

South Bay's Neighbor Newspapers

2021 Display Rate Card



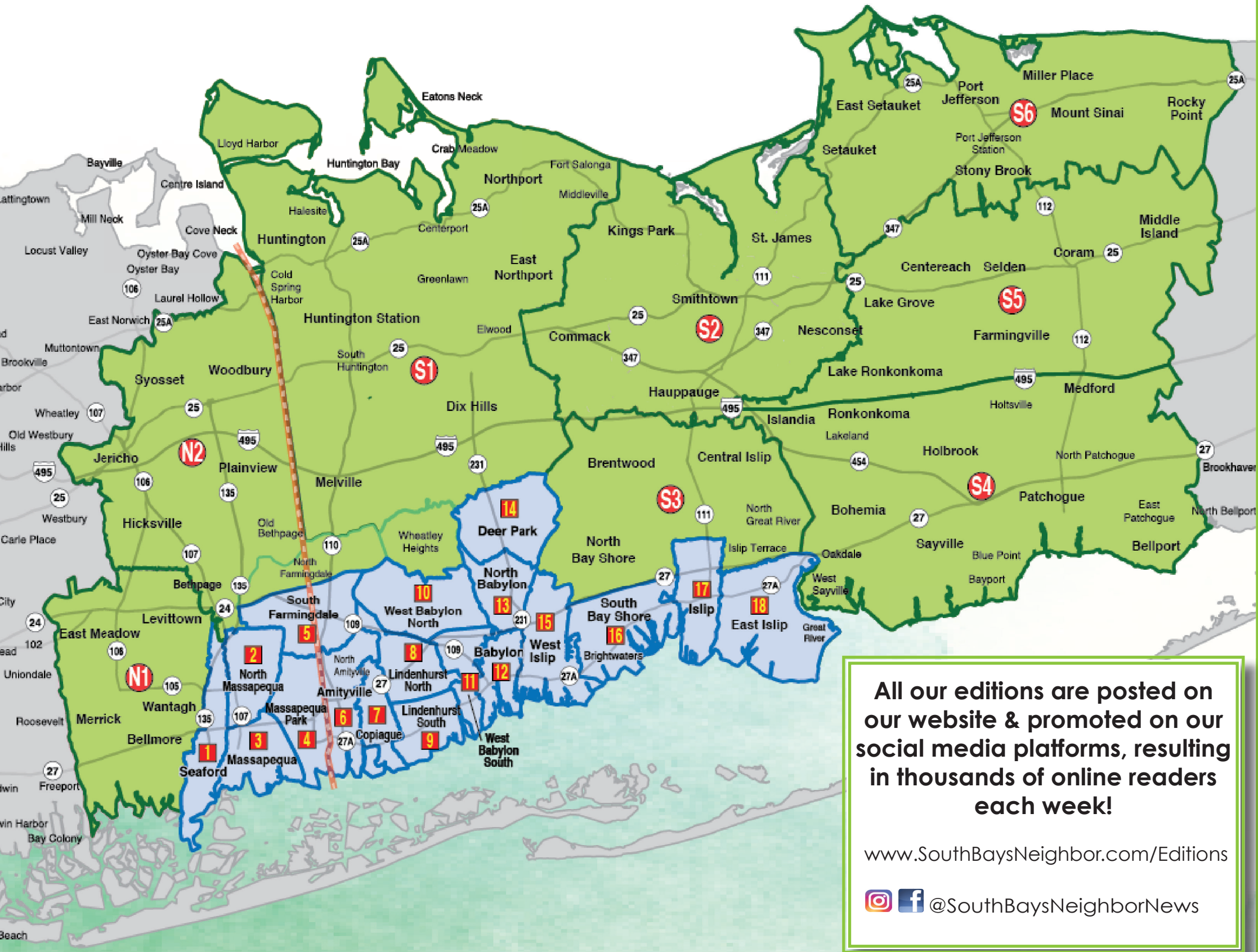
Proudly Publishing Since 1953

565 Broadhollow Road, Suite 3 Farmingdale, New York 11735
Phone: 631.226.2636 • Fax: 631.293.3952
www.SouthBaysNeighbor.com

26 Local Editions Published Each Week

FIND OUR PAPERS:

- In Your Mailbox 
- Online 
- On Racks in High-Traffic Locations 



All our editions are posted on our website & promoted on our social media platforms, resulting in thousands of online readers each week!

www.SouthBaysNeighbor.com/Editions

  @SouthBaysNeighborNews

South Bay's Neighbor Editions (Mailed)

