

# Local/Retail Display Advertising Rates

Effective April 1, 2010



Rate Card No. 2010



Staten Island's Daily and Sunday Newspaper

  
Staten Island Advance

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## 1. Personnel

Director of Advertising . . . . . Gary V. Cognetta  
 Classified Advertising Manager . . . . . Tony Mulholland  
 TMC Manager . . . . . Rick Paoli  
 Online Manager . . . . . Frank Cianciotta  
 Credit Manager . . . . . William Tosonotti  
 950 Fingerboard Road, Staten Island, NY 10305  
 (718) 981-1234

- National Advertising (718) 816-2815
- Retail Advertising (718) 816-2804
- Retail Advertising Fax Number (718) 981-1456
- Classified Advertising (718) 816-2805
- Classified Advertising Fax Number (718) 981-1415

## 2. Representatives

Newhouse Newspapers – Metro Suburbia

**NEW YORK** 711 Third Avenue - 15th Floor  
 New York, NY 10017  
 212•697•8020 — Fax 212•972•3146

**CHICAGO** 211 E. Ontario Street - Suite 1700  
 Chicago, IL 60611  
 312•337•6242 — Fax 312•337•7129

**LOS ANGELES** 6300 Wilshire Blvd.  
 Los Angeles, CA 90048  
 323•965•3677 — Fax 323•965•4952

**DETROIT** 37000 Grand River - Suite 330  
 Farmington Hills, MI 48335  
 248•426•4202 — Fax 248•426•4203

**ATLANTA** 30000 Mill Creek Avenue - Suite 450  
 Alpharetta, GA 30322  
 770•777•4910 — Fax 770•777•4902

**FLORIDA** Sabre Center II  
 925 South Federal Highway - Suite 450  
 Boca Raton, FL 33432  
 561•750•1700 — Fax 561•750•5522

## 3. Commission & Terms of Payment

No commissions. All billing is net 15 days.

#### 4. General Rate Policy

The Advance reserves the right to revise its advertising rates at any time on 60 days written notice to contract holders, and contracts are accepted subject to this reservation. Contracts are required for bulk and frequency discounts and must be fulfilled within one year from the effective date. Contracts not fulfilled will be rebilled at the applicable rate.

If total lineage used during the contract period qualifies for additional discount, rebate will be made at end of contract period or upon receipt of revised contract. Non-contract space will be billed at open rate. Advertisers assume all liability for all content of advertisements printed, and advertiser represents that it is fully authorized and licensed to use the names, portraits and/or pictures of living persons and any copyrighted or trademarked material in any advertisement submitted by or on behalf of the advertiser. The advertiser further represents that there is nothing in such advertisement which is libelous, defamatory or invades the privacy of any person, or corporation. All advertising submitted is accepted subject to the approval of the publisher. Publisher reserves the absolute right, at any time without notice, to cancel an advertising order or reject any advertising copy or illustration, whether or not the same has already been acknowledged and/or previously published. The advertiser and agency agree to protect, indemnify and hold harmless the Advance against any and all liability, loss and expense of whatsoever nature (including counsel fees) arising out of the copying, printing or publication of the advertiser's advertisements. The Advance accepts no liability for failure to insert an advertisement for any cause. Liability for an error will not exceed the cost of space occupied by the error. Credit for errors allowed for the first insertion only. Claims for allowances for errors must be made within five days of date of insertion. No allowance made for omissions or errors in key numbers not included in original copy or materials. No credit allowed for errors unless complete layouts, copy and materials received in accordance with publisher's deadlines.

In no event shall publisher be liable to advertiser, agency or any other parties for any further damages of any kind arising from advertiser's placement of advertising, including but not limited to indirect, special or consequential damages or lost profits.

The Advance reserves the right to publish or reject late copy. Cancellations or changes in orders will not be accepted after closing, and none may be considered executed unless acknowledged by the publisher. Cancellation of any portion of an advertising contract on behalf of the advertiser automatically nullifies any rate protection and any preferred position reservation on the remainder of the contract. If a space

discount has been deducted in paying for prior insertions on a cancelled contract, the advertiser shall reimburse publisher for any difference between the rate paid and the rate earned. Position requests are not guaranteed.

