

# 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  
JERICO 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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