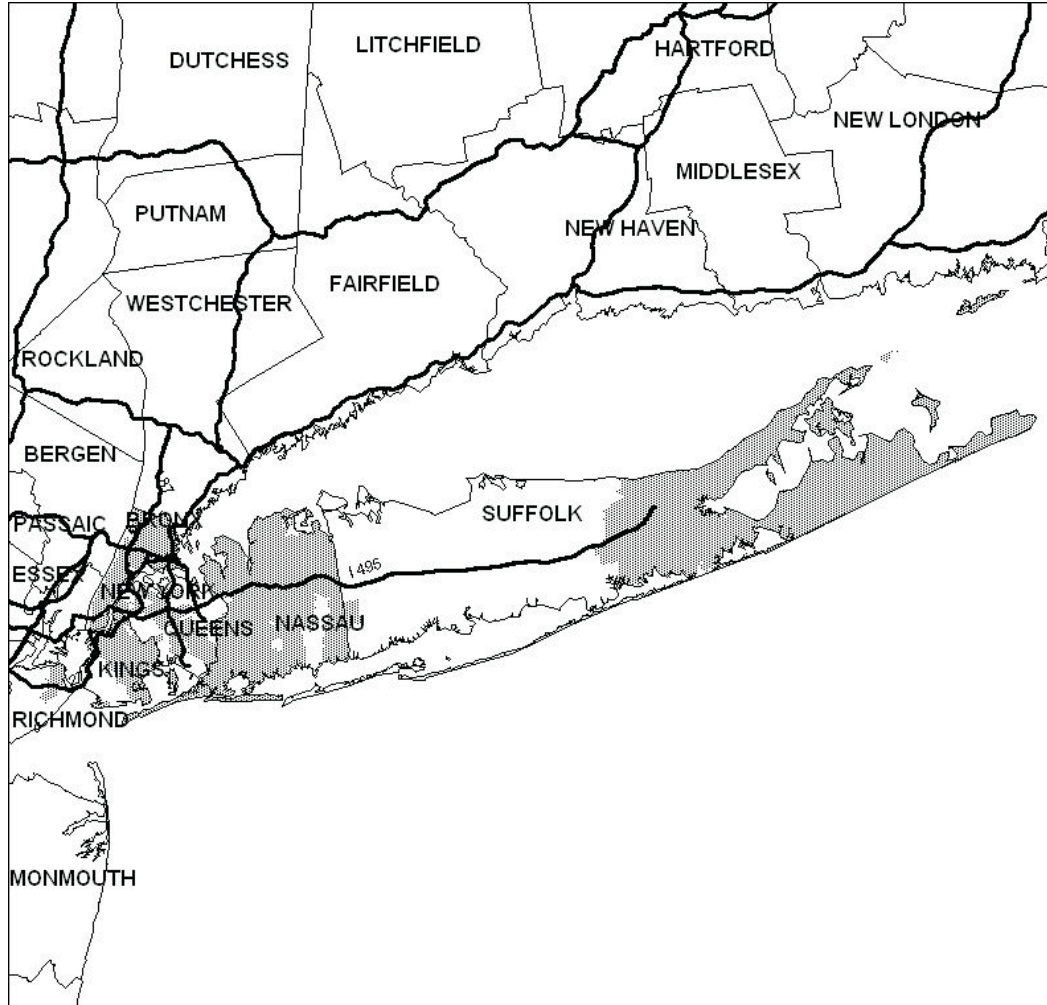




New York/Nassau-Suffolk



TOTAL USSPI CIRCULATION: 202,957

	% 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				
Newspapers				
	\$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 (W)*		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 (W)*		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 (Th)*		4,217	4,000	1
P. The Roslyn News (Th)*		3,880	4,000	1
Q. The Westbury Times (W)*		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				
Newspapers				
	\$125.21	73,273	69,000	
A. Baldwin Herald (Th)*		3,765	3,600	1
B. Long Beach Herald (Th)*		6,556	6,200	1
C. Oceanside/Island Park Herald (Th)*		4,576	4,700	1
D. Rockville Centre Herald (Th)*		5,326	5,300	1
E. Bellmore Herald (Th)*		8,144	7,000	1
F. East Meadow Herald (Th)*		3,762	4,200	1
G. Long Island Graphic (Th)*		1,236	1,200	1
H. Merrick Herald (Th)*		8,198	7,200	1
I. Franklin Square/ Elmont Herald (Th)*		6,206	4,600	1
J. Malverne/West Hempstead Herald (Th)*		3,065	3,400	1
K. Valley Stream Herald (Th)*		5,398	5,000	1
L. Lynbrook/East Rockaway Herald (Th)*		5,037	5,100	1
M. Nassau Herald (Th)*		8,955	8,700	1
N. Rockaway Journal (Th)*		1,020	1,100	-
O. South Shore Record (Th)*		2,029	1,700	1
3. Times/Review Newspapers				
	\$53.42	17,221	N/A	
A. The Suffolk Times (Th)*		9,150	N/A	1
B. The (Riverhead) News-Review (Th)*		5,761	N/A	3
C. Shelter Island Reporter (Th)*		2,310	N/A	3
4. New York				
Amsterdam News				
	\$62.39	12,683	21,900	
A. New York Amsterdam News (Th)*		12,683	21,900	1/3

