

2024

MEDIA KIT

ANTON
MEDIA GROUP



**Our readers
are your
customers.**

We're not just a newspaper,
we're a member
of your community.

Offering an impressive portfolio of editorial and advertising products, Anton's newspapers, websites and creative services form a powerful communications tool for every business.

AFFLUENT, EDUCATED & READY TO SPEND.

AGE

23% of our readers are between the ages of 20 and 39

28% of our readers are between the ages of 40 and 59

23% of our readers are 60 and older

INCOME

24% of our readers have a combined income of \$50 - \$100K

33% of our readers have a combined income of \$100 - \$200K

19% of our readers have a combined income of over \$200K

EDUCATION

23% of our readers have some college education

45% of our readers have a bachelor's degree or higher

Source: Censusreporter.org

Port Washington ^{News}

Port Washington, Sands Point, Baxter Estates,
Port Washington North, Flower Hill and Manorhaven

Manhasset Press

Manhasset, Munsey Park, Plandome, Plandome Heights,
Plandome Manor and Flower Hill

Great Neck Record

Great Neck, Great Neck Estates, Great Neck Plaza,
Kensington, Kings Point, Lake Success,
Russell Gardens, Saddle Rock and Thomaston

The Roslyn News

Roslyn, Roslyn Harbor, Roslyn Heights, Roslyn Estates,
Flower Hill, East Hills, Greenvale and Albertson

Glen Cove/ Oyster Bay Record Pilot

Glen Cove, Glen Head, Glenwood Landing,
Muttontown and Sea Cliff, Oyster Bay, Oyster Bay Cove,
East Norwich, Bayville and Locust Valley

Syosset-Jericho Tribune

Syosset, Woodbury, Jericho, Brookville,
Old Brookville and Muttontown

The Nassau Observer

Levittown, Island Trees, North Wantagh and Seaford,
Massapequa, North Massapequa and Massapequa Park,
Hicksville, Farmingdale, Bethpage and South Farmingdale,
Plainedge, Plainview, and Old Bethpage

Nassau Illustrated News

Mineola, Williston Park, East Williston, Albertson,
Elmont, New Hyde Park, Garden City and Garden City Park,
Floral Park and South Floral Park, Bellerose Village,
Bellerose Terrace, Westbury, Carle Place, New Cassel,
Salisbury and Old Westbury

A rich history in the marketplace

Anton publishes 8 weekly community editions that have titles dating back many decades. Each week these editions deliver the content our loyal subscribers have come to look forward to in their hometown newspaper. Covering more than 100 communities, Anton's editorial staff produces fresh content each and every week which includes local politics, school news, community calendars, local events and happenings, local sports, and included in each edition is solid coverage of Nassau County news and more than 50 themed advertising supplements offering readership that cannot be found elsewhere.

LOCAL EDITION RATES

Port Washington News • Manhasset Press

	1X	6X	13X	26X	52X
Full	659	589	559	489	429
1/2	359	339	309	289	249
1/4	229	209	199	179	159
Obituary sizes only					
1/6	219	199	179	159	129
1/8	199	179	159	139	99
Premium Rates					
Bottom Marquee	199	Back Cover			699
Top Strip	249	Page 3 Strip			229

Glen Cove-Oyster Bay Record Pilot

	1X	6X	13X	26X	52X
Full	329	319	309	299	289
1/2	309	279	259	229	189
1/4	239	219	189	149	109
Obituary sizes only					
1/6	229	209	159	119	89
1/8	219	179	149	109	79
Premium Rates					
Bottom Marquee	109	Page 3 Strip			199
Top Strip	169	Back Cover			369

Great Neck Record • The Roslyn News Syosset-Jericho Tribune

	1X	6X	13X	26X	52X
Full	299	289	279	269	259
1/2	279	249	229	209	169
1/4	219	199	169	129	99
Obituary sizes only					
1/6	209	189	139	109	79
1/8	199	159	129	99	69
Premium Rates					
Bottom Marquee	99	Back Cover			329
Top Strip	149	Page 3 Strip			199

Nassau Illustrated News • The Nassau Observer

	1X	6X	13X	26X	52X
Full	569	509	449	389	339
1/2	439	379	309	259	209
1/4	359	299	249	189	129
Obituary sizes only					
1/6	179	169	159	139	129
1/8	149	139	119	109	89
Premium Rates					
Ins. Front	699	639	559	449	399
Ins. Back	609	539	479	409	359
Bottom Marquee	179	Back Cover			499
Top Strip	199	Page 3 Strip			199

ANTON DELIVERS
a most diverse audience,
from highly coveted luxury
zip codes to historic
neighborhoods across
the county.



