day

February

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

- 14** Valentine's Day
17 Top Business Leaders Event
21 President's Day
25 40 Under 40 Nominations Begin

March

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

- 13** Daylight Savings
17 St. Patrick's Day
18 BNC Nominations Begin
20 Spring Begins

April

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

- 16** Passover
17 Easter Sunday
29 BNC Nominations End

7 Guide to Schools and Education
14 Guide to Schools and Education Living 50+
21 Catholic Schools Week
28 Health, Wellness and Beauty

4 Valentine's Dining and Gift Guide Schools and Education
11 Nassau County Top Leaders 2022
18 Guide to Special Occasions Living 50+
25 Health, Wellness and Beauty Guide to Banking, Personal Finance

4 Home and Design
11 Guide To Great Neck
18 BNC Nominations Begin Guide to Schools and Education Guide to Camp
25 Living 50+

1 Guide to Spring
8 Guide to the Willistons and Mineola
15 Home Design Lawn & Garden
22 Living 50+ 29 Mother's Day Gift & Dining Guide Health, Wellness and Beauty

BLANK SLATE

ADVERTISING PLANNER 2022

May

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

6 BNC Nominations End
8 Mother's Day
20 BNC Voting Begins
30 Memorial Day

June

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

10 40 Under 40 Event
19 Juneteenth
19 Father's Day
20 First Day of Summer

July

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

1 BNC Voting Ends
4 Independence Day

August

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

6 Guide to Port Washington Mother's Day Gift and Dining Guide	3 Home and Design 40 Under 40 Special Section	1 Home and Design Special Section	5 Best of Nassau County 2022
13 Schools and Education	10 Guide to Summer	8 Living 50+	12 Living 50+
20 BNC Special Section Nominees Living 50+	17 Guide to NHP	15 Guide to Schools and Education	19 Fall Home and Garden Guide to Schools and Education
27 Health, Wellness and Beauty	24 Health, Wellness and Beauty	22 Summer Dining 29 Health, Wellness and Beauty	25 Health, Wellness and Beauty Guide to Schools and Education

BLANK SLATE ADVERTISING PLANNER 2022

September

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

5 Labor Day
25 Rosh Hashanah

October

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	1
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

4 Yom Kippur
11 Columbus Day
31 Halloween

November

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

1 Election
8 Women of Distinction
Even
11 Veterans Day
24 Thanksgiving

December

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

18 Hanukah
24 Christmas Eve
25 Christmas Day
31 New Year's Eve

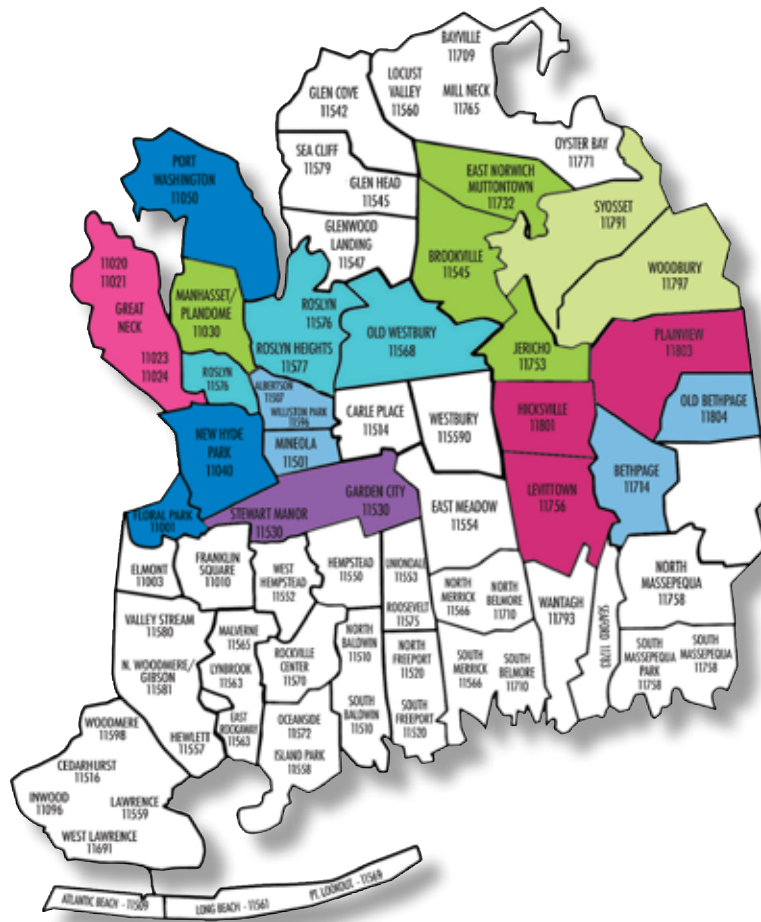
2 Schools and Education
9 Living 50+
16 Pride in Port Guide to Street Fairs
23 Guide To Fall Guide to Health & Fitness 30

