

# Hometown Shopper

# 2016 CLASSIFIED RATES

Effective January 1, 2016

DIRECTORY ADS		DA1 (3.083 X .972")	DA2 (3.083 X 2.014")	DA3 (3.083 X 3.056")
		HTS	HTS	HTS
<b>Rate per Edition</b>		\$11.79	\$22.14	\$36.79
# of Editions	Discount	DA1 (Per Edition)	DA2 (Per Edition)	DA3 (Per Edition)
2-5	5%	\$11.20	\$21.03	\$34.95
6-12	10%	\$10.61	\$19.93	\$33.11
13-20	15%	\$10.02	\$18.82	\$31.27
21-35	20%	\$9.43	\$17.71	\$29.43
36-50	25%	\$8.84	\$16.61	\$27.59
51+	30%	\$8.25	\$15.50	\$25.75

MARKETPLACE & READER'S CHOICE		
		\$ Per Line/ Per Edition
<b>Front of Book</b>		\$0.57
# of Editions	Discount	Per Line/ Edition
2-5	5%	\$0.54
6-12	10%	\$0.51
13-20	15%	\$0.48
21-35	20%	\$0.46
36-50	25%	\$0.43
51+	30%	\$0.40

CLASSIFIED IN-COLUMN & LINER ADS		
		\$ Per Line/ Per Edition
<b>Back of Book</b>		\$0.43
# of Editions	Discount	Per Line/ Edition
2-5	5%	\$0.41
6-12	10%	\$0.39
13-20	15%	\$0.37
21-35	20%	\$0.34
36-50	25%	\$0.32
51+	30%	\$0.30

CLASSIFIED RECRUITMENT	
# of Editions	Per Line/ Edition
1-5	\$2.40
6-12	\$2.04
13-20	\$1.73
21-35	\$1.47
36-50	\$1.25
51+	\$1.06

PREFERRED LISTING	
Random Preferred Customer Listing	ADD 10%
Premium Preferred Customer Listing (For Hometown Shopper books 301-325 only)	ADD 25%

CLASSIFIED IN-COLUMN & LINER ADS MECHANICAL SIZES	
1 x 1	1.5 x .972"
1 x 2	1.5 x 2.014"
1 x 3	1.5 x 3.056"
1 x 4	1.5 x 4.097"
<b>BOX/BORDER/BANNER LOGO</b> Additional per line/per edition charge.	

ENHANCEMENTS	
Box/Border/Icon	Additional Per Line/ Per Edition Charge
Yellow Highlight	ADD 15%
4-Color Process	ADD 15%

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JUNE2016 CUMULUS FL-031113-30

