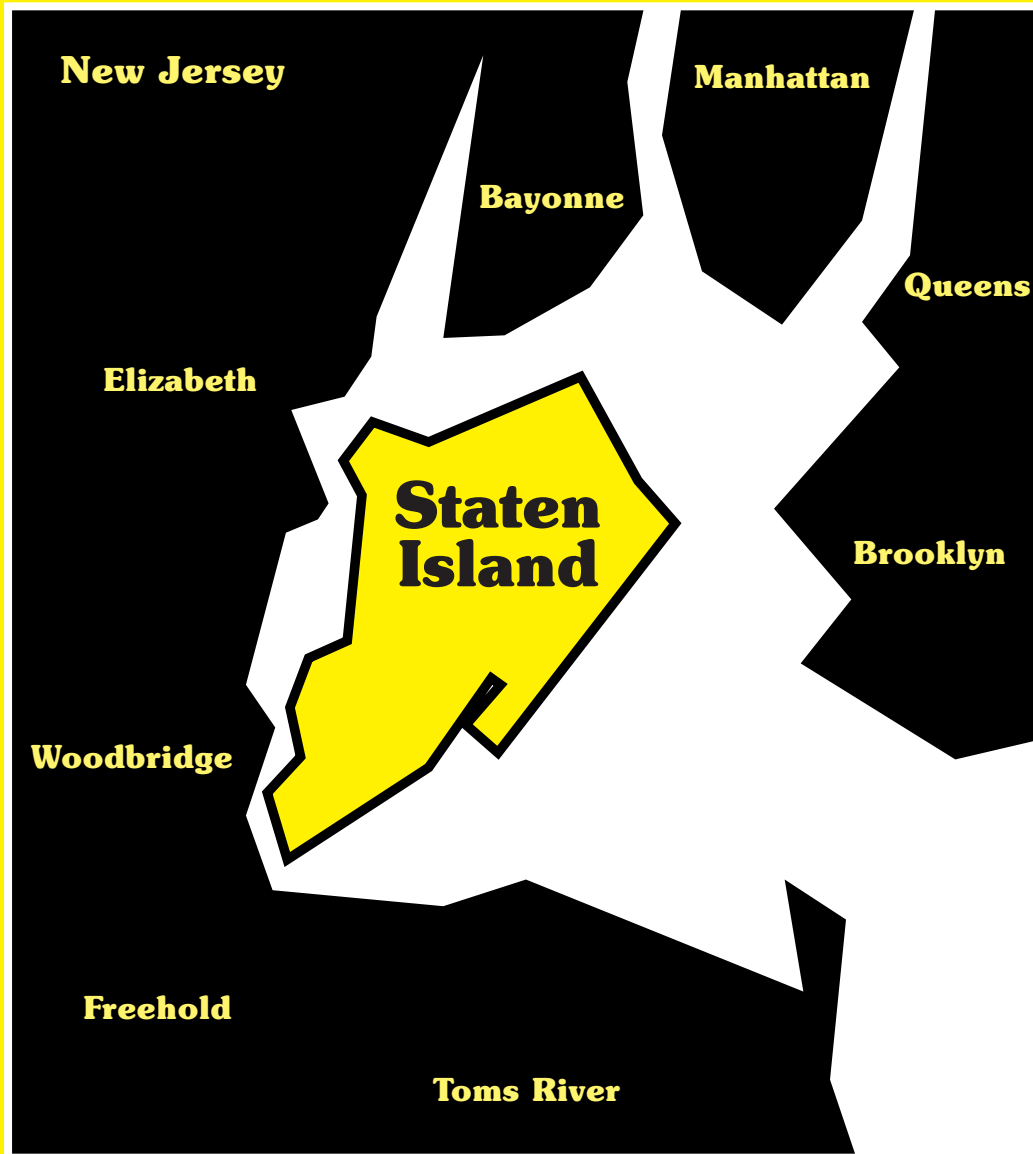


# Classified Advertising Rates Display & Liners

*Effective May 1, 2010*



*Rate Card C2010*



*Staten Island's Daily and Sunday Newspaper*



## Staten Island Advance

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**1. Personnel**

Director of Advertising . . . . . Gary V. Cagnetta  
 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) 720-6000
- 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**

Rates are agency commissionable. All billing is net 15 days.

