

**LONG ISLAND ADVANCE • SUFFOLK COUNTY NEWS
ISLIP BULLETIN • TIDE OF MORICHES**

Your Family of Hometown Newspapers

**2016 RATES
DISPLAY ADVERTISING**

NEWSPAPER OFFICE CONTACT INFORMATION

20 Medford Avenue • P.O. Box 780
Patchogue, New York 11772

(631) 475-1000 Fax (631) 475-1565
Production Email: LIAProduction@optonline.net

ADVERTISING CONTACT INFORMATION

Long Island Advance and The Tide of Moriches

(Covers Southern Brookhaven Town)

Rory Upton, 475-1000 ext. 15 roryu@optimum.net

Suffolk County News

(Covers Eastern Islip Town)

Monica Musetti-Carlin, 475-1000 ext. 17 ibscnsales@optimum.net

Islip Bulletin

(Covers Western Islip Town)

Monica Musetti-Carlin, 475-1000 ext. 17 ibscnsales@optimum.net

DISPLAY DEADLINES, TERMS & CONDITIONS

* Newspapers are published each Thursday. (Tide of Moriches published monthly)

Space Reservations and Copy: **2PM Monday** Camera Ready (digital files): **4PM Monday**
Proof Ads: **Noon Monday**

***Payment for all ads is due in full until credit has been established**

- Advertising retail display rates will apply only to an advertiser who owns or operates one or more retail businesses.
- All rates on this schedule are net.
- We reserve the right to insert the word "advertisement" in all ads, especially "all-copy" ads which may be mistaken for news articles.
- Position requests can be made, but are not guaranteed. Failure to meet these requests will not constitute cause for adjustments, refund or rerun.
- Liability for errors in advertisements shall not exceed the cost of the space occupied by the error. We will provide a correction letter if we have failed to correct error clearly marked by the advertiser on return proofs.
- We reserve the right to revise rates on 30 days written notice to the advertiser.
- All advertising accepted is subject to the approval of the publisher. We shall have the right to revise or reject in whole or in part any advertisement.
- Ads can be accepted via e-mail in PDF format to LIAProduction@optonline.net. Artwork and text needed to create an ad may also be sent. Text files in Microsoft Word (or pasted into the body of an e-mail) and pictures saved in JPG are acceptable formats. Contact your salesperson or the production department if you have questions regarding formats that are acceptable.



AD SIZES

Long Island Advance - Suffolk County News - Islip Bulletin

FULL PAGE 4 Col. x 13.75"	3/4 PAGE V 3 Col. x 13.75"	3/4 PAGE H 4 Col. x 10.25"	Junior Page 3 Col. x 10.25"	1/2 PAGE V 2 Col. x 13.75"	1/2 PAGE H 4 Col. x 6.75"
1/3 PAGE H 4 Col. x 4.5"	1/3 PAGE V 2 Col. x 9.00"	1/4 PAGE V 2 Col. x 6.75"	1/4 PAGE H 4 Col. x 3.25"	1/4 PAGE V 1 Col. x 13.75"	1/6 PAGE H 2 Col. x 4.5"
1/6 PAGE V 1 Col. x 8.75"	1/8 PAGE H 2 Col. x 3.25"	1/8 PAGE V 1 Col. x 6.75"	1/12 PAGE V 1 Col. x 4.5"	1/16 PAGE V 1 Col. x 3.25"	DIMENSIONS TABLOID SIZE PAGES Column Width in Inches 1 Column2.25" 2 Columns.....5.00" 3 Columns.....7.5" 4 Columns.....10"
			1/12 PAGE H 2 Col. x 2"	1/16 PAGE H 2 Col. x 1.5"	

AD SIZES

The Tide of Moriches

FULL PAGE 4 Col. x 11"	1/2 H 4 Col. x 5"	1/2 V 2 Col. x 11"
1/4 V 2 Col. x 5"	1/8 H 2 Col. x 2.5"	DIMENSIONS SQUARE TAB SIZE PAGES Column Width in Inches 1 Column 2.25" 2 Columns..... 5.00" 3 Columns..... 7.5" 4 Columns..... 10"

LONG ISLAND ADVANCE	AD SIZE	1X	6X	13X	26X	52X
	Full Pg	724	689	652	613	550
	3/4 Pg	582	546	512	465	426
	Junior Pg	485	462	431	413	365
	1/2 Pg	415	387	361	332	295
	1/3 Pg	302	287	275	254	221
	1/4 Pg	252	243	227	215	200
	1/6 Pg	174	165	154	141	132
	1/8 Pg	146	140	135	120	109
	1/12 Pg	117	111	105	99	87
1/16 Pg	102	95	87	80	70	

