

# Amityville Record

Vol. 108, No. 35  
Published weekly. Entered as Periodical Postage paid at the Post Office at Amityville, New York (USPS 114-210). Copyright 1991 ACJ Communications, Inc., 85 Broadway, Amityville, NY 11701

### ing Rates As of January, 2017

# Check why it pays to advertise in the

**Amityville  
Record**  
264-0077

**MASSAPEQUA  
POST**  
NEWSPAPER  
516-798-5100

**Babylon  
BEACON**  
631-587-5612

**The  
BEACON**  
SMART SHOPPER

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

[www.amityvillerecord.com](http://www.amityvillerecord.com) • [www.massapequapost.com](http://www.massapequapost.com) • [www.babylonbeacon.com](http://www.babylonbeacon.com)

ADVERTISING EMAIL: [acjads@optonline.net](mailto: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?



**Amityville  
Record**  
264-0077

**MASSAPEQUA  
POST**  
NEWSPAPER  
516-798-5100

**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](mailto: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.

