

# 2011 rates

## FREEPORT-BALDWIN LEADER DISPLAY ADVERTISING RATES

Ad Size	1x	4x	8x	13x	26x	39x	52x
Full Page	\$480	405	380	350	320	310	285
3/4 Page	\$360	305	285	265	240	230	215
2/3 Page	\$310	260	245	225	205	200	185
1/2 Page	\$240	205	190	175	160	155	145
1/3 Page	\$155	140	135	130	115	110	105
1/4 Page	\$120	110	105	100	90	85	80
1/5 Page	\$90	80	75	70	65	62	60
1/6 Page	\$75	70	65	63	60	55	50
1/8 Page	\$60	55	55	50	45	43	40
1/12 Page	\$40	38	33	32	29	27	26
1/16 Page	\$30	28	27	25	23	22	20

## 10% DISCOUNT FREEPORT & BELLMORE

Ad Size	1x	4x	8x	13x	26x	39x	52x
Full Page	\$958.50	810	733.50	693	598.50	580.50	549
3/4 Page	\$720	607.50	549	522	450	432	414
2/3 Page	\$616.50	522	472.50	445.30	387	373.50	355.50
1/2 Page	\$481.50	409.50	369	346.50	301.50	292.50	279
1/3 Page	\$378	288	270	256.50	216	207	198
1/4 Page	\$292.50	225	211.50	225	166.50	160.20	153
1/5 Page	\$216	162	153	139.50	121.50	117	112.50
1/6 Page	\$184.50	144	130.50	124.20	112.50	103.50	94.50
1/8 Page	\$148.50	112.50	108	99	83.70	80.10	76.50
1/12 Page	\$96.30	74.70	67.50	63.90	54	50.40	48.60
1/16 Page	\$75.60	56.70	53.10	49.50	43.20	41.40	37.80

## 10% DISCOUNT FREEPORT & MERRICK

Ad Size	1x	4x	8x	13x	26x	39x	52x
Full Page	\$999	837	774	715.50	621	594	562.50
3/4 Page	\$751.50	630	580.50	540	468	443.70	423
2/3 Page	\$643.50	538.20	497.70	459	396.90	384.30	363.90
1/2 Page	\$499.50	421.20	387	358.20	308.70	297.90	283.50
1/3 Page	\$400.50	306	280.80	265.50	218.70	212.40	204.30
1/4 Page	\$311.40	238.50	218.70	207	171	164.70	157.50
1/5 Page	\$227.70	171.90	156.60	145.80	123.30	118.80	115.20
1/6 Page	\$194.40	150.30	135.90	128.70	110.70	104.40	98.10
1/8 Page	\$155.70	119.70	111.60	102.60	85.50	82.80	79.20
1/12 Page	\$101.70	79.20	70.20	66.60	54.90	52.20	50.40
1/16 Page	\$78.30	60.30	55.80	51.30	44.10	42.30	39.60

## 15% DISCOUNT FREEPORT, MERRICK & BELLMORE

Ad Size	1x	4x	8x	13x	26x	39x	52x
Full Page	\$1440.75	1211.25	1000.75	1032.75	879.75	845.75	807.50
3/4 Page	\$1083.75	909.50	824.75	777.75	663	631.55	607.75
2/3 Page	\$926.50	780.30	708.05	663	566.10	545.70	521.90
1/2 Page	\$722.50	610.30	552.50	516.80	440.30	425.85	408
1/3 Page	\$603.50	442	405.45	382.50	312.80	302.60	290.70
1/4 Page	\$468.35	344.25	317.50	297.50	242.25	234.60	225.25
1/5 Page	\$342.55	247.35	228.65	209.95	175.95	170	164.05
1/6 Page	\$294.10	218.45	196.35	185.30	159.80	149.60	139.40
1/8 Page	\$236.30	172.55	160.65	147.90	121.55	117.30	113.05
1/12 Page	\$153	113.05	102	96.05	78.20	73.95	71.40
1/16 Page	\$119.85	86.70	79.90	73.95	62.90	60.35	56.10

<b>Sizes</b>
FP – 9.75x14
3/4V 7.25x14
2/3H 9.75x9
2/3V 7.25x12
1/2V 7.25x12
1/2V 4.75x14
1/2H 9.75x6.875
1/3V 4.75x9
1/3H 7.25x6
1/3H 9.75x4.5
1/4V 4.75x6.875
1/4V 2.25x14
1/4H 7.25x4.625
1/5H 4.75x5
1/6H 4.75x4.375
1/8V 2.25x6.875
1/8H 4.75x3.375
1/16V 2.25x3.375
1/16H 4.75x1.625
1/12H 4.75x2.25
1/32V 2.25x1.625
FP – full page
H – horizontal
V – vertical