Staten Island Advance  
 rates available online  
[www.statenislandadvance.com/rates/](http://www.statenislandadvance.com/rates/)

#### 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**

**AUTOMOTIVE, HOME IMPROVEMENT  
RECRUITMENT, MORTGAGE FINANCING  
REAL ESTATE, BUILDER (display advertising)**

- See Classified Rates - Section 17A, Page 6

**NATIONAL**

- See General Advertising Rate Card

**RETAIL**

- See Local/Retail Advertising Rate Card

**5A. Preprint Rates**

**RATES FOR WEEKDAY AND SUNDAY**

Pages Tab.	Reg.	Full Run Daily	Flat Rates Sunday	Part Run & Sunday Daily & Sunday C.P.M.
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 . . . . . 58,000
- Thursday . . . . . 63,000
- Sunday . . . . . 69,000
- Part Run – Weekday . . . . . 10,000 minimum
- Sunday . . . . . 10,000 minimum

**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.

**TMC RATES (Net)**

**Contact to your account executive for details.**

Contact your Advertising representative for frequency and volume discount rates.

**Print and Deliver Rates (Net)**

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"-10"	\$80	\$80	\$55
10.25"-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
- Ad Star
- 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. Depth Requirements**

**CLASSIFIED DISPLAY Minimum Ad Sizes**

1 Column x 14 lines	6 Columns x 84 lines
2 Columns x 28 lines	7 Columns x 98 lines
3 Columns x 42 lines	8 Columns x 112 lines
4 Columns x 56 lines	9 Columns x 126 lines
5 Columns x 70 lines	10 Columns x 140 lines

**CLASSIFIED Page Depth:** 300 agate lines. Advertisements more than 260 lines deep will be charged at full column depth.

**IN-COLUMN (liners/set solid) Minimum Depth:** 3,4 or 8 lines depending on classification, and restricted to 1 column width.

**ROP Minimum Ad Sizes (standard or tabloid):**

1 Column x 1"	4 Columns x 6"
2 Columns x 2"	5 Columns x 7 1/2"
3 Columns x 4 1/2"	6 Columns x 9"

• Ad depth must be in 1/4" increments •

**ROP Standard Page Depth:** 21 1/4" – Advertisements more than 18" deep will be charged at full column depth.

**ROP Tabloid Page Depth:** 10 3/4" – Advertisements more than 7 1/2" deep will be charged at full column depth.

**13. Contract & Copy Regulations**

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

**14. Closing Times**

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

**15. Mechanical Measurements**

**CLASSIFIED PAGE:** 300 lines deep x 10 columns (3,000 lines)

**COLUMN WIDTHS**

<u>Columns</u>	<u>Width (Points pts.)</u>	<u>Inches</u>	<u>Picas/Points</u>
1	78.000	1.083"	6 p6
2	162.333	2.255"	13 p6
3	246.666	3.426"	20 p6
4	330.999	4.597"	27 p7
5	415.332	5.768"	34 p7
6	499.665	6.940"	41 p7
7	583.998	8.111"	48 p8
8	668.331	9.282"	55 p8
9	752.664	10.454"	62 p8
10	836.997	11.625"	69 p9

Column Depth: 300 agate lines

Each page will be electronically reduced to fit 50" Web measurements.

**STANDARD PAGE** Depth: 21 1/4"

Advertisements more than 18" deep will be charged at full column depth.

**STANDARD PAGE SIZE:** 21 1/4" deep x 6 columns (127 1/2")

<u>Columns</u>	<u>Inches Wide</u>
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

**16. Special Classification Rates**

**MISCELLANEOUS – LINERS**

RATE PER AGATE LINE  
Daily    Sunday

DEATH NOTICES, Cards of Thanks . . . \$4.50 . . . \$5.00  
 & Sympathy, In Memoriams, etc.  
 (ROP 6 column measure)

	<u>Line Rate</u>	<u>ROP Inch Rate</u>
LEGAL RATES	<b>Daily</b> \$2.47 . . .	\$58.05
	<b>Sunday</b> \$2.84 . . .	\$66.74

Front Page Reader (minimum 3 lines) . . . \$40.00 \$50.00  
 (ROP 6 column measure)

**MISCELLANEOUS – DISPLAY**

RATE PER INCH  
Daily    Sunday

DEATH NOTICES, Cards of Thanks . . . \$63.00 . . . \$70.00  
 & Sympathy, In Memoriams, etc.

**BOX CHARGES**

Box Numbers (Blind Ads) . . . . . \$55.00 service charge  
 (service charge added to the cost of classified and/or ROP ad)

**POSITION CHARGES**

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

**17. Classified Rates**

Most classifications (Minimum – 4 lines)      Set solid/Liner/In-column ads – 1 column only  
 300 Service classifications (Minimum – 4 lines)      Display, bordered ads (Minimum – 14 lines)

**LINE RATE**

PRIVATE PARTY Classified Pages	LINE RATE		Recruitment	
	Daily	Sunday	Daily	Sunday
1 Time	\$3.45	\$3.86	\$4.08	\$4.08
3 Consecutive Days	\$2.89	\$3.29	\$4.08	\$4.08
7 Consecutive Days	\$2.45	\$2.92	\$4.08	\$4.08

B/T – Broken time or skip day insertions take the 1 time rate or the appropriate rate for the consecutive parts of the schedule.