5. Press Newspaper Group				
Newspapers				
	\$68.55	22,439	22,500	
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

*Denotes Tabloid. All other papers are Broadsheet.

Publishers by County	
Nassau County	1. Anton Community Newspapers 2. Herald Community Newspapers
New York County	4. New York Amsterdam News
Suffolk County	3. Times/Review Newspapers 5. Press Newspaper Group



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: 202,957

Inch Rate: \$319.20

Color Charges*

Savings vs. Open Rates: 21.1%

B&1C	B&2C	B&3C
\$4,000	\$5,000	\$6,000

Sample Ad Sizes

Size	Cost	Size	Cost	Size	Cost	Size	Cost
Full Page	20,958.60	4x18	17,467.44	3x7	6,703.20	1xFD	4,480.36
FWx18	20,277.60	4x15.75	17,058.84	3x5.25	5,027.40	1x18	4,366.86
FWx14	19,188.00	4x14	16,741.04	2xFD	8,960.72	1x15.75	4,264.71
FWx10.5	15,433.32	4x13	16,559.44	2x18	8,733.72	1x14	4,185.26
FWx7	10,288.88	4x10.5	13,406.40	2x15.75	8,529.42	1x13	4,139.86
5xFD	19,440.02	4x7	8,937.60	2x14	8,370.52	1x10.5	3,351.60
5x18	18,872.52	4x5.25	6,703.20	2x13	8,279.72		
5x15.75	18,361.77	3xFD	13,441.08	2x10.5	6,703.20	PLEASE NOTE:	
5x14	17,964.52	3x18	13,100.58	2x7	4,468.80	Smaller ad	
5x13	17,737.52	3x15.75	12,794.13	2x5.25	3,351.60	sizes accepted	
5x10.5	14,419.86	3x14	12,555.78	2x3.5	3,351.60	at 10.5" cost.	
5x7	9,613.24	3x13	12,419.58	2x3	3,351.60		
4xFD	17,921.44	3x10.5	10,054.80	2x2	3,351.60		

*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: 192,100 (may not include all newspapers)

Size	CPM	Cost	Size	CPM	Cost
Single Sheet	\$48.46	\$8,218.82	20 page	\$78.67	\$7,198.31
4 Page	64.99	7,369.87	24 page	84.71	7,750.97
8 Page	68.18	7,731.61	28 page	86.97	7,957.76
12 Page	72.81	8,256.65	32 page	93.04	8,513.16
16 Page	74.88	6,851.52	36 page	95.30	8,719.95

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

74.3% 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	\$63,269	100.0	100.0	100.0
Core City*	72.0	74.3	66.4	56,474	61.5	58.6	34.7
Suburbs	28.0	25.7	33.6	82,951	38.5	41.4	65.3

Source: The Nielsen Company.

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>		4,510.7		3,098.8		1,411.9	
Newsday (M)	324.7	324.4	7.2	2.6	.1	321.8	22.8
TOTAL	324.7	324.4	7.2	2.6	.1	321.8	22.8
USSPI NYC/Nassau-Suffolk	203.0	197.7	4.4	5.2	.2	192.5	13.6

**New York City

Metro County Circulation Breakdown

	Households (000)	Long Island Newsday		USSPI	
		Circulation (000)	Coverage %	Circulation (000)	Coverage %
Bronx	478.3	.5	.1	1.9	.4
Kings	902.6	1.2	.1	2.3	.3
Nassau	444.1	137.9	31.1	149.9	33.8
New York	763.2	2.4	.3	5.4	.7
Putnam	34.1	—	—	—	—
Queens	781.5	15.8	2.0	2.6	.3
Richmond	173.3	—	—	—	—
Rockland	96.3	—	—	—	—
Suffolk	495.2	166.5	33.6	35.4	7.2
Westchester	342.1	.1	.0	.2	.1
Total	4,510.7	324.4	7.2	197.7	4.4

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

Source: Circulation '12; USSPI Publisher Records.