

2018 DISPLAY RATES & CIRCULATION INFORMATION

Display Advertising Rates

Open Rate ALL RATES ARE PER EDITION

EDITIONS	1	2-4	5-7	8-10	11-15	16+
FULL PAGE	657	533	414	357	347	326
1/2 PAGE*	445	397	354	320	302	294
1/4 PAGE*	245	217	188	172	161	159
1/8 PAGE*	147	132	122	105	94	78

6X Rate

EDITIONS	1	2-4	5-7	8-10	11-15	16+
FULL PAGE	483	431	369	318	297	277
2/3 PAGE*	431	400	349	297	277	256
1/2 PAGE*	351	324	296	278	236	229
1/3 PAGE**	282	261	240	215	187	173
1/4 PAGE*	223	202	187	176	155	138
1/6 PAGE*	180	159	148	132	123	105
1/8 PAGE*	134	120	98	88	79	77
1/12 PAGE	107	102	97	86	75	64

Premium Positions	Color Charges (Process Color)		
FRONT COVER.....	\$529	FULL PAGE ...	\$109/EDITION
BACK COVER.....	\$579	1/2 PAGE	\$85/EDITION
BANNER AD	\$199	1/4 PAGE	\$70/EDITION

FREQUENCY DISCOUNTS

13 Weeks: 10% • 26 Weeks: 15% • 52 Weeks: 20%
(RATE HOLDER AD - 1/12 PAGE)

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 1/1/2018



PUBLISHED BY: LONG ISLAND MEDIA GROUP, LLC

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www.SouthBaysNeighbor.com

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1/4 Page Horiz

1/3 Page Horiz

2/3 Page Horiz

1/3 Page Square

1/12 Page

1/6 Page Vert

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 AD	2.00	3.194
2/3 PAGE HORIZ.	9.875	7.291
2/3 PAGE VERT.	6.542	11
1/2 PAGE HORIZ.	9.875	5.437
1/2 PAGE VERT.	4.875	11
1/3 PAGE HORIZ.	9.875	3.583
1/3 PAGE VERT.	3.208	11
1/3 PAGE SQUARE	6.542	5.437
1/4 PAGE HORIZ./SPONSORSHIP	9.875	2.656
1/4 PAGE VERT.	4.875	5.437
1/6 PAGE HORIZ.	4.875	3.583
1/6 PAGE VERT.	3.208	5.437
1/8 PAGE HORIZ.	4.875	2.656
1/8 PAGE VERT.	3.208	3.583
1/12 PAGE	3.208	2.656



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