

# Print Advertising rates & specs

\*All Rates are Net —Effective October 1, 2019

## Relevance

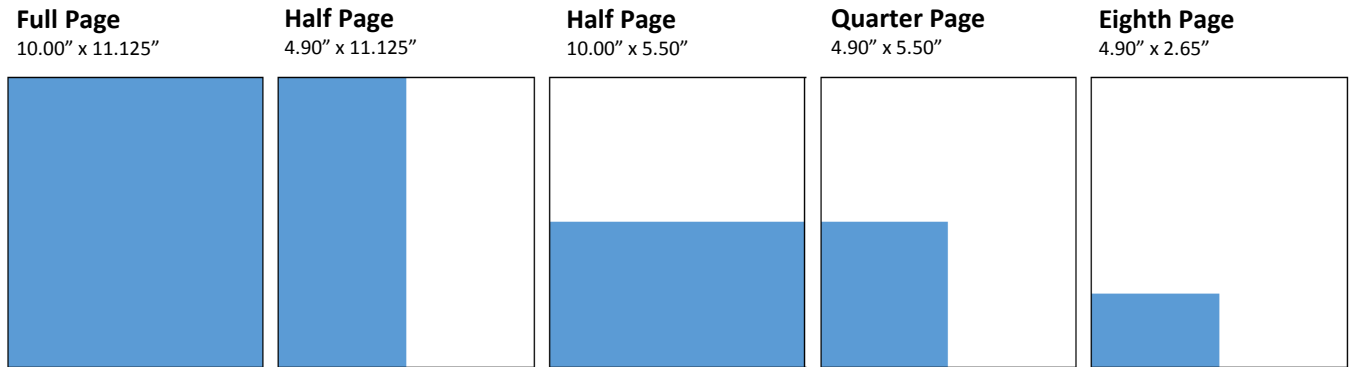
- Founded in 1838 by Walt Whitman and is a standard in the region
- Vast majority of our readership is from Huntington due to hyper-local nature of our stories
- We reach over 14,000 readers and are in 1 out of every 10 households
- Over 90% paid subscriptions delivered via US Postal Service
- We reach the market you need

## Print Rates:

<b>Black and White</b>	1x	6x	13x	26x	52x
Full	550	534	517	502	487
Half	349	319	289	259	229
Quarter	199	179	159	139	119
Eighth	129	119	109	99	89

<b>Color</b>	1x	6x	13x	26x	52x
Full	650	634	617	602	587
Half	425	395	365	335	305
Quarter	234	214	194	174	154
Eighth	154	144	134	124	114

## Ad Size Print:



## Specs for Pics:

300 DPI for print for clearest resolution

The Long Islander Group encourages delivery of advertising material electronically in Adobe Acrobat PDF format. Please send all advertising files to [ads@longislandergroup.com](mailto:ads@longislandergroup.com). Please include: advertiser name, publication date and your own contact information.



# Long-Islander

## NEWS

# Web Advertising **rates & specs**

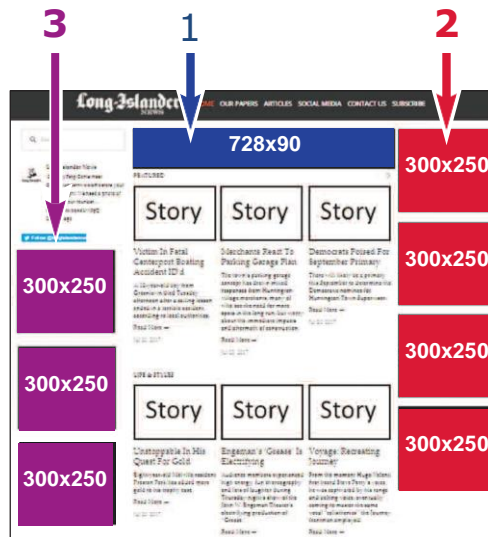
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## Numbers

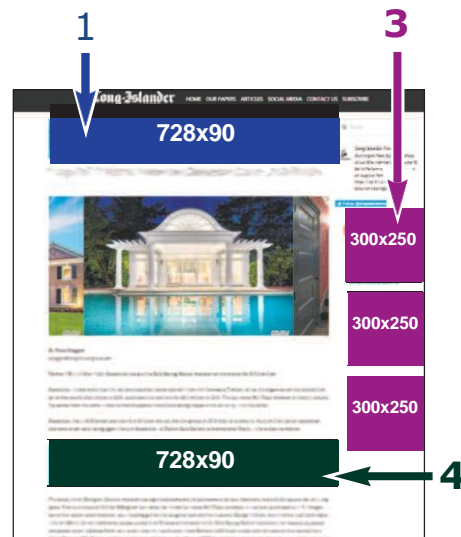
- More than 250,000 unique views annually
- Over 11,000 Followers on Facebook

Web Advertising	Special Introductory Rates
1 Banner –Homepage +Articles (rotating)	\$150 perweek
2 Side Bar Square –Homepage(static)	\$75 perweek
3 Side Bar Square –Homepage +Articles(rotating)	\$125 perweek
4 Banner –In Story Posted on Social Media (mid leafcontent)	\$100 perweek
<hr/>	
Social Media Add-On	\$100 per 10 posts (14-dayspan)
Branded Social Media Post (Facebook and/or Twitter)	\$65 per 5 posts (14-day span)
* must have related editorial content and/or ad on homepage	\$20 for single post
<a href="http://www.LongIslanderNews.com">www.LongIslanderNews.com</a>	

## Homepage



## Article Webpage



Long-Islander News can prepare your advertising materials at no additional charge, or you may e-mail files in JPG format to [ads@longislandergroup.com](mailto:ads@longislandergroup.com). Please include: advertiser name, date, and your contact information. We suggest 72 DPI



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## NEWS