**17A. Classified Contract Rates**

CLASSIFIED RATES	10 Col. CLASSIFIED RATE PER LINE		6 Col. CLASSIFIED RATE PER LINE		10 Col. CLASSIFIED RATE PER LINE	
	FREQUENCY				Recruitment	
	DAILY	SUNDAY	DAILY	SUNDAY	DAILY	SUNDAY
12 MONTHS	2.22	2.59	46.62	54.39	3.10	3.10
Frequency contact must run 365 days a year						
BULK					Recruitment	
	DAILY	SUNDAY	DAILY	SUNDAY	DAILY	SUNDAY
OPEN RATE	4.16	4.65	87.36	97.65	5.10	5.10
500	2.82	3.22	59.22	67.62	4.08	4.08
1,000	2.78	3.17	58.38	66.57	4.08	4.08
2,500	2.75	3.14	57.75	65.94	4.08	4.08
5,000	2.72	3.10	57.12	65.10	4.08	4.08
25,000	2.52	2.90	52.92	60.90	4.08	4.08
75,000	2.50	2.89	52.50	60.69	4.08	4.08
100,000	2.48	2.85	52.08	59.85	4.08	4.08
125,000	2.47	2.84	51.87	59.64	4.08	4.08

Friday Real Estate ads are charged an additional \$1.75 per inch for te internet.

Lineage to be used within one year from effective date of contract

NOTE: Some classified ads may be included on the affiliated Staten Island LIVE internet site (www.silive.com).

Display ads on the classified pages are measured and billed by the agate line, 14 lines to the inch. Classified display ads in the Run of Paper (ROP) are measured and billed by the inch, 21 lines to the inch.

For contract fulfillment Full Run ROP inches (ads in the 6 column main news part of the paper) are converted at 21 lines to the inch. All rates are subject to rate increase.

**SHORE/ZONED EDITIONS (NET RATES)**

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.

**PICKUP-REPEAT DISCOUNTS**

Discounts apply to contract display ads repeated, without alteration, within a 7-day period beginning Monday and ending on Sunday. Minimum ad size is 10 inches.

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

Any display ad on Wed., Thurs. or Fri. can be repeated on Saturday at 50% discount.

	ONE TIME			13 TIMES			52 TIMES		
	4"	15"	30"	4"	15"	30"	4"	15"	30"
NORTH	\$16.50	\$15.50	\$13.50	\$13.50	\$12.50	\$10.50	\$10.50	\$9.50	\$8.50
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	\$16.50	\$15.50	\$13.50	\$13.50	\$12.50	\$10.50	\$10.50	\$9.50	\$8.50
EAST & WEST	\$26.00	\$25.00	\$23.00	\$22.00	\$21.00	\$19.00	\$18.00	\$17.00	\$16.00
NORTH & EAST	\$26.00	\$25.00	\$23.00	\$22.00	\$21.00	\$19.00	\$18.00	\$17.00	\$16.00
NORTH & SOUTH	\$26.00	\$25.00	\$23.00	\$22.00	\$21.00	\$19.00	\$18.00	\$17.00	\$16.00
NORTH & WEST	\$24.00	\$23.00	\$21.00	\$20.00	\$19.00	\$17.00	\$16.00	\$15.00	\$14.00
SOUTH & EAST	\$28.00	\$27.00	\$25.00	\$24.00	\$23.00	\$21.00	\$20.00	\$19.00	\$18.00
SOUTH & WEST	\$26.00	\$25.00	\$23.00	\$22.00	\$21.00	\$19.00	\$18.00	\$17.00	\$16.00

Inch rates 13 and 52 times are based on consecutive weekly insertion.

# Market Facts

## 18. Sunday Color Comics (NET)

### 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

## ISLAND PROFILE S&MM Survey of Buying Power Stats

### CURRENT POPULATION & INCOME

Estimated Population .....	466,500
Median Household EB1 .....	\$47,220*
<small>(Effective Buying Income)</small>	
* Ranks as number one in N.Y.C.	

### 5-YEAR PROJECTIONS 2010

Population .....	490,200
Average Household EB1 .....	\$62,196
Total EB1 .....	\$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%

