



The Amityville Record, Massapequa Post, Babylon Beacon and Beacon Shopper newspapers

Published every week in Print and Online by
 ACJ Communications and CJ Publishers, Inc.
 Member of the New York Press Association
 and the Press Club of Long Island

MASSAPEQUA POST
 Introducing: massapequapost.com
 People in the News
 Introducing: babylonbeacon.com
 Babylon School Board approves \$16.5 proposal community vote set for Oct

THE BEACON
 Introducing: babylonbeacon.com
 People in the News
 Introducing: massapequapost.com
 Babylon School Board approves \$16.5 proposal community vote set for Oct

Amityville Record
 Introducing: amityville record.com
 Your community newspaper is now on the world wide web
 Park Avenue construction is on schedule hopes remain for January opening

BEACON SMART SHOPPER
 65 DEER PARK AVE. • P. O. BOX 670 • BABYLON, NY • 11702 • 587-5612

Starling Decorators
 216-18 Deer Park Ave. Babylon, NY 11702
 Fancy Ads, Glimicks, Broken Promises, Misleading, Hidden Costs, Limits of Choices

ELECTROLUX
 SALE ON SELECTED MODELS + 100% FINANCING AVAILABLE
 CLEARANCE SALE
 1 ROOM FREE IN-HOME SERVICE CHECKS \$1995

August Dollar Day Sales and Specials
 Glenn F. Kiechlin's Memorial Fundraiser will be held August 12

Rose Fence Company
 MANUFACTURERS OF MAINTENANCE-FREE PVC (Vinyl) FENCING
 345 W. Sunrise Hwy. FREEPORT 223-0777
 CUSTOM WOOD • ALUMINUM • CHAIN LINK • DECKS

Employment seminar
Parrot Fanciers Club meeting
Indoor/outdoor flea market
St. Monica's Guild of Suffolk meeting

Retail and Classified Advertising Rates
 As of July 1, 2008

Check why it pays to advertise in the



www.amityvillerecord.com • www.massapequapost.com • www.babylonbeacon.com

E-MAIL: acjnews@rcn.com



Our newspapers are read by more than 45,000 people who invite the them into their homes through paid subscriptions.



Our newspapers can provide you with the unique combination of mailed circulation and free distribution advertising at one, low price.



They cover one of the most affluent areas on Long Island. The average median income of our readers is \$50,000 and home values are in the \$400,000 range.



Our newspapers have hard-hitting local news coverage and have been recognized for general excellence by the New York State Publishers Association and the Press Club of Long Island.



They are the official newspapers of the towns, villages and school districts they cover, and offer advertisers a unique combination of both mailed circulation and free distribution for the best advertising exposure possible.



Placing an ad in our newspapers shows your clients and customers that you support continued coverage of their town, their schools and their children. It shows you care and that you are making an investment in their community.

That's why the advertising impression you make to your customers dramatically improves when you place your ad in the award-winning Amityville Record, Massapequa Post and Babylon Beacon. Why not let our professional staff help you create a customized ad that will bring you solid results?

MASSAPEQUA
POST

516) 798-5100
Fax: 516-798-5296

Amityville
Record

631-264-0077
Fax: 631-264-5310

THE
BEACON

631-587-5612
Fax: 631-587-0198

THE
BEACON

SMART SHOPPER

Special Display Advertising Rates

Full Page

Post or Record	\$413*
Post & Record	\$572
Beacon	\$767
Beacon + 1	\$1025
All 3 papers	\$1180

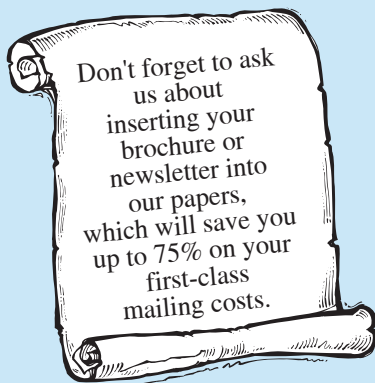
One Half Page

Post or Record	\$249
Post & Record	\$413
Beacon	\$386
Beacon + 1	\$566
All 3 papers	\$645

One Quarter Page

Post or Record	\$136
Post & Record	\$212
Beacon	\$198
Beacon + 1	\$291
All 3 papers	\$375

*All prices are net



Classified advertising rates

Classified ads are \$25 for a one-column by one-inch box ad. Approximate number of words, 20. This price includes posting your ad on all three of our internet sites. Larger ads and regional ads throughout New York State are also available.

