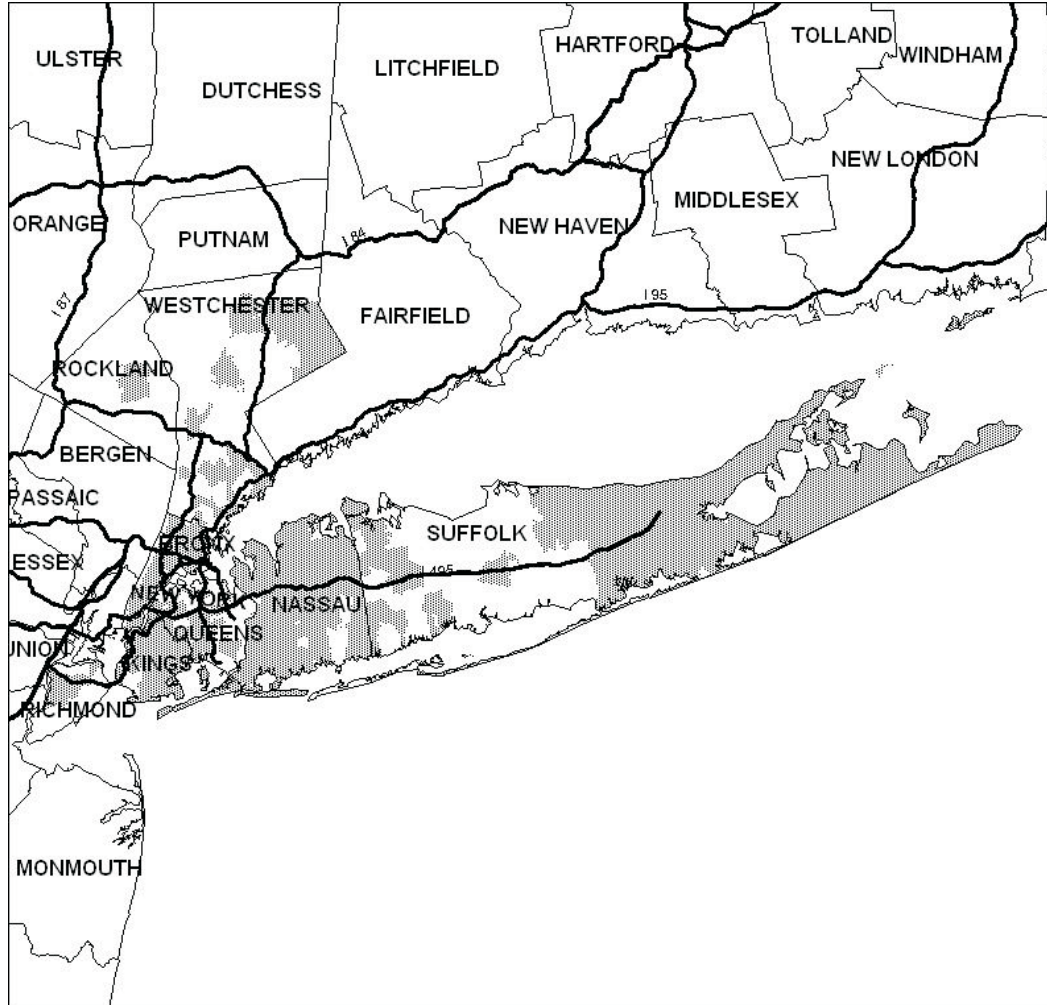




New York/Nassau-Suffolk



TOTAL USSPI CIRCULATION: 277,997

	% Metro HH's	% USSPI Circ.	Index
1. Affluentials	39.2	86.0	218
2. Greenbelt Families	5.5	2.0	37
3. Middle America	24.4	8.0	31
TOTAL	69.1	95.0	138
4. All Others	30.9	5.0	15

■ USSPI Circulation

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New York/Nassau-Suffolk



Please refer to usspi.com for the most current version of our market sheets.