7 Guide to Roslyn
14 Guide to Mineola Street Fair
21 Women of Distinction
28 Election Guide Health, Wellness and Beauty

4 School and Education Home & Design
11 Guide to Education Guide to Garden City
18 Guide to Manhasset
25 Health, Wellness and Beauty Holiday Dining & Gift Guide

2 Holiday Dining & Gift Guide Living 50+
9 Holiday Dining & Gift Guide
16 Guide to Winter
23 New Year's Dining Health, Wellness and Beauty Health, Wellness and Beauty 30

BLANK SLATE/ LITMOR PUBLICATIONS RETAIL RATES FULL RUN - ALL 11 NEWSPAPERS



Williston Times Manhasset Times Herald Courier Roslyn Times
Great Neck News Port Washington Times NEWSGRAM

JERICO SYOSSET NEWS JOURNAL MID-ISLAND TIMES & LEVITTOWN TIMES SYOSSET ADVANCE The Garden City News

	1X	6X	13X	26X	39	52
FP	2,987	2,688	2,389	2,240	2,091	1,941
1/2	1,643	1,478	1,314	1,232	1,150	1,068
1/4	896	806	717	672	627	582
1/8	467	420	373	350	327	303

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

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

PREMIUMS - 20%

GUARANTEED POSITION

PREPAY DISCOUNT

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

BlankSlate
MEDIA

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

Litmor
Publications

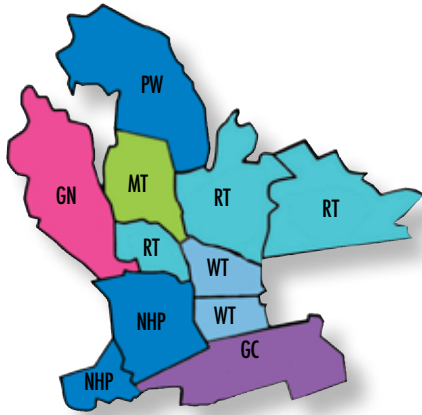
821 Franklin Avenue,
Suite 208
Garden City, NY 11530
(516) 294-8900
www.gcnews.com

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
JERICO SYOSSET NEWS JOURNAL • SYOSSET ADVANCE

BLANK SLATE/ LITMOR PUBLICATIONS

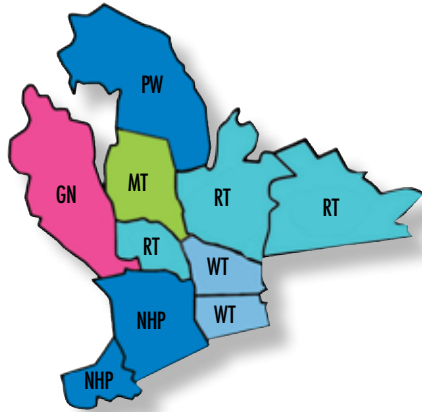
RETAIL RATES



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)