If advertiser utilizes an agency, advertiser and agency shall be jointly and severally liable for the payment of all bills and charges incurred. Any bill tendered by publisher shall be conclusive as to the correctness of the item or items therein set forth and shall constitute an account stated unless written objection is made thereto within ten days from the rendering thereof. Advertiser or agency may not use any space for the advertisement either directly or indirectly for any business organization, enterprise, product, or service other than that for which the advertising space is provided by publisher, nor may advertiser or agency authorize any others to use any advertising space. Interest will accrue at a rate of one and one-half percent (1.5%) per month (or such other maximum amount as is permissible by law) on all past due balances. If it becomes necessary to place with an attorney for collection any claim for funds due, then advertiser and agency agree to pay to publisher a reasonable attorney's fee of twenty-five percent (25%) of the balance then unpaid. Publisher does not guarantee any given level of circulation or readership. Advertising placed by advertiser may include online advertising to appear on publisher's affiliated Web site. The terms and conditions of the Web site's rate card apply to such online advertising. Advertiser and agency recognize that the copyright in any advertisements created by publisher is owned by publisher. As to all other advertisements, advertiser and agency agree that publisher has the non-exclusive right, for the full term of copyright, by itself or through third parties, to republish and re-use any advertisements submitted in any form in which the advertisements may be published or used (in any media now in existence or hereafter developed) in whole or in any part, whether or not combined with material of others. Publisher is not responsible for any inadvertent or legally compelled disclosure of advertising information. All issues relating to advertising will be governed by the laws of the State of New York. Any action based on or alleging a breach of this rate card must be commenced in a state or federal court in the State of New York. The foregoing terms (and the terms of the advertising agreement between publisher and advertiser and/or agency, if any) shall govern the relationship between publisher and advertiser and agency. Unless expressly agreed to in writing signed by publisher, no other terms and conditions in insertion orders, copy instruction, letters, or otherwise will be binding on publisher.

5. ROP Rates

5A. Preprints Rates

**NET RATE PER INCH**

	Daily	Sunday
Open (non-contract)	\$67.21	\$75.18
<b>BULK SPACE CONTRACTS (YEARLY)</b>		
65 inches	53.68	60.28
165 inches	52.08	58.69
335 inches	51.40	58.10
670 inches	51.08	57.55
1,000 inches	50.30	56.27
1,670 inches	49.30	55.82
2,380 inches	48.16	54.40
3,570 inches	46.93	53.08
4,760 inches	46.52	52.72
7,150 inches	46.39	52.31
10,000 inches	45.97	52.04
14,300 inches	45.43	51.31
20,000 inches	44.54	50.26
23,800 inches	44.20	50.03
28,600 inches	43.83	49.35
33,500 inches	43.42	49.03
38,100 inches	43.24	48.66

Inches to be used within one year from date of contract

**RATES FOR WEEKDAY AND SUNDAY**

Pages	Full Run Flat Rates	Part Run Daily & Sunday C.P.M.
Tab. Reg.	Daily Sunday	
2	\$2,975 \$3,400	\$42.00
4 2	\$2,975 \$3,400	\$45.00
8 4	\$2,975 \$3,400	\$47.00
12 6	\$3,325 \$3,750	\$51.00
16 8	\$3,625 \$4,050	\$55.00
20 10	\$3,925 \$4,350	\$59.00
24 12	\$4,225 \$4,650	\$63.00
28 14	\$4,350 \$4,800	\$67.00

**QUANTITY REQUIREMENT**

Full Run – Weekday	56,000
Thursday	63,000
– Sunday	69,000
Part Run – Weekday	10,000 minimum
– Sunday	10,000 minimum

**FREQUENCY CONTRACTS**

Inches	Consecutive	NET RATE PER INCH			
		Weekly Insertions	One Ad Per Week Daily	One Ad Per Week Sunday	Two Ads Per Week Daily
1	13	52.20	58.45	49.90	55.83
	52	49.26	53.65	46.68	52.07
2	13	51.89	57.77	49.53	55.28
	52	48.54	54.02	46.18	51.57
3	13	51.48	57.09	48.90	54.38
	52	47.99	53.38	45.55	50.76
6 1/2	13	50.48	56.28	48.17	53.83
	52	47.27	52.66	44.64	49.94
13	13	49.67	55.46	47.68	53.38
	52	46.73	52.29	44.28	49.44
20	13	48.94	54.69	47.09	52.70
	52	46.23	51.57	43.56	48.63

Above rates are based on Consecutive Weekly Insertions.