	Open Inch Rate	Circulation		PRIZM Target Group
		ROP	Insert	

	Open Inch Rate	Circulation		PRIZM Target Group
		ROP	Insert	

1. Anton Community

Newsletters	\$94.84	77,341	78,700	
A. Farmingdale Observer (F)*		4,374	4,600	1
B. Floral Park Dispatch (F)*		1,548	1,600	1
C. Garden City Life (Th)*		3,054	3,400	1
D. Glen Cove Record Pilot (Th)*		7,909	7,900	1
E. Great Neck Record (Th)*		6,238	6,300	1
F. Hicksville Illustrated News (F)*		4,849	4,900	1
G. Levittown Tribune (F)*		5,349	5,100	1
H. Manhasset Press (Th)*		4,941	5,000	1
I. Massapequan Observer (F)*		3,170	3,100	1
J. Oyster Bay Enterprise Pilot (Th)*		3,261	3,500	1
K. Plainview/Old Bethpage Herald (F)*		2,188	2,300	1
L. Port Washington News (Th)*		8,064	8,100	1
M. Syosset/Jericho Tribune (F)*		4,306	4,500	1
N. Mineola American (W)*		4,799	4,700	1
O. New Hyde Park Illustrated News (F)*		4,217	4,000	1
P. The Roslyn News (Th)*		3,880	4,000	1
Q. The Westbury Times (Th)*		3,644	4,000	1
R. Three Village Times (F)*		1,550	1,700	1

Anton Community Newspapers does not accept color ads.

2. Herald Community

Newsletters	\$125.21	73,273	73,900	
A. Baldwin Herald (Th)*		3,765	3,800	1
B. Long Beach Herald (Th)*		6,556	6,600	1
C. Oceanside/Island Park Herald (Th)*		4,576	4,600	1
D. Rockville Centre Herald (Th)*		5,326	5,400	1
E. Bellmore Herald (Th)*		8,144	8,200	1
F. East Meadow Herald (Th)*		3,762	3,800	1
G. Long Island Graphic (Th)*		1,236	1,300	1
H. Merrick Herald (Th)*		8,198	8,200	1
I. Franklin Square/ Elmont Herald (Th)*		6,206	6,200	1
J. Malverne/West Hempstead Herald (Th)*		3,065	3,100	1
K. Valley Stream Herald (Th)*		5,398	5,400	1
L. Lynbrook/East Rockaway Herald (Th)*		5,037	5,100	1
M. Nassau Herald (Th)*		8,955	9,000	1
N. Rockaway Journal (Th)*		1,020	1,100	-
O. South Shore Record (Th)*		2,029	2,100	1

3. The New York Observer \$312.00

A. The New York Observer (W)*	58,028	N/A	1
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4. New York

Amsterdam News	\$62.39	18,763	18,800	
A. New York Amsterdam News (Th)*		18,763	18,800	1/3

5. Press Newspaper Group \$83.92

	29,304	29,400	
A. Southampton Press Eastern Edition (Th)	8,800	8,800	1
B. Southampton Press Western Edition (Th)	6,646	6,700	1
C. East Hampton Press (W)	6,993	7,000	1
D. Press Of Manorville & Moriches (F)*	6,865	6,900	1

6. Times/Review Newspapers \$62.40

	21,288	N/A	
A. The Suffolk Times (Th)*	9,921	N/A	1
B. The (Riverhead) News-Review (Th)*	6,223	N/A	3
C. Shelter Island Reporter (Th)*	2,695	N/A	3
D. The North Shore Sun (F)*	2,449	N/A	1

*Denotes Tabloid. All other papers are Broadsheet.

Publishers by County

Nassau County

- Anton Community Newspapers
- Herald Community Newspapers

New York County

- The New York Observer
- New York Amsterdam News

Suffolk County

- Press Newspaper Group
- Times/Review Newspapers

PRIZM Target Group:

1 – Affluentials

2 – Greenbelt Families

3 – Middle America

Note: Please refer to the Market Book introduction for detailed explanations of PRIZM Target Group definitions.



New York/Nassau-Suffolk

Please refer to usspi.com for the most current version of our market sheets.

In addition to USSPI's complete market package (rates below), PRIZM selected networks available on request for both ROP and pre-prints. Let us tailor a custom buy designed to reach just your targets. Call your USSPI representative for details.