Full Run All 8 editions

	1X	6X	13X	26X	52X
Full	2599	2459	2319	2049	1699
1/2	1499	1379	1299	1149	799
1/4	839	799	769	719	449
Obituary sizes only					
1/6	659	619	579	519	299
1/8	499	489	449	399	199

Premium Rates - Special Sections ONLY

Front Cover Strip	599	Back Cover	1999
Inside Front	1799	Centerfold	2599

ZONED EDITION RATES



The North Zone: Anton's Powerful Gold Coast Coverage

	1X	6X	13X	26X	52X
Full	1399	1199	1119	1059	949
1/2	769	729	699	639	529
1/4	439	409	399	369	299
Obituary sizes only					
1/6	369	339	319	299	249
1/8	319	299	269	239	199

Premium Rates

	1X	6X	13X	26X	52X
Ins. Front	1759	1669	1579	1499	1199
Ins. Back	1589	1499	1359	1269	999

RATES ARE FOR ALL 4 PUBLICATIONS



Each and every week Anton delivers breaking news stories, the latest in local events, food, music and the arts to more than 100 Long Island communities.



The East Zone

	1X	6X	13X	26X	52X
Full	669	619	569	519	449
1/2	409	369	339	299	269
1/4	249	229	209	179	159
Obituary sizes only					
1/6	179	169	159	139	129
1/8	149	139	119	109	89

Premium Rates

Ins. Front	699	659	629	589	499
Ins. Back	679	619	579	539	479

RATES ARE FOR BOTH PUBLICATIONS

NEWSPRINT-Tabloid Advertising Specifications

PREFERRED MATERIALS

PDFs are "self-contained" files and do not require additional files (photos, logos, etc.) to be sent with them. All PDFs received must meet the *PDFx/1A 2003 Print Standard* with the SNAP 2009 color profile. All color must be built in CMYK. No RGB, Lab Color, PMS or extra channels.

Please note: Our presses print in CMYK ink. Files will be converted to CMYK with the SNAP 2009 color profile. Conversion could result in color change and/or loss of detail. No 4-color black. When using black in color ads, it is preferable to set the values to 0% Cyan, 0% Magenta, 0% Yellow, 100% Black, avoiding a 4-color/rich black color combination. Total ink coverage: Must not exceed 220%.

Please take file and transfer time into consideration.

Logo art: For best possible reproduction, logos should be supplied as vector art.

High resolution images: All photos must be high resolution (actual size at 300 dpi). tif, .eps, .pdf, .jpg, .psd or .ai files are accepted. All images need to be CMYK or grayscale. Additionally, there should be no transparencies in the PDF. PDFs failing to meet these requirements, including proper size, cannot be accepted. Sharpening should be applied to images cropped at print size for best visual effect.

PNG, SCREEN SHOTS, LOW RES PHONE IMAGES ARE NOT ACCEPTED.

Fonts: No 4-color black type. No TrueType fonts. All fonts need to be either Post Script and/or Open Type and need to be embedded. For single color reverse type use 9 point; also, 11 point when reversing text out of 4-color background. A sans serif font is recommended, to avoid the text filling in on the press. Color text should also be sans serif.

Fonts are licensed pieces of software. If a client requires a certain font, please call us to find out if it is part our library. We will not install or use a font that does not meet our system requirements or is a font that we do not own. We can accept files from MS Word (for copy only), Photoshop and Illustrator ONLY.

Rules: Minimum rule weight is 1 point for black on white, 2 points for reverse out of black. 2 points is recommended for any rules made of, or reversing out of, more than one color.

QR Codes: To insure QR codes are readable with the average camera phone, please adhere to these specs.

Minimum size: .8" x .8"

Color: Black Only (not 4C)

DEADLINES

Our papers print on Monday. Reservation deadlines are Tuesday at 12pm prior to the publication date. Materials are due the week prior to the publication date. Ads requiring a proof, copy and images due Tuesday at 12pm. Camera Ready files are due Wednesday at 5pm. Exceptions will be on certain holiday weeks.

PRODUCTION CHARGES

No production charges will be made for PDF files prepared to exact scheduled size. Ads requiring art department preparation are subject to billing for production services at a \$35/hourly charge. Layout and design services available at \$65/hourly charge.

