

2011 rates

WANTAGH-SEAFORD CITIZEN DISPLAY ADVERTISING RATES

| Ad Size | 1x | 4x | 8x | 13x | 26x | 39x | 52x |
|-----------|-------|-----|-----|-----|-----|-----|-----|
| Full Page | \$565 | 440 | 410 | 380 | 340 | 330 | 315 |
| 3/4 Page | \$425 | 330 | 310 | 285 | 250 | 250 | 240 |
| 2/3 Page | \$365 | 285 | 265 | 245 | 215 | 215 | 205 |
| 1/2 Page | \$285 | 220 | 205 | 190 | 170 | 165 | 160 |
| 1/3 Page | \$250 | 160 | 155 | 140 | 120 | 115 | 110 |
| 1/4 Page | \$195 | 125 | 120 | 110 | 95 | 90 | 85 |
| 1/5 Page | \$140 | 90 | 85 | 80 | 70 | 65 | 60 |
| 1/6 Page | \$120 | 80 | 75 | 70 | 60 | 55 | 50 |
| 1/8 Page | \$100 | 65 | 60 | 55 | 48 | 45 | 43 |
| 1/12 Page | \$65 | 40 | 38 | 35 | 30 | 28 | 27 |
| 1/16 Page | \$50 | 32 | 30 | 28 | 24 | 23 | 22 |

10% DISCOUNT WANTAGH-SEAFORD & BELLMORE

| Ad Size | 1x | 4x | 8x | 13x | 26x | 39x | 52x |
|-----------|----------|--------|--------|--------|--------|--------|--------|
| Full Page | \$1035 | 841.50 | 760.50 | 720 | 616.50 | 598.50 | 576 |
| 3/4 Page | \$778.50 | 630 | 571.50 | 540 | 459 | 450 | 436.50 |
| 2/3 Page | \$666 | 544.50 | 490.50 | 463.50 | 396 | 387 | 373.50 |
| 1/2 Page | \$522 | 423 | 382.50 | 360 | 310.50 | 301.50 | 292.50 |
| 1/3 Page | \$463.50 | 306 | 288 | 265.50 | 220.50 | 211.50 | 202.50 |
| 1/4 Page | \$360 | 238.50 | 225 | 207 | 171 | 164.70 | 157.50 |
| 1/5 Page | \$238.50 | 171 | 162 | 148.50 | 126 | 119.70 | 112.50 |
| 1/6 Page | \$225 | 153 | 139.50 | 130.50 | 112.50 | 103.50 | 94.50 |
| 1/8 Page | \$184.50 | 121.50 | 112.50 | 103.50 | 86.20 | 81.90 | 79.20 |
| 1/12 Page | \$118.80 | 76.50 | 72 | 66.60 | 54.90 | 51.30 | 49.50 |
| 1/16 Page | \$93.60 | 60.30 | 55.80 | 52.20 | 44.10 | 42.30 | 39.60 |

10% DISCOUNT WANTAGH-SEAFORD & MERRICK

| Ad Size | 1x | 4x | 8x | 13x | 26x | 39x | 52x |
|-----------|-----------|--------|--------|--------|--------|--------|--------|
| Full Page | \$1075.50 | 868.50 | 801 | 742.50 | 639 | 612 | 589.50 |
| 3/4 Page | \$810 | 652.50 | 603 | 558 | 477 | 461.70 | 445.50 |
| 2/3 Page | \$693 | 560.70 | 515.70 | 477 | 405.90 | 397.80 | 381.60 |
| 1/2 Page | \$540 | 434.70 | 400.50 | 371.70 | 317.70 | 306.90 | 297 |
| 1/3 Page | \$486 | 324 | 298.80 | 274.50 | 223.20 | 216.90 | 208.80 |
| 1/4 Page | \$378.90 | 252 | 232.20 | 216 | 175.50 | 169.20 | 162 |
| 1/5 Page | \$250.20 | 180.90 | 165.60 | 154.80 | 127.80 | 121.50 | 115.20 |
| 1/6 Page | \$234.90 | 159.30 | 144.90 | 135 | 110.70 | 104.40 | 98.10 |
| 1/8 Page | \$191.70 | 128.70 | 116.10 | 107.10 | 88.20 | 84.60 | 81.90 |
| 1/12 Page | \$124.20 | 81 | 74.70 | 69.30 | 55.80 | 53.10 | 51.30 |
| 1/16 Page | \$96.30 | 63.90 | 58.50 | 54 | 45 | 43.20 | 41.40 |

15% DISCOUNT WANTAGH, BELLMORE & MERRICK

| Ad Size | 1x | 4x | 8x | 13x | 26x | 39x | 52x |
|-----------|----------|--------|---------|---------|--------|--------|--------|
| Full Page | \$1513 | 1241 | 1126.25 | 1058.25 | 896.75 | 862.75 | 833 |
| 3/4 Page | \$1139 | 930.75 | 845.75 | 794.75 | 671.50 | 648.55 | 629 |
| 2/3 Page | \$973.25 | 801.55 | 725.05 | 680 | 574.60 | 558.45 | 538.90 |
| 1/2 Page | \$760.75 | 623.05 | 565.25 | 529.55 | 448.80 | 434.35 | 420.75 |
| 1/3 Page | \$684.25 | 459 | 422.45 | 391 | 317.05 | 306.85 | 294.95 |
| 1/4 Page | \$532.10 | 357 | 329.80 | 306 | 246.50 | 238.85 | 229.50 |
| 1/5 Page | \$363.80 | 255.85 | 237.15 | 218.45 | 180.20 | 172.55 | 164.05 |
| 1/6 Page | \$332.35 | 226.95 | 204.85 | 191.25 | 159.80 | 149.60 | 139.40 |
| 1/8 Page | \$270.30 | 181.05 | 164.90 | 152.15 | 124.10 | 119 | 115.60 |
| 1/12 Page | \$174.25 | 114.75 | 106.25 | 98.60 | 79.05 | 74.80 | 72.25 |
| 1/16 Page | \$136.85 | 90.10 | 82.45 | 76.50 | 63.75 | 61.20 | 57.80 |

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|------------------|
| Sizes |
| 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 |

| 10% DISCOUNT | | | | | | | |
|---------------------------------------|-----------|-----------|-----------|------------|------------|------------|------------|
| WANTAGH-SEAFORD & FREEPORT | | | | | | | |
| Ad Size | 1x | 4x | 8x | 13x | 26x | 39x | 52x |
| 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 |

| 25% DISCOUNT | | | | | | | |
|--|-----------|-----------|-----------|------------|------------|------------|------------|
| WANTAGH, MERRICK, BELLMORE & FREEPORT | | | | | | | |
| Ad Size | 1x | 4x | 8x | 13x | 26x | 39x | 52x |
| 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.