

# LongIsland

## 2010 GENERAL RATE CARD

Effective with April 2010 Issue

four color

Ad Size	1X	4X
Full	\$2,540	\$2,243
2/3	\$1,838	\$1,636
1/2	\$1,385	\$1,231
1/3	\$969	\$861
1/4	\$747	\$675

black & white

Ad Size	1X	4X
Full	\$2,209	\$1,869
2/3	\$1,599	\$1,363
1/2	\$1,205	\$1,026
1/3	\$843	\$717
1/4	\$650	\$563

All rates are gross.  
Premium Positions:  
Back Cover: 25%  
Second Cover: 15%  
Third Cover: 15%  
Page 1: 15%  
Masthead Page: 15%

Ads cannot be canceled after closing dates. Canceled ads will be billed per rate card.

## 2010 NOT FOR PROFIT RATES (Net)

Effective with April 2010 Issue

four color

Ad Size	1X
Full	\$1,150
2/3	\$1,050
1/2	\$932
1/3	\$635
1/4	\$510

For additional  
information  
call 631-737-1700

closing dates

Issue	Reservation/ Set Copy	Computer Ready/ Electronic Files
April	4/9/10	4/12/10
July	7/2/10	7/9/10
September	8/27/10	9/1/10
December	10/29/10	11/5/10