Publisher's Protective Clause:

The publisher reserves the right to revise on 10 days notice any rates, terms and conditions of this rate card applicable to contract advertisers. Revisions affecting non-contract advertising may be made without notice. Publisher is not responsible for failure to publish any advertisements because of labor disputes, strikes, government action, war, fire, riots, breakdown of equipment, acts of God or other circumstances beyond the publisher's control.

Covers

Top Strip
10 x 1.25

Bottom Marquee
4.875 x 2

Full Page
10 x 11.5

1/2 Vertical
4.875 x 11.5

1/8 Vertical
4.875 x 2.625

1/6 Vertical
4.875 x 3.5

1/4 Vertical
4.875 x 5.5

1/2 Horizontal
10 x 5.5

Puzzle Strip
10 x 1.25

Puzzle Box
4.875 x 2

Strip
10 x 2.625

Center Spread
Only available in Special Sections
21.375 x 11.5



blvd.

**Premier Cover
Marquee**
11.5 x 5

Full Page
11.5 x 21

**1/2
Vertical**
5.625 x 21

BY REQUEST ONLY
1/3 Horizontal
11.5 x 7

5.625 x
5.25

**1/4
Vertical**
5.625 x
10.5

1/2 Horizontal
11.5 x 10.5



PRE-PRINTED INSERTS/ FSI's

Guaranteed U.S. mail delivery to our loyal paid subscribers plus high-traffic newsstands. You can target a single edition or all 8 Anton weekly publications!

Pre-Printed Insert Rates- 8.5 X 11

2 page 60

4 page 77

8 page 121

Delivery rates per 1,000.

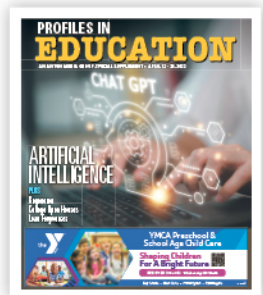
Pricing subject to postal implications.

All inserts are subject to manufacturing restrictions and require prior approval.



Themed Supplements & Special Sections

Dozens of special themed advertising supplements are tucked inside every local community edition throughout the year, from repeating monthly features like *Good Health* to robust sections like *Profiles in Medicine*, *Design & Décor*, *The Voter's Guide*, *Dining Guides*, annual local festival guides and *Senior Life* to name a few.



Special Sections Calendar

JANUARY

- 3 Good Health
- 10 Profiles In Education
- 17 Catholic Schools Week
- 24 Senior Life
- 31 Dining Guide – Game Day

FEBRUARY

- 7 Profiles in Medicine
- 14 Camps & School
- 21 BLVD (BLVD: NORTH & EAST)
- 28 Home Improvement Guide

MARCH

- 6 Good Health
- 13 Design & Décor
- 20 Anton's Real Estate Guide (NORTH & EAST)
- 27 Your Port Wshington

APRIL

- 3 Springtime! (Gardening)
- 10 Good Health
Your Manhasset
- 17 Profiles In Education
- 24 Gold Coast Living (NORTH & EAST)

MAY

- 1 Dining Guide – Mother's Day
- 8 Profiles in Medicine
- 15 Around Long Island
- 22 Port Harbor Fest
- 29 Summer Events

JUNE

- 5 Good Health
- 12 Design & Décor Magazine (NORTH & EAST)
Graduation
- 19 Summertime!
- 26 Senior Life

JULY

- 3 LIW
- 10 Good Health
- 17 Gold Coast Living (NORTH & EAST)
- 24 Long Island Leaders
- 31 Profiles in Education

AUGUST

- 7 Good Health
- 14 Back to School
- 21 BLVD (NORTH & EAST)
- 28 Home Improvement Guide

SEPTEMBER

- 4 Senior Life
- 11 Design & Décor
Pride in Port
- 18 Profiles in Education (OCT. OPEN HOUSE)
- 25 Profiles in Medicine

OCTOBER

- 2 Autumn! (Oyster Fest)
- 9 Good Health
- 16 Gold Coast Magazine (NORTH & EAST)
Profiles in Education (NOV. OPEN HOUSE)
- 23 Voter's Guide
- 30 Salute to Veterans

NOVEMBER

- 6 Good Health
- 13 Guide to the Holidays
- 20 Port Holiday Guide (NORTH EDITIONS ONLY)
- 27 Wintertime!

DECEMBER

- 4 Holiday Dining
- 11 Good Health
- 18 Year in Review
- 25 NO ISSUE

Magazine Advertising Specifications

Preferred Materials

PDFs are "self-contained" files and do not require additional files (photos, logos, etc.) to be sent with them. All PDFs received must meet the PDFx/1A 2003 Print Standard with the Web Coated SWOP color profile. All color must be built in CMYK.