SUFFOLK COUNTY NEWS	AD SIZE	1X	6X	13X	26X	52X
	Full Pg	700	667	622	581	528
	3/4 Pg	541	515	493	444	376
	Junior Pg	466	444	411	383	342
	1/2 Pg	391	372	348	319	280
	1/3 Pg	289	277	263	237	206
	1/4 Pg	240	231	219	204	189
	1/6 Pg	166	159	146	133	119
	1/8 Pg	138	132	127	114	103
	1/12 Pg	121	111	105	99	91
1/16 Pg	92	84	80	76	68	

ISLIP BULLETIN	AD SIZE	1X	6X	13X	26X	52X
	Full Pg	670	639	595	556	510
	3/4 Pg	517	493	471	424	360
	Junior Pg	446	424	394	366	326
	1/2 Pg	379	356	333	301	270
	1/3 Pg	277	264	251	226	197
	1/4 Pg	229	218	205	191	180
	1/6 Pg	159	152	140	127	115
	1/8 Pg	131	125	120	109	101
	1/12 Pg	106	101	95	87	78
1/16 Pg	87	79	75	71	65	

TIDE OF MORICHES

FULL PAGE\$575
1/2 PAGE.....\$335
1/4 PAGE.....\$225
1/8\$150
Full Color only \$90 Additional

- ✓ Free Monthly Newspaper.
- ✓ 100% mailed to every household and business in **Center Moriches, Moriches** and **East Moriches**.
- ✓ All editorial content is focused on the Moriches area news and events
- ✓ Discount rates for running in Long Island Advance

LONG ISLAND ADVANCE & SUFFOLK COUNTY NEWS	AD SIZE	1X	6X	13X	26X	52X
	Full Pg	1081	1019	964	898	847
	3/4 Pg	834	783	752	701	635
	Junior Pg	700	658	607	581	527
	1/2 Pg	574	532	502	472	436
	1/3 Pg	424	394	371	352	312
	1/4 Pg	365	353	329	315	287
	1/6 Pg	256	244	219	201	187
	1/8 Pg	205	195	187	170	156
	1/12 Pg	165	156	150	140	129
1/16 Pg	120	115	108	101	93	

SUFFOLK COUNTY NEWS & ISLIP BULLETIN	AD SIZE	1X	6X	13X	26X	52X
	Full Pg	1051	990	947	875	797
	3/4 Pg	811	773	738	685	625
	Junior Pg	680	649	595	558	495
	1/2 Pg	550	522	493	454	415
	1/3 Pg	406	386	364	336	317
	1/4 Pg	345	329	312	291	279
	1/6 Pg	243	232	208	191	180
	1/8 Pg	194	184	177	162	148
	1/12 Pg	155	148	142	132	121
1/16 Pg	114	109	102	94	87	

ALL THREE PAPERS LIA - SCN - IB	AD SIZE	1X	6X	13X	26X	52X
	Full Pg	1342	1249	1174	1079	929
	3/4 Pg	1025	961	888	812	730
	Junior Pg	860	814	760	715	642
	1/2 Pg	711	667	622	568	531
	1/3 Pg	535	501	463	421	384
	1/4 Pg	449	431	405	349	318
	1/6 Pg	338	303	268	232	219
	1/8 Pg	277	233	221	198	183
	1/12 Pg	201	189	175	158	144
1/16 Pg	150	139	131	115	106	

PREMIUM POSITION CHARGE
BACK PAGE • INSIDE FRONT COVER
ADD 10%

- Rates are cost per insertion in applicable paper(s).
- Political and special interest ads are billed at open rate, or applicable contract rate. Payment due with order. Ads must contain funding source.
- Not-for-profit advertisers are eligible for 15% OFF open (1X) rate.

