

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

Published every week IN PRINT AND ONLINE by CJ Publishers, Inc. Member of the New York Press Association and the Press Club of Long Island

MASSAPEQUA



Serving the communities of Amityville, Copiague, North Amityville and East Massapequa since 1904

#### IN THE NEWS



### Multi Town Waste Authority gets heave-ho from the state

The long fixed, much debated and onton sontrovensial Malli Tomo Wates durborty tas finally been trashed.

Converner Andrew M. Como signed policy of the control of the cont

# COLDWELL BANKER G

### HARBOR LIGHT 90 Montauk Hwy.

Amity Harbor, NY 11701 Tel 631 842-8400 Baths, FDR, Traditional B





Condo in Snug Harbor 2 BR Barrington Unit New Kit, Din/Liv Rm 2 Baths, EIK, Loacated on Lagoon \$365,00



## PJs and books



Steel for Towers of Freedom to be blessed in



# Block party in Village reignites neighbor dispute; leads to flurry of Village summonses

Covering the South Shore from Sayville to Seaford.
Call 631-587-5612
To place an ad.
SMART
SMART
SHOPPER
August 30, 302126 September

### Inside: Mike James Day in North Amityville

#### Babylon Library youths place in Suffolk County's Battle of the Books competition!

Country's Battle of the Books competition! (very summer, Infide Country Batteries gather with terms of six ang adult players (grade as it through 't) is not their strin mettle agust selected books. Both blavey twos most be more gight books may the various with a calmination trivia challenge in August at my Front Diversity. On August 11, 28 Suffice Country blassistic triviages of any form of the competition was whether do not the final four mers. Bobyless Public Library, Batterighes Public Library, Battle source Public Chancy and Suchan Public Library. Battle to the competition of the competition of the competition of the work of Suchan same wout on to that bind plate in the competition. 30 Word, Aug. 15, the Battleton Public Library Bastleton The clay of Species has wout on to that bind plate in the competition. 30 Word, Aug. 15, the Battleton Public Library Bastlet of Trusture Observed Neally McCalery presented the team was a chairmanned to the such a such as a chair of the competition of 10 Words Neally McCalery presented the team was a chairmanned to 10 Words Neally McCalery presented the team was a chairmanned to 10 Words Neally McCalery presented the team was a chairmanned to 10 Words Neally McCalery presented the team was a chairmanned to 10 Words Neally McCalery presented the team was and achievement of 10 Words Neally McCalery presented the team was and a chairmanned to 10 Words Neally McCalery presented the team was and a chairmanned to 10 Words Neally McCalery presented the team was and a chairmanned to 10 Words Neally McCalery presented the team was and a chairmanned to 10 Words Neally McCalery presented the team was and a chairmanned to 10 Words Neally McCalery presented the team was and a chairmanned to 10 Words Neally McCalery presented to 10 Words Neally McCalery presented the team was a chairmanned to 10 Words Neally McCalery presented the team was a chair was a chair

Weel, Aug. 15, the Babrion Public Library Based of Trastru-towers Veslay McGeler generated the sease with achievement Egistes. Board Provident Frank Frantis applicated the guestie thickes for their disclostics and commissioned to the numeri-erium. Members of the visioning team were: Victoria Bassagous, E-Rijk, India Protone, Catte Francisander, Sophia Babriogna, and E-Bakith, Albertair players were: Retherine Bencirruga, Nick and State Commissioned States of the Commission of the gages. Raige Paglid, Evin Coulom, Page Deven, Benty Guerra, pp. 1969, Annu Schigt, Alexin Strevman, Karb Visited and Games der Their une was canceled by Foreg Adul Edmission Lard Luffers assistant anaches (aminer) Alex Faccilons and Emily Monus.

Owners of Farrell's in West Islip appeals ZBA decision against outdoor dining...

# annual Tuna Tournament

# Babylon still hooked on its

### Multi Town Authority gets final heave-ho from the state

Farrell's of West Islip files legal challenge against Islip ZBA decision

TREE REMOVAL FAMILY Takedowns and Trimminas

AERIAL TRUCK AVAILABLE



Massapequa Post, Amityville Record or Babylon Beacon

Call 631-608-4495 or 516-798-5100

Retail and Classified Advertising Rates As of January, 2017

# Check why it pays to advertise in the









# Your ad appears both in print and online—all for one low price!

www.amityvillerecord.com • www.massapequapost.com • www.babylonbeacon.com ADVERTISING EMAIL: acjads@optonline.net



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



Our newspapers can provide you with the unique combination of mailed circulation, free distribution and online advertising at one, low price. More than 800,000 people visit our newspapers online every month.



They cover one of the most affluent areas on Long Island. The average median income of our readers is \$80,000 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?





# Babylon BEACON 631-587-5612

The BEACON SMART SHOPPER

85 Broadway, Amityville New York 11701

# 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

Smaller ads also available

# Classified Advertising

Classified ads are \$25 for a one-column by 1-inch box ad. Approximate number of words, 20. This price includes posting your ad on all three of our internet sites.

Ask about our Regional New York State classified ads for statewide coverage



\*All prices are net

# **Computing Display Advertising**

The cost of an ad (excluding legal and classified advertising) is \$9 per column inch for the Massapequa Post or Amityville Record and \$12 for the Beacon. If the ad is to run in all three newspapers, the column inch rate is \$22. Clients that advertise in all 3 papers will receive a discount on all sizes.

# **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 25 newsstands in the local readership areas and all ads also appear on all three of our newspaper websites AT NO ADDITIONAL COST.

### **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. Proofs require an additional 24 hours notice.

## **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 12" deep = 72"

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.net

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 January, 2012, 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 CJ Publishers,Inc.

Alfred and Carolyn James, publishers.