**SHORE/ZONED EDITIONS**

Rates apply to Monday zoned editions and Thursday shore editions. Contract rate ... for consecutive weeks. Any size ad applies as long as it meets minimum size of contract. Minimum size for any zone ad is 4 inches.

	ONE TIME			13 TIMES			52 TIMES		
	4"	15"	30"	4"	15"	30"	4"	15"	30"
NORTH	\$18.50	\$17.50	\$15.50	\$15.50	\$14.50	\$12.50	\$12.50	\$11.50	\$10.50
SOUTH	\$18.50	\$17.50	\$15.50	\$15.50	\$14.50	\$12.50	\$12.50	\$11.50	\$10.50
EAST	\$18.50	\$17.50	\$15.50	\$15.50	\$14.50	\$12.50	\$12.50	\$11.50	\$10.50
WEST	\$18.50	\$17.50	\$15.50	\$15.50	\$14.50	\$12.50	\$12.50	\$11.50	\$10.50
EAST & WEST	\$28.00	\$27.00	\$25.00	\$24.00	\$23.00	\$21.00	\$20.00	\$19.00	\$18.00
NORTH & EAST	\$28.00	\$27.00	\$25.00	\$24.00	\$23.00	\$21.00	\$20.00	\$19.00	\$18.00
NORTH & SOUTH	\$28.00	\$27.00	\$25.00	\$24.00	\$23.00	\$21.00	\$20.00	\$19.00	\$18.00
NORTH & WEST	\$28.00	\$27.00	\$25.00	\$24.00	\$23.00	\$21.00	\$20.00	\$19.00	\$18.00
SOUTH & EAST	\$28.00	\$27.00	\$25.00	\$24.00	\$23.00	\$21.00	\$20.00	\$19.00	\$18.00
SOUTH & WEST	\$28.00	\$27.00	\$25.00	\$24.00	\$23.00	\$21.00	\$20.00	\$19.00	\$18.00

INCH RATES-13 AND 52 TIME RATES BASED ON CONSECUTIVE WEEKLY INSERTIONS  
SHORE/ZONE RATES ARE EFFECTIVE 4/1/2010

**PREPRINT REQUIREMENTS**

Maximum Acceptable Size: 13" x 10"

**Packaging of Preprints**

Supplements must be shipped freight prepaid on skids no more than five feet high. Envelopes and cards must be in boxes.

**Shipment**

Delivery should be to the Staten Island Advance, 950 Fingerboard Road, Staten Island, N.Y. 10305, attention Vin Matusiak, 9 days prior to publication between the hours of 8:30 a.m. and 5 p.m. Arrangements for delivery at any other time require 48 hours notice and will necessitate additional charges and, if late, possible omission of inserts from certain delivery areas. The Advance also is not responsible for demurrage should shipment arrive early and have to be held in the terminal.

**Submission of Sample**

Because inserts of non-standard size, thickness or stock may cause inserting difficulties, a sample of your insert must be submitted in advance of the insert's printing for approval. Failure to submit samples or delivery of inserts that differ from accepted samples may result in substantial additional charges or failure to insert.

Failure to follow these instructions will result in the advertiser being charged the extra cost of handling.

**Print and Deliver Rates**

Rates include design, printing and delivery by insert into the Advance or into TMC mailed product. Contact your advertising representative for quantity and frequency discounts and pricing for other sizes.

Single sheet glossy, 60lb. #5, 8.5" by 11"

Quantity Per Insertion	Open	4x
10,000-29,999	\$85.00	\$72.00
30,000-49,999	\$82.00	\$66.00
50,000-74,999	\$76.00	\$61.00
75,000-99,999	\$69.00	\$55.00
100,000+	\$62.00	\$50.00

**6. Group Combination Rates**

Not Available

**7. Color Rates**

One, Two or Three Colors & Black

Ad Size	Daily	Sunday	1 or 2 zones
1"-5"	\$60	\$60	\$40
5.25"-15"	\$80	\$80	\$55
15.25"-31"	\$160	\$180	\$120
31.25"-61"	\$260	\$310	\$200
61.25"-127.5"	\$400	\$450	\$275

**8. Special ROP Units**

All SAU sizes accepted. Sizes other than SAU sizes accepted as long as they conform to the requirements in section 12 of this rate card.

