

The Fire Island News: Distributed By Land and Sea

- The Fire Island News is read by over 50,000 people every issue – from two weeks before Memorial Day through two weeks after Labor Day – making The News the longest running seasonal paper.
- By private boat, The Fire Island News distributes each issue to all 18 communities along Fire Island's 32 miles of beach.
- On mainland Long Island, The Fire Island News is distributed by our own delivery team, from Babylon to Shirley and all county, state and federal park locations, including nearby Jones Beach and the Fire Island Lighthouse.
- The News is also the only paper available at National Seashore visitor centers & Manhattan locations.

SPECIAL ISSUES

Featuring:
Real Estate
Weddings and
Gardening

Historical Importance — Contemporary Popularity

Since 1957, The News has been the paper of record and the only paper covering news and events from all 18 communities.

Founded by *The New Yorker's* Drama Critic Wolcott Gibbs, the paper is proud of its irreverent style, championing civil and environmental rights.

The paper's archives contain valuable Fire Island historical photos and articles.

According to the Fire Island National Seashore, over 3.4 million people visited Fire Island last year – and the number grows each year.

Fire Islanders have an average yearly disposable income of \$80,000.

During a typical summer weekend, as many as 30,000 people are in residence and an additional 30,000 day visitors tour the island.

In a recent island-wide survey, the Fire Island Chamber of Commerce discovered that The News is read five times more frequently than any other publication on Fire Island. Just ask where you buy your paper!

Advertising Rates

	1x	10x (Season)
Back Cover	\$1200	\$1100
Premium Covers	\$1000	\$900
Full Page	\$850	\$810
2/3 Page	\$750	\$712
1/2 Page	\$440	\$420
1/4 Page	\$240	\$228
1/7 Page	\$150	\$140
1/8 Page	\$125	\$118
1/14 Page (Business Card)	\$70	\$66
COLOR AVAILABLE	1 Color . . . \$125	4 Color . . . \$375

YELLOW PAGES

Seasonal Rates Only

Listing Only \$150
 1 x 1 Square Ad . . . \$300
 1 x 2 Rectangle Ad . \$500
 Listing w/ Ad \$50

CLASSIFIED ADS

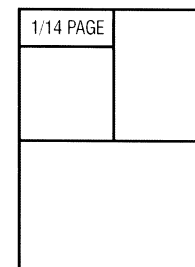
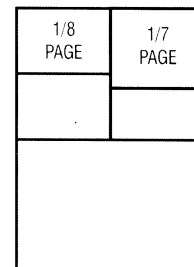
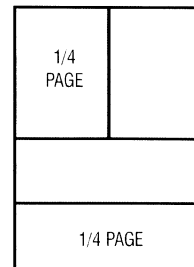
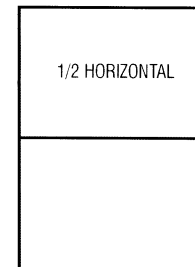
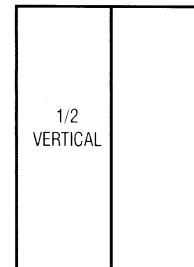
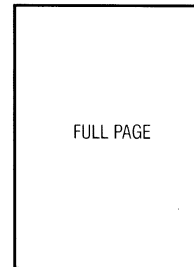
\$2 Per Word

Boxed ads add. \$10. Discounts based on frequency

MAIN STREET PAGE

Seasonal Rates Only

2 X 2 inch ad \$700
 4 x 4 inch ad \$1000



Ad Sizes

All sizes are in inches

COVERS

Page Size 11.375 x 15
 Bleed Size 11.5625 x 15.25
 Text Size 10.5 x 14

NEWSPRINT

Full Page 9.75 x 14
 1/2 Vertical 4.75 x 13.5
 1/2 Horizontal 9.75 x 6.75
 1/4 Vertical 4.75 x 6.75
 1/4 Horizontal 9.75 x 3.5
 1/7 Page 4.75 x 4
 1/8 Page 4.75 x 3.5
 1/14 Business Card 4.75 x 2

PRODUCTION NOTES

Quark XPress or PDF for Macintosh preferred. 80 line screen positives as well. All files with print out. 175 dpi.

COVERS DELIVERED TO:

Fire Island News
 c/o NEW MEDIA PRINTING
 329 Broadway
 Bethpage, NY 11714
 Email: newmedia@optonline.net
 Print Contact: Fred or Claudia
 516-681-0445

NEWSPRINT DELIVERED TO:

Fire Island News
 P.O. Box 486
 Ocean Beach, NY 11770
 Email: np@finews.biz

DEADLINES

14 days before publication date