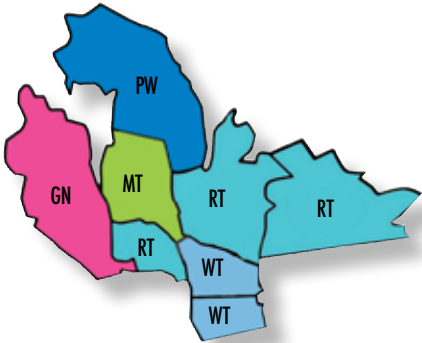
	1X	6X	13X	26X	39	52
FP	2,625	2,363	2,100	1,969	1,838	1,706
1/2	1,444	1,300	1,155	1,083	1,011	939
1/4	787	708	630	590	551	512
1/8	410	369	328	308	287	267



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)

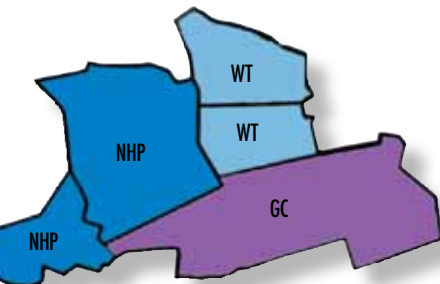
	1X	6X	13X	26X	39	52
FP	2,000	1,800	1,600	1,500	1,400	1,300
1/2	1,100	990	880	825	770	715
1/4	600	540	480	450	420	390
1/8	313	282	250	235	219	203



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	1,425	1,283	1,140	1,069	998	926
1/2	784	706	627	588	549	510
1/4	427	384	342	320	299	278
1/8	223	201	178	167	156	145

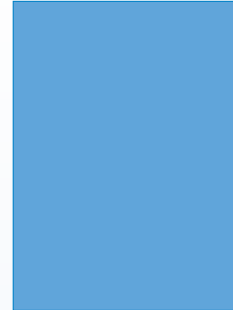


CENTRAL NASSAU - 3 PAPERS

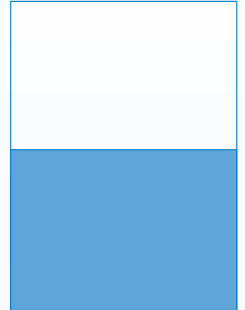
Garden City News (GC), New Hyde Park Herald Courier (NHP), Williston Times (WT)

	1X	6X	13X	26X	39	52
FP	1,425	1,283	1,140	1,069	998	926
1/2	784	706	627	588	549	510
1/4	427	384	342	320	299	278
1/8	223	201	178	167	156	145

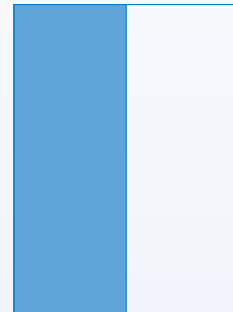
NEWSPRINT AD SPECS



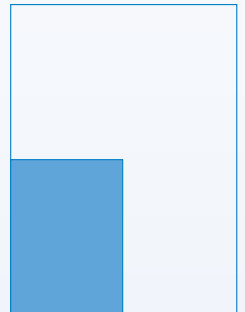
FULL PAGE
BSM: 8.75" X 11.5"
LM: 9.83" X 11.3"



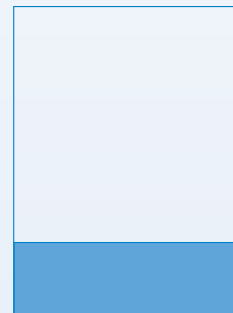
HALF HORIZONTAL
BSM: 8.75" X 5.6"
LM: 9.83" X 5.5"



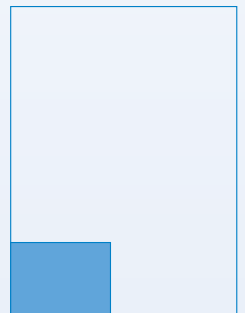
HALF VERTICAL
BSM: 4.3" X 11.5"
LM: 4.83" X 11.3"



QUARTER VERTICAL
BSM: 4.3" X 5.6"
LM: 4.83" X 5.5"