**9. Split Run**

Split run available. Minimum size 30".  
\$10.00 per inch above open or contract rate.

**10. Special Services**

Electronic Ad Reception through:  
 - Adtransit  
 - Adsend  
 - email - [adservices@siadvance.com](mailto:adservices@siadvance.com)

**11. Special Days/Pages/Features**

Travel: Sunday  
 TV: Sunday  
 Health: Monday  
 Best Food Days: Wednesday, Thursday, Sunday  
 AWE: Thursday  
 Home: Friday  
 Real Estate: Friday

**12. ROP Depth Requirements**

**STANDARD PAGE** Depth: 21<sup>1</sup>/<sub>4</sub>"  
 Advertisements more than 18" deep will be charged at full column depth.  
**TABLOID PAGE** Depth: 10<sup>3</sup>/<sub>4</sub>"  
 Advertisements more than 7<sup>1</sup>/<sub>2</sub>" deep will be charged at full column depth.

**MINIMUM SIZES:**  
 1 Column x 1"      4 Columns x 6"  
 2 Columns x 2"      5 Columns x 7<sup>1</sup>/<sub>2</sub>"  
 3 Columns x 4<sup>1</sup>/<sub>2</sub>"      6 Columns x 9"  
 Ad depth must be in <sup>1</sup>/<sub>4</sub>" increments.

**13. Contract & Copy Regulations**

All contract and copy regulations are contained in your contract and Section #4 of this rate card.

**14. Closing Times**

INSERTION DAY	TIME	DEADLINE
<i>Sunday</i>		Noon Wednesday
Travel		Noon Tuesday
TV		Noon Thursday 1 week prior
<i>Monday</i>		Noon Thursday
Zoned Editions		Noon Thursday
Health		Noon Wednesday
<i>Tuesday</i>		Noon Friday
<i>Wednesday</i>		Noon Monday
FOOD		Noon Friday
<i>Thursday</i>		Noon Tuesday
Shore Editions		Noon Wednesday 1 week prior
AWE		Noon Thursday 1 week prior
<i>Friday</i>		Noon Wednesday
Home		Noon Tuesday
<i>Saturday</i>		Noon Thursday

**15. Mechanical Measurements**

**STANDARD PAGE SIZE:** 21<sup>1</sup>/<sub>4</sub>" deep x 6 columns (127<sup>1</sup>/<sub>2</sub>"

Columns	Inches Wide
1	1.729"
2	3.558"
3	5.388"
4	7.217"
5	9.048"
6	10.875"

For double trucks, add .875" for the gutter

**TABLOID PAGE SIZE:** 10<sup>3</sup>/<sub>4</sub>" deep x 5 columns (53<sup>3</sup>/<sub>4</sub>"

Columns	Inches Wide
1	1.729"
2	3.558"
3	5.388"
4	7.217"
5	9.048"

For double trucks, add .875" for the gutter

**16. Special Classification Rates**

**RESORT / TRAVEL**

INSERTIONS PER YEAR	RATE PER INCH	
	Daily	Sunday
1 – 3 times	\$78.76	\$87.12
4 – 9 times	66.92	73.99
10 – 14 times	63.44	69.88
15 or more times	59.72	68.21

**MISCELLANEOUS RATES**

	NET RATE PER INCH	
	Daily	Sunday
Charity Rate	53.68	60.28
CAP Rate	48.16	54.40

**NET RATE PER AGATE LINE**

	Daily	Sunday
Legal Rate 4/1/2010	3.00	3.40
Front Page Reader	40.00	50.00

(Minimum agate 3 lines)

**POSITION CHARGES**

Specific pages if available 25% additional.  
Page 2 or 3 if available 50% additional.

**PICK-UP • REPEAT DISCOUNTS**

The following discounts apply to full run ads repeated, without alteration, within a 7-day period.  
The pick-up • repeat week begins on Monday and ends on Sunday. Minimum size is 20".

