



# TELL LONG ISLAND READERS WHAT MAKES YOUR BUSINESS SPECIAL

WITH A COLUMN IN NEWSDAY HOMETOWN SHOPPER

## FEATURES & BENEFITS



LI FOOD & DINING (Column size: 1/2H)

**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:** Get published in multiple editions

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



MERCHANT OF THE WEEK (Column size: 1/2H)

# THE PROCESS

- 1** Sales rep must submit a completed form. 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 Editorial: Newsday Hometown Shopper, attention Barbara Fisher, editor, or email [bfisher1@newsday.com](mailto:bfisher1@newsday.com). Barbara Fisher can be reached at 631-843-2024.
- 4** Allow for a two-to-three-week turnaround time on the article, to be written and designed. It will be sent to the sales rep via email for revisions (if any), for any necessary details, for a photo if one wasn't submitted at the onset and for the sales rep's 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 the account advertises in out-of-zone areas and the sales rep's regional manager has approved additional zones or director and manager have approved it for a full run.

## Nassau & 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

# NASSAU & SUFFOLK ZONES

## NASSAU ZONES

### 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 ZONES

### 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

# MERCHANT OF THE WEEK FORM

Name of Business \_\_\_\_\_

Phone \_\_\_\_\_

Fax Number \_\_\_\_\_

Business Address \_\_\_\_\_

Website www. \_\_\_\_\_

Specialty \_\_\_\_\_

Name of Owner/Title \_\_\_\_\_

Hours \_\_\_\_\_

When was restaurant established? \_\_\_\_\_

## Sales Representative Information

Sales Rep. Name/Ext: \_\_\_\_\_

Sales Manager Name: \_\_\_\_\_

Date: \_\_\_\_\_

Photo Attached  
*Sales representative is responsible for photo.*    **Yes**     **No**

Menu Attached    **Yes**     **No**

Ad Attached    **Yes**     **No**

Editorial Use Only \_\_\_\_\_

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 \_\_\_\_\_

# LI FOOD & DINING FORM

Name of Restaurant \_\_\_\_\_

Phone \_\_\_\_\_

Fax Number \_\_\_\_\_

Restaurant Address \_\_\_\_\_

Website www. \_\_\_\_\_

Specialty \_\_\_\_\_

Name of Owner/Title \_\_\_\_\_

Hours \_\_\_\_\_

When was restaurant established? \_\_\_\_\_

## Sales Representative Information

Sales Rep. Name/Ext: \_\_\_\_\_

Sales Manager Name: \_\_\_\_\_

Date: \_\_\_\_\_

Photo Attached  
*Sales representative is responsible for photo.*    **Yes**     **No**

Menu Attached    **Yes**     **No**

Ad Attached    **Yes**     **No**

Editorial Use Only \_\_\_\_\_

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 \_\_\_\_\_

\_\_\_\_\_  
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\_\_\_\_\_  
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