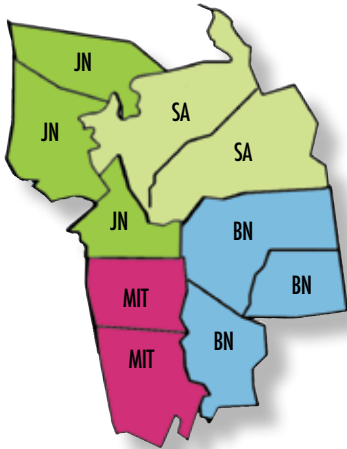
QUARTER HORIZONTAL
BSM: 8.75" X 2.7"



EIGHTH PAGE
BSM: 4.36" X 2.7"
LM: 4.83" X 2.79"

BLANK SLATE/ LITMOR PUBLICATIONS

RETAIL RATES



EASTERN NASSAU - 4 PAPERS

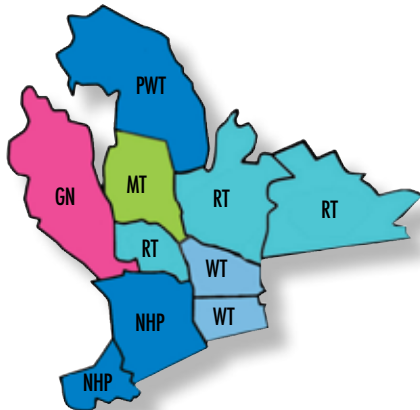
Syosset Advance (SA), Jericho Syosset News Journal (JN),
Bethpage Newsgram (BN), Mid-Island Times (MIT)

	1X	6X	13X	26X	39	52
FP	754	679	603	566	528	490
1/2	415	374	332	311	291	270
1/4	226	203	181	170	158	147
1/8	118	106	94	89	83	77



GARDEN CITY NEWS - 1 PAPER

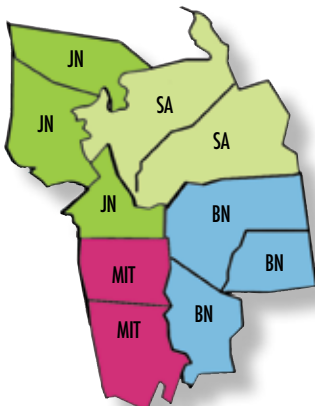
	1X	6X	13X	26X	39	52
FP	991	892	793	743	694	644
1/2	545	491	436	409	382	354
1/4	297	267	238	223	208	193
1/8	155	140	124	116	109	101



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	508	457	406	381	356	330
1/2	279	251	223	209	195	181
1/4	152	137	122	114	106	99
1/8	79	71	63	59	55	51



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





2021 BLANK SLATE MEDIA'S BEST OF NASSAU COUNTY

WWW.THEISLANDNOW.COM/CONTEST2021

IMPORTANT DATES

- NOMINATIONS: **APRIL 2 – MAY 7**
- NOMINEE ANNOUNCEMENT SPECIAL SECTION: **MAY 21**
- CONTEST VOTING: **MAY 21 – JULY 2**
- WINNERS SPECIAL SECTION: **AUGUST 6**

SPONSORSHIP PACKAGES

PLATINUM

- Full page 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

GOLD

- 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

SILVER

- 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

BlankSlate
MEDIA

22 Planting Field Road
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Fax: (516) 307-1046
www.theislandnow.com

NEW HYDE PARK

Herald Courier
Great Neck News
Roslyn Times
Manhasset Times
Williston Times
Port Washington Times

PROUD SPONSOR:



COMPASS



2021 BEST OF NASSAU COUNTY

PRESENTED BY BLANK SLATE MEDIA



PRODUCT ORDER FORM

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

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

OPTION 1: Ground Stake + Free Carrying Case. OR **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: _____

BlankSlate
MEDIA

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

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

PROUD SPONSOR:



WEBSITE ADVERTISING

THEISLANDNOW.COM / GCNEWS.COM

WEBSITE ADVERTISING RATES



THEISLANDNOW & GCNEWS

AD SIZE	WEEKLY	MONTHLY PER/MONTH	3 MONTHS PER/MONTH	6 MONTHS PER/MONTH	12 MONTHS PER/MONTH
LEADERBOARD	\$345	\$1,190	\$1,070	\$1,000	\$900
POP UP		\$750	\$675	\$635	\$565
CUBE	\$144	\$500	\$450	\$425	\$375
BANNER	\$106	\$375	\$340	\$320	\$280
BOTTOM BANNER	\$95	\$315	\$280	\$270	\$235