R.O.P. INFORMATION

Circulation: 277,997

Inch Rate: \$580.24

Color Charges*

Savings vs. Open Rates: 21.7%

B&1C	B&2C	B&3C
\$6,300	\$10,200	\$10,900

Sample Ad Sizes

Size	Cost	Size	Cost	Size	Cost	Size	Cost
Full Page	41,340.42	4x18	31,151.64	3x7	12,185.04	1x18	7,913.81
FWx18	40,585.02	4x15.75	30,698.40	3x5.25	9,138.78	1x18	7,787.91
FWx14	39,376.38	4x14	30,345.88	2x18	15,827.62	1x15.75	7,674.60
FWx10.5	31,555.86	4x13	30,144.44	2x18	15,575.82	1x14	7,586.47
FWx7	21,037.24	4x10.5	24,370.08	2x15.75	15,349.20	1x13	7,536.11
5x18	37,971.34	4x7	16,246.72	2x14	15,172.94	1x10.5	6,092.52
5x15.75	37,404.79	4x5.25	12,185.04	2x13	15,072.22		
5x14	36,964.14	3x18	23,363.73	2x10.5	12,185.04	PLEASE NOTE:	
5x13	36,712.34	3x18	23,363.73	2x7	8,123.36	Smaller ad	
5x10.5	29,723.40	3x15.75	23,023.80	2x5.25	6,092.52	sizes accepted	
5x7	19,815.60	3x14	22,759.41	2x3.5	6,092.52	at 10.5" cost.	
4x18	31,655.24	3x13	22,608.33	2x3	6,092.52		
		3x10.5	18,277.56	2x2	6,092.52		

*Anton Community Newspapers does not accept color ads.

Note: Sizes listed above may not be available in all newspapers; each publisher's open rate is subject to change.

ROP Material Requirements: – Call USSPI for production information.

ROP Requirements : – Ads ordered 13 inches or more in depth will be charged for full depth in tabloids.
– Minimum ad size 10.5".

INSERT INFORMATION

Circulation: 200,800 (may not include all newspapers)

Size	CPM	Cost	Size	CPM	Cost
Single Sheet	\$48.25	\$8,270.05	20 page	\$81.29	\$ 8,397.26
4 Page	66.38	8,105.00	24 page	87.65	9,054.25
8 Page	71.10	8,681.31	28 page	89.80	9,276.34
12 Page	77.55	9,468.86	32 page	96.19	9,936.43
16 Page	77.38	7,993.35	36 page	98.34	10,158.52

Additional Sizes Available.

Insert circulation based on press run figures.

New York/Nassau-Suffolk



Profile of USSPI-New York/Nassau-Suffolk Circulation Area

	Index vs. New York/Nassau-Suffolk		Index vs. New York/Nassau-Suffolk
HHI \$35,000+	96	Owner-Occupied HU's	85
HHI \$100,000+	94	Renter-Occupied HU's	112
Home Value \$200,000+	99	Single Family Homes	79
HH's with Children	101	2 Vehicles	77
4+ Years College	103	3+ Vehicles	73

72.7% of USSPI-New York/Nassau-Suffolk Circulation is home delivered.

Market Demographics

	% Population	% Households	Total E.B.I.	Average E.B.I.	% Total Retail Sales	% Food Sales	% Auto Sales
New York/Nassau-Suffolk	100.0	100.0	100.0	\$66,625	100.0	100.0	100.0
Core City*	67.0	69.0	59.8	57,767	56.9	51.9	30.6
Suburbs	33.0	31.0	40.2	86,327	43.1	48.1	69.4

Source: Sales and Marketing Management's 2009 Survey of Buying Power (online).

Metro City: New York City.

Newspaper Circulation/Coverage Comparison

	Total Circulation (000)	Metro		City**		Suburbs	
		Circulation (000)	Coverage %	Circulation (000)	Coverage %	Circulation (000)	Coverage %
<i>Households</i>		4,481.4		3,091.4		1,390.0	
Newsday (M)	378.5	377.8	8.4	4.8	.2	373.0	26.8
TOTAL	378.5	377.8	8.4	4.8	.2	373.0	26.8
USSPI NYC/Nassau-Suffolk	278.0	232.4	5.2	23.9	.8	208.5	15.0

**New York City

Metro County Circulation Breakdown

	Households (000)	Long Island Newsday		USSPI	
		Circulation (000)	Coverage %	Circulation (000)	Coverage %
Bronx	473.1	1.0	.2	2.1	.4
Kings	898.5	2.5	.3	6.3	.7
Nassau	432.6	158.5	36.6	150.4	34.8
New York	768.3	5.1	.7	24.4	3.2
Putnam	34.6	—	—	—	—
Queens	778.2	22.8	2.9	3.5	.5
Richmond	173.3	.1	.1	.2	.1
Rockland	96.4	—	—	.0	.0
Suffolk	483.7	187.5	38.8	44.9	9.3
Westchester	342.7	.3	.1	.6	.2
Total	4,481.4	377.8	8.4	232.4	5.2

.0 = Less than 50 circulation or less than .05% coverage.

Source: Circulation '10; USSPI Publisher Records.