- 1st insertion – regular rate
- 2nd insertion – 25% discount
- 3rd insertion – 30% discount

Any display ad run Monday through Friday can be repeated on Saturday at a 50% discount.

**17. Classified Rates**

See Classified Rate Card

**18. Sunday Color Comics**

**COLOR INCLUDED**

One Sixth Page	\$1,350
One Third Page	\$2,175
Half Page	\$2,725
Two Thirds Page	\$3,900
Full Page	\$4,350
<b>Spadea (Two Pages)</b>	<b>\$6,000</b>
<b>Gatefold</b>	<b>\$4,750</b>

All material including a signed order must be received six weeks prior to publication. Orders are non-cancelable after the six weeks deadline.

**19. Magazine**

Not Available

**20. Circulation**

Mon, Tues, Wed, Fri	55,000
Thursday	61,000
Sunday	69,000

# Welcome to the Staten Island Market



## GEOGRAPHY

Staten Island, or Richmond, is the southernmost county in New York State. It is the third largest county (borough) among New York City's five counties, covering 60.9 square miles. The distance from Manhattan is only five miles, and only a half mile from Brooklyn. New Jersey bounds its western shore, separated by the narrow Arthur Kill waterway. From north to south Staten Island is 13.9 miles, and from east to west 7.3 miles. Four major bridges and the Staten Island Ferry connect the Island to surrounding areas.

## ISLAND PROFILE

S&MM Survey of Buying Power Stats

### CURRENT POPULATION & INCOME

Estimated Population .....	466,500
Median Household EBI .....	\$47,220*
(Effective Buying Income)	
* Ranks as number one in N.Y.C.	

### 5-YEAR PROJECTIONS 2010

Population .....	490,200
Average Household EBI .....	\$62,196
Total EBI .....	\$10,878,120,000
Total Retail Sales .....	\$4,925,646,000

### SALES FIGURES 2005

Retail Sales .....	\$ 4,156,553,000
Food & Beverage Stores .....	\$ 819,919,000
General Merchandise .....	\$ 492,421,000
Motor Vehicles & Parts Dealers .....	\$ 633,403,000
Food Serv. & Drinking Estab. ....	\$ 448,686,000
Furniture, Appliances, Electronics & Home Furnishings .....	\$164,527,000

*These figures do not include an estimated 30% of additional sales spent off Staten Island, mostly in New Jersey.*

## Demographic Coverage

### The Advance covers the Market

	Total Adult Market	Advance Readership Penetration		Total Adult Market	Advance Readership Penetration		Total Adult Market	Advance Readership Penetration
<b>GENDER</b>			<b>OCCUPATION of Respondent</b>			<b>CHILDREN IN HOUSEHOLD</b>		
Male	47%	75%	White Collar	33%	74%	No Children	53%	81%
Female	53%	83%	Blue Collar	20%	82%	One Child	16%	77%
<b>RACE</b>			Retired	19%	88%	Two or Three	21%	74%
White	76%	82%	Not in Labor Force	17%	77%	Four or more	1%	100%
African-American	9%	74%	<b>OCCUPATION LOCATION</b>			<b>HOMEOWNERS</b>		
Asian	7%	65%	Staten Island	51%	86%	Own Home	67%	82%
Other	8%	73%	Manhattan	25%	61%	Rent	20%	70%
<b>AGE</b>			Brooklyn	7%	69%	<b>LENGTH OF RESIDENCY</b>		
18-34 years	30%	74%	New Jersey	6%	83%	21 years or longer	45%	88%
35-54 years	40%	78%	<b>WORKING WOMEN</b>			11-20 years	26%	73%
55 years plus	30%	86%	Employed	43%	83%	4-10 years	16%	79%
<b>INCOME</b>			Not Employed outside the home	44%	85%	3 years or less	8%	67%
\$75,000 or more	25%	82%	<b>EDUCATION</b>			<b>ZIP CODE ZONES</b>		
\$50,000 - \$74,999	26%	77%	College Grad or more	33%	76%	North Shore	22%	74%
\$25,000 - \$49,999	11%	73%	Part College/Trade School	30%	78%	East Shore	29%	82%
Less than \$25,000	4%	71%	H.S. Grad or less	27%	83%	South Shore	29%	82%
						West Shore	20%	77%