THEISLANDNOW

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

THEISLANDNOW

Page views past month 289,608

THEISLANDNOW

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

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

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

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		
40K-150K emails	\$30/K	
150K plus	\$25/K	
HIGHLY TARGETED - MULTI-ADVERTISER		
40,000	\$9/K	\$360
BLANK SLATE MEDIA (BSM) - DEDICATED		
15,000	\$10/K	\$150
BSM - MULTI ADVERTISERS NEWS UPDATES		
15,000	\$8/K	\$120

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.

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

PREMIUM EVENT PROMOTION

THEISLANDNOW.COM /
POWERED BY **event**

- 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



TARGETED WEBSITE DISTRIBUTION

		ONE OFF SINGLE EVENT	SUBSCRIPTION 4X EVENTS PER MONTH	10 EVENTS BUNDLE PACKAGE	SUBSCRIPTION 12 MONTHS CONTRACT
Community	Bars/Pubs, Fundraisers, Charity..more	\$45	\$95	\$405	\$1,026
Lifestyle	Arts, Theatre, Film & Cinema, Attractions, Kids/Family. Lifestyle, Pets/Animals, Religion & Spirituality, Retail, Health & Fitness	\$95	\$195	\$855	\$2,106
Entertainment	Nightlife, Food/Drink, Comedy, Live Music, Sports/Leisure, Classes/Courses, PR Agencies	\$145	\$245	\$1,305	\$2,646
Professional	Classes/Courses & Professional Training	\$245	\$395	\$2,205	\$4,266
Enterprise	Conference, Exhibitions, Festivals	\$595	\$2,995	\$8,955	\$32,346

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

BLANK SLATE/LITMOR PUBLICATIONS POST-IT RATES



3"



BRICK SPORTS COMPLEX
HERE FOR YOUR HEALTH

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

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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ROSLYN TIMES • WILLISTON TIMES • PORT WASHINGTON TIMES

Litmor
Publications

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

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

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)

ANNUAL FREQUENCY DISCOUNTS

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

Annual insert contract to receive discount

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.
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Garden City, NY 11530
516-569-4000, ext. 226

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Great Neck News
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DELIVER TO:

James Brill, Jr.
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BLANK SLATE/LITMOR PUBLICATIONS SCHOOL & CAMP DIRECTORY

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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BLANK SLATE / LITMOR PUBLICATIONS

PROFESSIONAL DIRECTORY/GUIDE RATES

PREPAY DISCOUNT

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

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

FP	1/2	1/4	1/8
1261	694	378	196

NORTHWEST NASSAU PUBLICATIONS

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

FP	1/2	1/4	1/8
845	464	253	131

PROFESSIONAL GUIDE - BUYER'S GUIDE

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

11 BLANK SLATE & LITMOR

	PER WEEK 2 COL X 2	PER WEEK 2 COL X 4
13X	\$84	\$173
26X	\$79	\$162
52X	\$56	\$115

BLANK SLATE NEWSPAPERS

	PER WEEK 2 COL X 2	PER WEEK 2 COL X 4
13X	\$59	\$128
26X	\$56	\$119
52X	\$40	\$84

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

BLANK SLATE/ LITMOR PUBLICATIONS BUYER'S GUIDE RATES

11 BLANK SLATE & LITMOR

	PER WEEK 1 COL X 2	PER WEEK 2 COL X 2	PER WEEK 2 COL X 4
13X	\$46	\$84	\$173
26X	\$41	\$79	\$162
52X	\$35	\$56	\$115
MIN. 13 TIMES • FREE COLOR			

BLANK SLATE NEWSPAPERS

	PER WEEK 1 COL X 2	PER WEEK 2 COL X 2	PER WEEK 2 COL X 4
13X	\$32	\$59	\$128
26X	\$28	\$56	\$119
52X	\$23	\$40	\$84
MIN. 13 TIMES • FREE COLOR			