FULL COLOR: \$180 Per Paper
PRE-PRINTED INSERTS *Up to an 8-page tabloid*
LIA - \$374 SCN - \$185 IB - \$98

Long Island Advance

(Covers All of Southern Brookhaven Town)

Suffolk County News

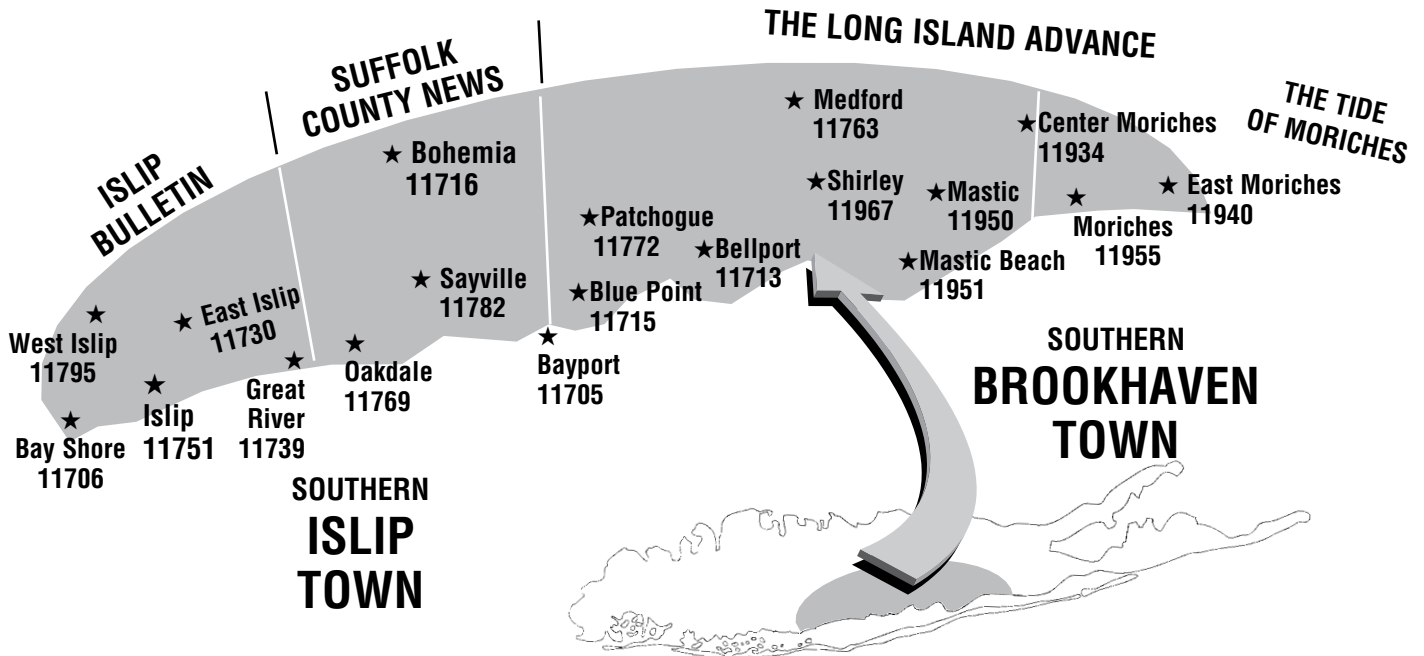
(Covers Eastern Islip Town)

Islip Bulletin

(Covers Western Islip Town)

The Tide of Moriches

(Covers The Moriches Areas)



CIRCULATION

Long Island Advance — Established 1871

- Published in one of the largest centers of population in Suffolk County.
- Circulation covers these communities: Bayport, Bellport, Blue Point, Brookhaven Hamlet, Brookhaven National Laboratory (Upton), Center Moriches, East Moriches, East Patchogue, Eastport, Farmingville, Fire Island (seasonal), Holtsville, Manorville, Mastic, Mastic Beach, Medford, Moriches, Patchogue, Shirley and Yaphank.
- Published and mailed Thursdays.
- 10,500 readers.
- The Long Island Advance** has the largest net paid circulation of any weekly newspaper on the South Shore of Brookhaven Township, New York.

Suffolk County News — Established 1884

- Published in one of the largest centers of population in Suffolk County.
- Circulation covers these communities: Bayport, Blue Point, Bohemia, Fire Island (seasonal), Oakdale, Sayville and West Sayville.
- Published and mailed Thursdays.
- 4,000 readers.

Islip Bulletin — Established 1948

- Circulation covers these communities: Bay Shore, Brightwaters, East Islip, Great River, Islip, Islip Terrace and West Islip.
- Published and mailed Thursdays.
- 3,200 readers.

The Tide of Moriches — Established 2011

- Monthly Newspaper
- 100% mailed to Center Moriches, East Moriches & Moriches
- Circulation 8,000