No RGB, Lab Color, PMS or extra channels.

All files must include 1/8" bleed on all sides.

Critical type and image must be kept 1/4" from trim size.

Please note: Our presses print in CMYK ink. Files will be converted to CMYK with the Web Coated SWOP color profile. Conversion could result in color change and/or loss of detail. No 4-color black. Total ink coverage: Must not exceed 300%.

Please take file and transfer time into consideration.

Logo art: For best possible reproduction, logos should be supplied as vector art.

High resolution images: All photos must be high resolution (actual size at 300 dpi). tif, .eps, .pdf, .jpg, .psd or .ai files are accepted. All images need to be CMYK or grayscale. Additionally, there should be no transparencies in the PDF. PDFs failing to meet these requirements, including proper size, cannot be accepted. Sharpening should be applied to images cropped at print size for best visual effect.

PNG, SCREEN SHOTS, LOW RES PHONE IMAGES ARE NOT ACCEPTED.

Fonts: No 4-color black type. No TrueType fonts. All fonts need to be either Post Script and/or Open Type and need to be embedded. For single color reverse type use 9 point; also, 11 point when reversing text out of 4-color background. A sans serif font is recommended, to avoid the text filling in on the press. Color text should also be sans serif. *Fonts are licensed pieces of software. If a client requires a certain font, please call us to find out if it is part our library. We will not install or use a font that does not meet our system requirements or is a font that we do not own. We can accept files from MS Word (for copy only), Photoshop and Illustrator ONLY.*

Rules: Minimum rule weight is 1 point for black on white, 2 points for reverse out of black. 2 points is recommended for any rules made of, or reversing out of, more than one color.

QR Codes: To insure QR codes are readable with the average camera phone, please adhere to these specs.

Minimum size: .8" x .8"

Color: Black Only (not 4C)

Production Charges

No production charges will be made for PDF files prepared to exact scheduled size. Ads requiring art department preparation are subject to billing for production services at a \$35/hourly charge. Layout and design services available at \$65/hourly charge.

Publisher's Protective Clause: *The publisher reserves the right to revise on 10 days notice any rates, terms and conditions of this rate card applicable to contract advertisers. Revisions affecting non-contract advertising may be made without notice. Publisher is not responsible for failure to publish any advertisements because of labor disputes, strikes, government action, war, fire, riots, breakdown of equipment, acts of God or other circumstances beyond the publisher's control.*



Full Page

Trim Size
8.25 x 10.75

Bleed Size
8.8 x 11

Live
7.75 x 10.25

1/4 and 1/2H
ads do not
offer bleed

**1/4
Vertical**
3.625 x 5

1/2 Horizontal
7.75 x 5

**1/2
Vertical
Trim Size**
**4.25
x10.75**

Bleed
4.5 x 11

Live Size
**3.75 x
10.25**

Center Spread

Trim Size
16.5 x 10.75

Bleed Size
16.75 x 11

Live Size
16 x 10.25

ANTON CLASSIFIEDS

Full Run - All 8 Editions

CLASSIFIED — Black text only

Size	Approx. # of Words	Rate Per Week
1 col = 1.9"		
1.9" x .5"	15	50
1.9" x 1"	30	75
1.9" x 1.5"	45	100
1.9" x 2"	60	125
1.9" x 3"	70	150
1.9" x 4"	80	200

2 col = 3.925"

3.925" x 2"		225
3.925" x 3"		250
3.925" x 4"		275
3.925" x 5.25" (Classified 1/4 page)		329

5 col = 10"

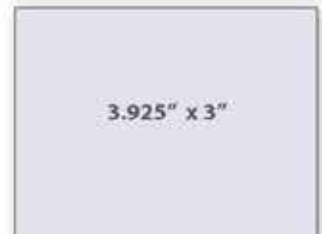
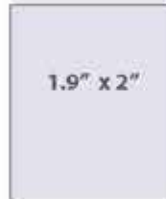
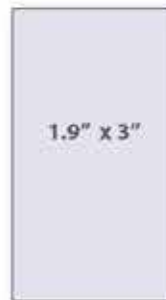
10" x 5.25" (Classified half page)		599
10" x 11.25" (Classified full page)		1299

MARKETPLACE — 4 Color

Size	Program Rate for 4 Weeks
1 col = 1.9"	
1.9" x 2"	150
1.9" x 3"	250
1.9" x 4"	300
2 col = 3.925"	
3.925" x 2"	280
3.925" x 3"	325
3.925" x 4"	475

Buy 3 weeks get 4th week for Free!