2 X 4 AD = 2.8" WIDTH X 4" LENGTH

COMPLETE DEMOLITION JUNK REMOVAL



We Remove and Demo Anything
We Take it Down, Take It Apart & Take it Away
And Leave Your Home or Business Swept and Clean

Residential / Commercial
Bonded Insured/ Free Estimates

STRONG ARM CONTRACTING, INC.
(516) 538-1125

2 X 2 AD = 2.8" WIDTH X 2" LENGTH

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est. 1978

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Light Carpentry • Decorative Moldings
Power Washing
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New Hyde Park Licensed & Insured

1 X 2 AD = 1.3" WIDTH X 2" LENGTH

N.Y.D.O.T.#10405

AJ

MOVING & STORAGE INC.
Long Island and New York State
Specialists

- Residential • Commercial
- Piano & Organ Experts
- Boxes Available

FREE ESTIMATES
www.ajmoving.com
516-741-2657
114 Jericho Tpke.
Mineola, NY 11501

11 BLANK SLATE & LITMOR PUBLICATIONS

Great Neck News.....	4,128
New Hyde Park Herald Courier.....	4,369
Williston Times	4,181
Roslyn Times	3,265
Manhasset Times	3,272
Port Washington Times	3,768
Mid Island Times	1,799
Bethpage Newsgram	1,000
Syosset Advance.....	3,600
Jericho Syosset News Journal	2,100
Garden City News.....	8,300
TOTAL	39,782

6 BLANK SLATE MEDIA PUBLICATIONS

Great Neck News	4,128
New Hyde Park Herald Courier.....	4,369
Williston Times	4,181
Roslyn Times	3,265
Manhasset Times	3,272
Port Washington Times	3,768
TOTAL	22,983

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

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SPONSORSHIP OF BLANK SLATE 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.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
 - 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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ROSLYN TIMES • WILLISTON TIMES • PORT WASHINGTON TIMES

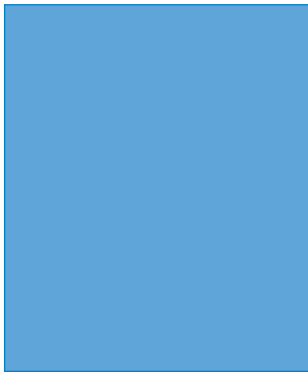
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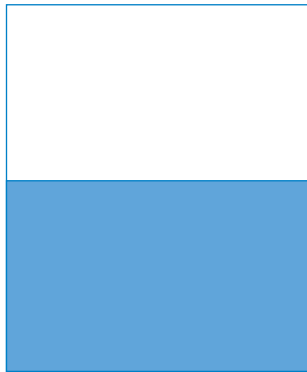
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BLANK SLATE/LITMOR PUBLICATIONS MODULAR SIZES

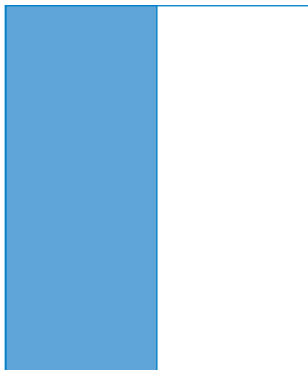
BLANK SLATE MEDIA



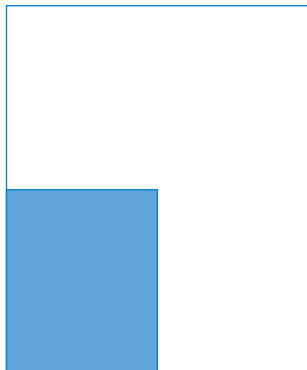
FULL PAGE
8.75" X 11.5"



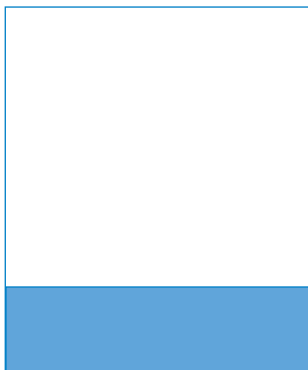
HALF HORIZONTAL
8.75" X 5.6"



