Tell Long Island Readers
What Makes Your Business Special!
- with a column in the Weekend or Mid-Week editions

COMMUNITY PUBLISHING

The Hometown Shopper • Mid-Week • Column Size: ½H

Features and Benefits

**Feature**: A professionally written article that's an image-builder for your business/restaurant.

**Benefit**: A professional writer will put everything that makes your business special into an interesting and concise story — with readership value to attract customers.

**Feature**: Photo of your business

**Benefit**: A photograph is sure to catch the reader’s eye and make your business/restaurant more known in the community.

**Feature**: Added visibility when your business appears in zoned editions

How to process your column:

1. Sales rep must submit a completed form, checking off the publication that they want their column published in. The sales rep can fill out the basic details (name, address, phone, etc.) and the business/restaurant owner can fill out the section with the questions about the biz/restaurant.

2. Sales rep must supply a photo, which they can take and submit, or request one from the biz/restaurant owner and submit with a photo authorization form. Must be color.

3. Return the completed form to Admin/Editorial-Long Island (Local Retail Sales), attention Barbara Fisher, editor, or email bfisher1@newsday.com. Barbara Fisher can be reached at 631-843-2024.

4. Allow for a two-to-three-week turnaround time on your article, to be written and designed. It will be sent to you via email for revisions (if any), for any necessary details, for a photo if one wasn’t submitted at the onset and for your approval for it to be published.

5. It will then be scheduled to be published in the zone that the business/restaurant is located in — unless your account advertises in out-of-zone areas and your regional manager has approved additional zones or your director and manager have approved it for a full run.

Nassau and Suffolk Zones

- Nassau West North
- Nassau West South
- Nassau East North
- Nassau East South

- Suffolk West North
- Suffolk West South
- Suffolk East North
- Suffolk East South

• East End — (The East End only appears in The Hometown Shopper)

Updated: April 2013
Are you celebrating a grand opening, anniversary, etc.? If yes, what?

What products do you offer?

What services do you offer?

What drew you to start this business? Where did the idea come from?

What is your personal philosophy on both product and customer service?

Are you involved with the community where your restaurant is located? (i.e., scout troop, little league, church, temple, civic organizations)

Have you received any awards or honors?

What have your customers said about your business? (i.e., “We enjoy dining at the Village Cafe because…”)

Are there any other branches, franchises, etc.? If so, give locations.

If you have any additional material or information that can be of use for this article, please attach it to this form or write something below

*If needed please write on back

Updated April 2013
Dining Form

Special dishes that you would like mentioned

What drew you to start this business? Where did the idea come from?

Have you received any awards or honors?

Any comments or anecdotes you would like to share with our readers?

What have your customers said about your restaurant? (i.e., “We enjoy dining at the Village Cafe because…”)

Are you involved with the community where your restaurant is located? (i.e., scout troop, little league, church, temple, civic organizations)

Are there any other branches, franchises, etc.? If so, give locations.

Would you like to provide information about the restaurant’s decor?

If you have any additional material or information that can be of use for this article, please attach it to this form or write something below
## Nassau and Suffolk Zones

### Nassau County

#### Zone 1
- **Nassau West North**
  - FB  Bellerose/ Glen Oaks
  - FP  Floral Park
  - FS  Franklin Square
  - GC  Garden City
  - GN  Great Neck
  - HS  Herricks/Searingtown
  - MH  Manhasset
  - NH  New Hyde Park
  - PW  Port Washington
  - RL  Roslyn

#### Zone 2
- **Nassau West South**
  - BA  Baldwin
  - CD  Cedarhurst
  - EL  Elmont
  - FR  Freeport
  - HD  Hempstead
  - HW  Hewlett/Woodmere
  - LB  Long Beach
  - LY  Lynbrook
  - OS  Oceanside/Island Park
  - RV  Rockville Centre
  - UR  Uniondale/Roosevelt
  - VS  Valley Stream
  - WH  West Hempstead

#### Zone 3
- **Nassau East North**
  - GL  Glen Cove
  - GH  Glen Head
  - HK  Hicksville
  - MI  Mineola
  - OY  Oyster Bay
  - PL  Plainview/Old Bethpage
  - SY  Syosset
  - WB  Westbury

#### Zone 4
- **Nassau East South**
  - BM  Bellmore
  - EM  East Meadow
  - FD  Farmingdale
  - LV  Levittown
  - MA  Massapequa
  - MB  Merrick/Bellmore South
  - WA  Wantagh

### Suffolk County

#### Zone 1
- **Suffolk West North**
  - HC  Central Huntington
  - CK  Commack
  - DM  Dix Hills/Huntington
  - EN  East Northport
  - GR  Greenlawn
  - HP  Hauppauge
  - HU  Huntington
  - KP  Kings Park
  - NO  Northport
  - SJ  St. James/Nesconset
  - SM  Smithtown

#### Zone 2
- **Suffolk West South**
  - AC  Amityville/Copiague
  - BY  Babylon
  - BB  Bay Shore/Brightwaters
  - BR  Brentwood
  - CI  Central Islip
  - DP  Deer Park
  - IS  Islip
  - LI  Lindenhurst
  - WY  West Babylon
  - WI  West Islip

#### Zone 3
- **Suffolk East North**
  - CE  Centereach
  - CM  Coram
  - MD  Middle Island
  - MT  Mt. Sinai
  - PJ  Port Jefferson
  - RC  Riverhead/Calverton
  - RO  Rocky Point
  - SE  Selden
  - SB  Stony Brook

#### Zone 4
- **Suffolk East South**
  - EP  E. Patchogue/Bellport
  - HO  Holbrook
  - MR  Manorville
  - MY  Medford/Yaphank
  - NS  North Shirley
  - OB  Oakdale/Bohemia
  - PA  Patchogue
  - RK  Ronkonkoma
  - SA  Sayville
  - SS  S. Shirley/Mastic

#### Zone 5
- **Suffolk East End**
  - EE  East End

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**Updated Dec 2013**

**NASSAU COUNTY SUFFOLK COUNTY**

### Zone 1
- FL  Floral Park
- FS  Franklin Square
- GM  Garden City/Mineola
- GN  Great Neck
- NH  New Hyde Park
- PM  Pt. Washington/Manhasset
- RA  Roslyn/Albertson
- WH  West Hempstead

### Zone 2
- BD  Baldwin
- CD  Cedarhurst/Lawrence
- EL  Elmont
- FP  Freeport
- HE  Hempstead
- HW  Hewlett/Woodmere
- LB  Long Beach/Island Park
- LY  Lynbrook
- OC  Oceanside
- RC  Rockville Centre
- UN  Uniondale/Roosevelt
- VS  Valley Stream

### Zone 3
- GC  Glen Cove
- HJ  Hicksville/Jericho
- OB  Oyster Bay
- PL  Plainview
- SY  Syosset
- WB  Westbury/Carle Place

### Zone 4
- EM  East Meadow
- FA  Farmingdale
- HL  Hicksville/Levittown
- MN  Massapequa North
- MS  Massapequa South
- NB  Bellmore/N. Merrick
- SB  Bellmore/S. Merrick
- SL  S. Levittown
- WS  Wantagh/Seaford

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**East End**

- EE  East End