



Long-Islander

NEWSPAPERS

- The Long-Islander
- The Half Hollow Hills Newspaper
- The Record and Northport Journal (combo)

Commissionable Rate Card*

1 PAPER	Full	Jr. Pg	1/2	1/4	1/6	1/8
open rate	605	424	338	197	151	118
4 times	575	402	321	187	144	112
7 times	545	381	304	177	136	106
13 times	514	360	288	167	129	101
26 times	454	318	254	147	113	89
52 times	363	254	203	118	91	71

2 PAPERS	Full	Jr. Pg	1/2	1/4	1/6	1/8
open rate	1114	780	623	361	278	218
4 times	1059	741	592	343	264	207
7 times	1003	702	561	325	250	196
13 times	947	663	530	307	237	185
26 times	836	585	468	271	209	163
52 times	669	468	374	217	167	131

ALL PAPERS	Full	Jr. Pg	1/2	1/4	1/6	1/8
open rate	1566	1096	878	509	391	305
4 times	1488	1041	834	483	372	290
7 times	1410	987	790	458	352	275
13 times	1331	932	746	432	333	259
26 times	1175	822	658	382	293	229
52 times	940	658	527	305	235	183

* 15% commission to accredited agencies

Format And Ad Sizes

1 Col2 3/8"
2 Col5"
3 Col7 5/8"
4 Col10 1/4"
Full Page4 Col x 13 7/8"
Jr. Page3 Col x 10 1/2"
Half Page(vertical)4 Col x 6 7/8"
(horizontal)2 Col x 13 7/8"
Quarter Page(vertical)	.2 Col x 6 7/8"
(horizontal)4 Col x 3 1/4"
1/6 Page2 Col x 4 1/2"
1/8 Page(vertical)1 Col x 6 7/8"
(horizontal)2 Col x 3 1/4"

Contract Regulations: The number of insertions contracted for must be completed within the period of one year from the date of first insertion. Contracts not completed within one year will be short rated.

Publication Schedule: All papers are published weekly every Thursday, 52 weeks a year.

Space Reservation: Eight days prior to publication date.

Camera Ready Material: Friday prior to publication date.

Unfinished Material: Seven days prior to publication date.

Premium Position: Guaranteed position subject to availability. Add 20% of gross rate.

Cancellation Deadline: Cancellations will not be accepted after Friday 5p.m. prior to publication date. For cancellation after that date, advertisers will be billed for the full amount of space ordered.

Inserts: Subject to weight and size limitations. For quotes on multi-page inserts, contact the Advertising Department at (631) 427-7000).

Frequency	1x	3x	6x	13x	26x	52x
Cost Per Thousand	50	48	46	44	42	40

Terms: Net payable upon receipt. Late charges will be applied at the rate of 1.5% per month. Pre-payment required of new advertisers until account status is approved. ALL political advertising must be pre-paid. The publisher is not responsible for errors and/or omissions beyond the cost of the ads.