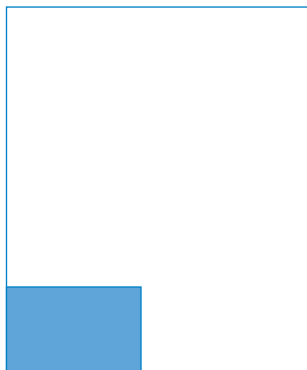
HALF VERTICAL
4.3" X 11.5"



QUARTER VERTICAL
4.3" X 5.6"

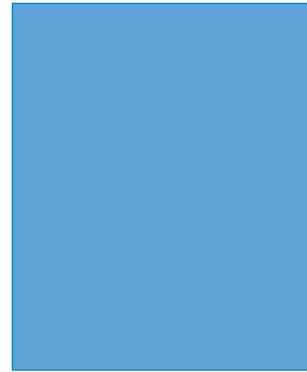


QUARTER HORIZONTAL
8.75" X 2.7"

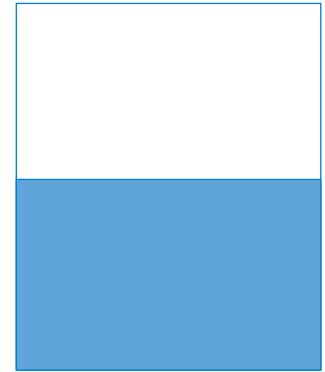


EIGHTH PAGE
4.36" X 2.7"

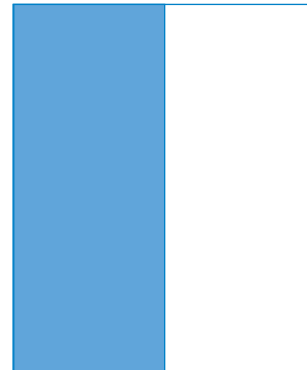
LITMOR PUBLICATIONS



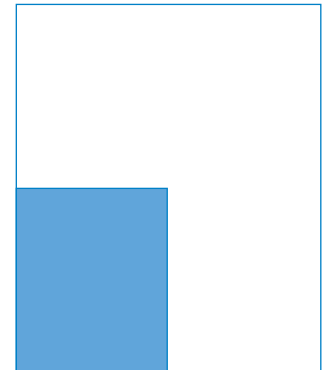
FULL PAGE
9.83" X 11.3"



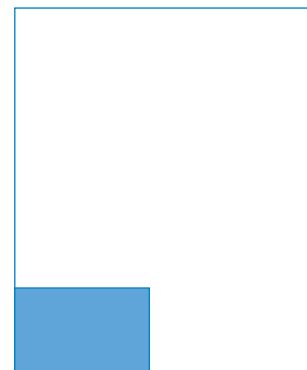
HALF HORIZONTAL
9.83" X 5.5"



HALF VERTICAL
4.83" X 11.3"



QUARTER VERTICAL
4.83" X 5.5"



EIGHTH PAGE
4.83" X 2.79"

BlankSlate
MEDIA

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

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BLANK SLATE/LITMOR PUBLICATIONS

MECHANICAL REQUIREMENTS

BSM 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"

MODULAR UNITS	SIZES
FULL PAGE (6 COL)	8.75"X 11.5"
1/2 HORIZ (6 COL)	8.75"X 5.6"
1/2 VERT (3 COL)	4.3"X 11.5"
1/4 VERT (3 COL)	4.3"X 5.6"
1/4 HORIZ (6 COL)	8.75"X 2.7"
1/8 PAGE (3 COL)	4.3"X 2.7"
CENTER SPREAD	18.375"X 11.5"

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 8.75" X 11.5" (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