<b>10% DISCOUNT</b>							
<b>FREEPORT &amp; WANTAGH-SEAFORD</b>							
<b>Ad Size</b>	<b>1x</b>	<b>4x</b>	<b>8x</b>	<b>13x</b>	<b>26x</b>	<b>39x</b>	<b>52x</b>
Full Page	\$940.50	760.50	711	657	594	576	540
3/4 Page	\$706.50	571.50	535.50	495	441	432	409.50
2/3 Page	\$607.50	490.50	459	423	378	373.50	351
1/2 Page	\$472.50	382.50	355.50	328.50	297	288	274.50
1/3 Page	\$364.50	270	261	243	211.50	202.50	193.50
1/4 Page	\$283.50	211.50	202.50	189	166.50	157.50	148.50
1/5 Page	\$184.50	153	144	135	121.50	114.30	108
1/6 Page	\$175.50	135	126	119.70	108	99	90
1/8 Page	\$144	108	103.50	94.50	83.70	79.20	74.70
1/12 Page	\$94.50	70.20	63.90	60.30	53.10	49.50	47.70
1/16 Page	\$72	54	51.30	47.70	42.30	40.50	37.80

<b>25% DISCOUNT</b>							
<b>FREEPORT, WANTAGH, MERRICK &amp; BELLMORE</b>							
<b>Ad Size</b>	<b>1x</b>	<b>4x</b>	<b>8x</b>	<b>13x</b>	<b>26x</b>	<b>39x</b>	<b>52x</b>
Full Page	\$1695	1398.75	1278.75	1196.25	1031.25	993.75	948.75
3/4 Page	\$1275	1050	960	900	772.50	744.75	716.25
2/3 Page	\$1091.25	902.25	823.50	768.75	660.75	642.75	614.25
1/2 Page	\$851.25	703.50	641.25	598.50	516	499.50	480
1/3 Page	\$720	510	474	442.50	366	353.25	339
1/4 Page	\$559.50	397.50	369.75	345	285	274.50	262.50
1/5 Page	\$388.50	285.75	265.50	245.25	207.75	198.75	189.75
1/6 Page	\$349.50	252.75	229.50	216	186	173.25	160.50
1/8 Page	\$283.50	201	186.70	171.75	143.25	137.25	132
1/12 Page	\$183.75	129.75	118.50	111	91.50	86.25	83.25
1/16 Page	\$143.25	100.50	93	86.25	73.50	70.50	66

**Full page back cover extra \$50**

**Color additional \$25 per quarter page, each newspaper (full page \$100 each newspaper)**

**1. GENERAL:**

**a)** 30 days rate revision notice

**b)** Publisher reserves the right to reject or cancel any advertisements at any time. Forwarding of an order is construed as an acceptance of all rates and conditions of this rate card. Advertiser and advertising agency will indemnify and hold harmless L&M, its officers, agents, employees and contractors, for all contents supplied to publisher, including text, representations and illustrations of advertisements printed, and for defamation, invasion of privacy, copyright infringement and plagiarism. Neither L&M nor our advertisers are responsible for typographical or other errors. If at fault, L & M will publish a correction of that portion of the ad where the error appears if the error substantially affects the advertising message. Claims for error must be made within 7 days of publication. All advertising set to simulate editorial content, must bear the word "Advertisement."

**c)** Commission- none.

**2. READING NOTICES** at the discretion of publisher with 25% surcharge. "Paid Adv." added.

**3. CLOSING & CANCELLATION**

For all papers, 5 p.m. Thursday before publication.

**4. MINIMUM DEPTH ROP:** 1/16 page.

**5. CIRCULATION** (paid and free)

**a)** Merrick Life - Total 4,270 **b)** Bellmore Life - Total 2,655

**c)** The Citizen- Total 3,081 **d)** The Leader - Total 1,205

**6. SUBSCRIPTION PRICES:** Merrick Life - \$25 per year, outside Nassau County \$40 per year Single copy 75¢. Bellmore Life - \$20 per year, outside Nassau County \$40 per year. Single Copy 75¢. The Citizen - \$18 per year, outside Nassau County \$40 per year. Single copy 75¢. The Leader - \$17 per year, outside Nassau County \$40 per year. Single copy 75¢.

**7. CLASSIFIED RATES:** All 4 papers - \$32.00 for 1" box

**8. YEAR ESTABLISHED:** Merrick Life - 1938; Bellmore Life - 1964; The Citizen - 1953; The Leader - 1935.