1/4 page (Classified)	
3.925" x 5.25"	329 per wk
5 col = 10"	
10" x 5.25" (Classified half page)	599 per wk



ANTON

MEDIA GROUP

132 East Second Street, Mineola, NY 11501
 AntonMediaGroup.com
 516-403-5170

LongIslandWeekly.com

Gets Attention!



Reach your audience when they're most engaged!

Boost Local Reach, Increase Brand Awareness, Leads and Sales!

- News & Politics/Avid News Readers
- Shoppers/Value Shoppers
- Food & Dining/Cooking enthusiasts/30 Minute Chefs
- Sports & Fitness/Health & Fitness Buffs
- Media & Entertainment/Movie Lovers
- Travel/Travel Buffs
- Banking & Finance/Avid Investors
- Lifestyles & Hobbies/Business Professionals
- Media & Entertainment/Book Lovers



Landing Page Header Ad

728 x 90 pixels at 72 dpi



Sticky Footer Ad

728 x 90 pixels at 72 dpi

Sidebar Top Ad

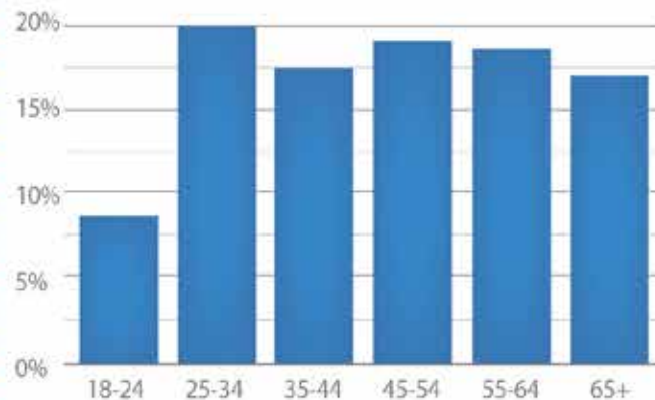
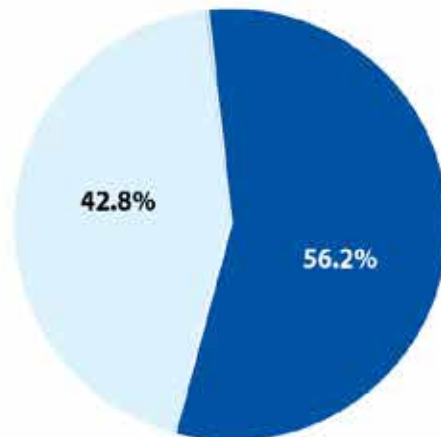
300 x 250 pixels at 72 dpi



Stats:

male

female



Avg. # of Users: 111,188

Sessions: 134,821

of sessions per user: 1.21

Avg # of page views: 250,966

Pages per session: 1.86

Avg time spent per session: 1.16 minutes

*Source Google Analytics

Specific websites and premium positioning may be available.

Files need to be saved at 72 dpi. We accept .jpg, .gif or .png files (50kb or under) as well as flash files and third party code (not developed in-house).

Header Ad - 728x90 pxls

\$245⁰⁰

Article Top Ad - 728x90 pxls

\$195⁰⁰

Sidebar Top Ad - 300x250 pxls

\$175⁰⁰

Sidebar Bottom Ad - 300x250 pxls

\$145⁰⁰

Article Bottom Ad - 300x250 pxls

\$145⁰⁰

Sticky Footer Ad - 728x90 pxls

\$375⁰⁰

All rates per month.

7 State and Local Awards for Exceptional Journalism and Design in 2022

Best Newspaper Front Page Layout*

First Place, Second Place

Best Narrative:

Neighborhood/community*

Third Place

Best Narrative: Arts*

Second Place

Best Column/Humor*

Second Place

Innovative Ad Project**

Second Place

Best Real Estate/Home Section**

Second Place, Third place

Sports Coverage**

Honorable Mention

Best In News***

Public Service

*2022 Press Club of Long Island Awards • **2022 New York Press Association Awards • ***Folio Awards • Annual awards celebrate work performed in 2023



GlenCoveOysterBayRecordPilot.com

GreatNeckRecord.com

LongIslandWeekly.com

ManhassetPress.com

NassauObserver.com

NassauIllustrated.com

PortWashington-News.com

Roslyn-News.com

SyossetJerichoTribune.com

ANTON

MEDIA GROUP

(516)747-8282

132 East Second Street, Mineola, NY 11501 • AntonMediaGroup.com • advertising@antonmediagroup.com