BlankSlate
MEDIA

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

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

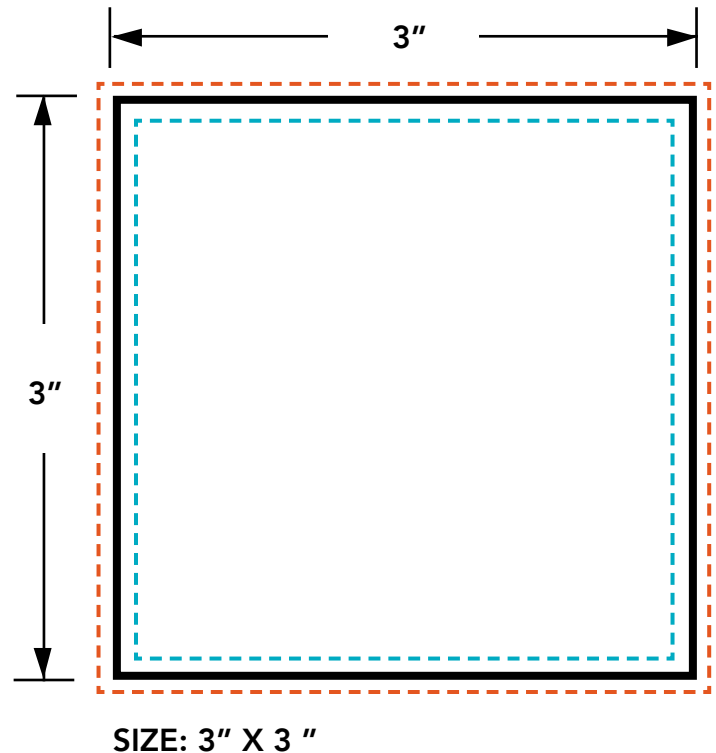
MID-ISLAND TIMES / GARDEN CITY NEWS • BETHPAGE NEWSGRAM
JERICHO SYOSSET NEWS JOURNAL • SYOSSET ADVANCE

BLANK SLATE/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



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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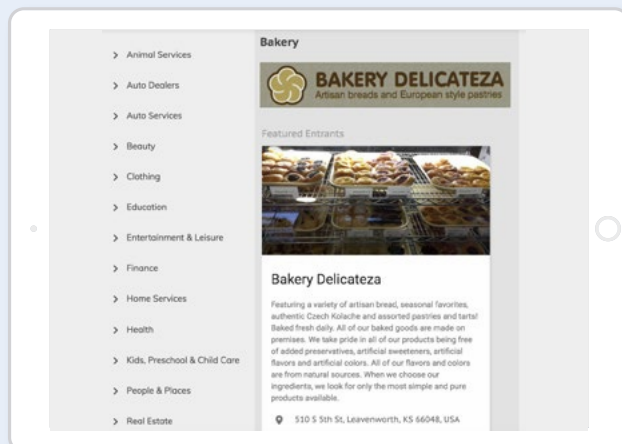
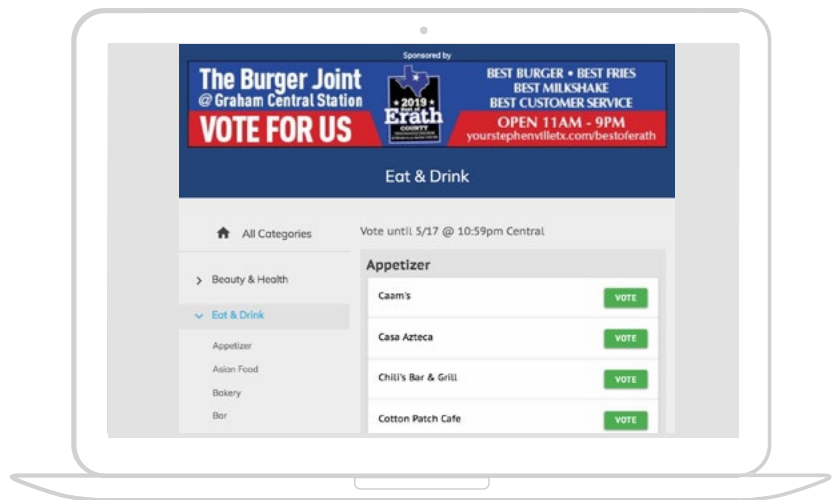
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Nomination Phase

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