Computing Display Advertising

The cost of an ad (excluding legal and classified advertising) is \$8.50 per column inch for the Massapequa Post or Amityville Record and \$9.50 for the Beacon. If the ad is to run in all three newspapers, the column inch rate is \$18.50. For example, an advertiser who wants an ad in the Record that is two columns wide by two inches deep, the cost would be \$8.50 x two columns (wide) = \$17 x two (inches deep) or a total cost of \$34 per week.

To run that same ad in all three papers, the cost would be \$18.50 x 2 (columns wide) = \$37.00 x two (inches deep) or a total cost of \$74.00 per week.

For discounted rates on standard sizes see separate sheet.

Online Advertising

The cost of the ad includes the price of placing your ad in all three of our websites. The ad will appear with the week's news for seven days until the next edition is posted.

Continuity Contracts

Advertisers who contract to advertise regularly are provided with additional discounts as follows:

- Six weeks of advertising - Take 5 percent off the cost of the ad.
- Thirteen weeks of advertising or more - Take 10 percent off the cost of the ad.

Circulation

The Massapequa Post is mailed weekly primarily to subscribers in Massapequa, Massapequa Park, Plainedge, South Farmingdale and Seaford. Some out-of-county, out-of-state and out-of-country subscribers also receive the newspaper.

The Amityville Record is mailed weekly primarily to subscribers in: Amityville Village, North Amityville, Copiague and Lindenhurst. Some out-of-county, out-of-state and out-of-country subscribers also receive the newspaper.

The Babylon Beacon and Smart Shopper is mailed to subscribers in Babylon Village, North Babylon, West Babylon, West Islip, Deer Park, and Lindenhurst.

In addition, the newspapers are sold and/or distributed free at more than 120 newsstands in the local readership areas.

Insertions

Advertisers can also take advantage of our low-cost mailing services by placing an insert into our newspapers, which are delivered to subscribers by the U.S. Postal Service. Call for details.

Deadlines

Space and copy deadline (no proofs) is Friday, noon.

Changes in deadline due to holidays will appear in the newspaper at least one week prior to the early deadline dates.

Policies

Not responsible for telephoned corrections that are called in after scheduled deadline.

Prices quoted include the cost of designing and producing ads that are printed in one or more of our newspapers. Advertising reservations cancelled after the ad slick is produced will result in a 20 percent charge of the full reservation price.

All advertising that simulates editorial content must be marked "Advertisement" at the top or bottom of the ad.

All political advertising must denote the individual or group paying for the ad.

The publisher is not responsible for typographical errors, nor for omissions of copy. In the event of an error, the newspaper will furnish a letter to the advertiser to be posted stating the correction, and it is agreed that the liability of this newspaper's advertising error shall be limited to the actual cost of space utilized to advertise the item which appears in error.

The advertiser is responsible for checking the newspaper for errors in the cancellation of their ads. After an ad has been canceled in writing, the newspaper will be responsible for only one incorrect insertion charge. No billing allowances will be made for further insertion errors.

Mechanical Requirements

The Massapequa Post, Amityville Record and Babylon Beacon are printed using the offset method. All camera ready artwork or Production proofs should be screened at 65 lines. Page Size is 6 columns by 14" deep = 84"

6 columns by 196 lines deep = 1,176 lines.

1 col. - 9 picas or 1 1/2"

2 col. - 19 picas or 3 1/8"

3 col. - 29 picas or 4 13/16"

4 col. - 39 picas or 6 7/16"

5 col. - 49 picas or 8 1/8"

6 col. - 60 picas or 10"

E-Mailing Camera-ready ads

PDF Files are acceptable and can be e-mailed to us at acjads@optonline.com

Other documents, such as Microsoft Word are not considered camera-ready material and may have to be redesigned by our graphic artist at no additional cost. Please note that logos and photographs should be sent separately as jpeg documents if they are not embedded into a PDF document.

Embedded photographs should be lightened to ensure clear quality in the printing process.

Bende: minimum 30% density

All prices in this brochure are effective July 1, 2008, and are subject to change on 30 days notice.

The Massapequa Post, Amityville Record, Babylon Beacon and Smart Shopper are published 52 weeks of the year by ACJ Communications, Inc., Alfred and Carolyn James, publishers.