Average Weekly Circulation Numbers

1 Seaford 11783	5,051	11 West Babylon South 11704	4,485
2 North Massapequa 11758	6,254	12 Babylon 11702	4,973
3 Massapequa 1758	6,788	13 North Babylon 11703	4,565
4 Massapequa Park 11762	6,048	14 Deer Park 11729	6,323
5 South Farmingdale 11735	4,972	15 West Islip 11795	6,203
6 Amityville 11701	5,240	16 South Bay Shore South Bay Shore 11706 Brightwaters 11718	5,874
7 Copiague 11726	4,436	17 Islip 11751	4,111
8 Lindenhurst North 11757	6,914	18 East Islip East Islip 11730 Great River 11739	4,391
9 Lindenhurst South 11757	6,091		
10 West Babylon North 11704	4,529		

Neighbor Newspapers Editions (Racks)

These editions are available at high-traffic locations throughout each region such as supermarkets, libraries, diners/restaurants, professional buildings, along with hundreds of businesses in the communities.

- N1 East Meadow, Merrick, Bellmore, Wantagh, Levittown & Bethpage**
- N2 Syosset, Jericho, Hicksville, Bethpage, Old Bethpage, Plainview & Woodbury**
- S1 Huntington, Huntington Station, Melville, Dix Hills, Northport, East Northport, Centerport & Greenlawn**
- S2 Commack, Hauppauge, Smithtown, Nesconset, St. James & Kings Park**
- S3 Brentwood, North Bay Shore, Central Islip, North Great River & Islip Terrace**
- S4 Islandia, Ronkonkoma, Bohemia, Sayville, Patchogue, Bellport, Holbrook, Medford, Blue Point, Bayport & Oakdale**
- S5 Selden, Centereach, Lake Grove, Lake Ronkonkoma, Ronkonkoma, Farmingville, Middle Island & Coram**
- S6 East Setauket, Setauket, Stony Brook, Port Jefferson, Port Jefferson Station, Miller Place, Mount Sinai & Rocky Point**

All of our newspapers are published every Wednesday.

Display Advertising Rates

ALL RATES ARE PER EDITION

OPEN RATE | 3x RATE | 6x RATE | 13x RATE | 26x RATE

FULL:	\$599	\$399	\$349	\$299	\$249
2/3:*	\$499	\$359	\$309	\$259	\$219
1/2:*	\$409	\$299	\$259	\$229	\$199
1/3:**	\$289	\$249	\$219	\$199	\$169
1/4:*	\$239	\$199	\$169	\$149	\$119
1/6:*	\$209	\$169	\$139	\$119	\$89
1/8:*	\$159	\$129	\$109	\$89	\$69

Multiple Edition Purchase Discounts:

3-5 Edition Purchase : 5% Discount
 6-9 Edition Purchase: 10% Discount
 10-14 Edition Purchase: 15% Discount
 15+ Edition Purchase: 20% Discount

Premium Positions

FRONT COVER.....	\$539
BACK COVER	\$589
BANNER AD	\$199
FRONT COVER TAB.....	\$299
INSIDE TAB	\$199

Color Charges

FULL PAGE.....	\$119/EDITION
1/2 PAGE.....	\$95/EDITION
1/4 PAGE.....	\$75/EDITION

Page Requests Between 3 And 11 Require A 15% Additional Charge

*Ad sizes are available in both horizontal and vertical versions.

**Square version available.

Rates Effective 1/1/2021

PUBLISHED BY LONG ISLAND MEDIA GROUP

565 Broadhollow Road, Suite 3
 Farmingdale, New York 11735

P. 631.226.2636

F. 631.293.3952

1/4 Page
Horiz

1/3 Page Horiz

1/3 Page
Square

2/3 Page
Horiz

1/12
Page

1/6
Page

1/2 Page
Horiz

1/3
Page
Vert

2/3
Page
Vert

1/2
Page
Vert

1/4
Page
Vert

1/8 Page
Horiz

1/6 Page
Horiz

1/8
Page
Vert

Display Ad Dimensions

	WIDTH	HEIGHT
FULL PAGE/BACK COVER	9.875	11
FRONT COVER	8.312	5.437
FRONT COVER BANNER	2.00	3.194
2/3 PAGE HORIZONTAL	9.875	7.291
2/3 PAGE VERTICAL	6.542	11
1/2 PAGE HORIZONTAL	9.875	5.437
1/2 PAGE VERTICAL	4.875	11
1/3 PAGE HORIZONTAL	9.875	3.583
1/3 PAGE VERTICAL	3.208	11
1/3 PAGE SQUARE	6.542	5.437
1/4 PAGE HORIZONTAL	9.875	2.656
1/4 PAGE VERTICAL	4.875	5.437
1/6 PAGE HORIZONTAL	4.875	3.583
1/6 PAGE VERTICAL	3.208	5.437
1/8 PAGE HORIZONTAL	4.875	2.656
1/8 PAGE VERTICAL	3.208	3.583
1/12 PAGE	3.208	2.656
TAB	9.875	2.5

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