Advertising with Times/Review Newsgroup

Newspapers | Wine Press | Supplement Publications | Online
There’s no place like the region Times/Review Newsgroup calls home. Edged by bays, beaches and Long Island Sound, carpeted by vineyards and farms, and linked by a string of charming villages along its main road, our coverage area stretches from Wading River along the entire North Fork from Riverhead, Mattituck and Southold to Shelter Island, Greenport and Orient.

From busy suburban commuters to vacationers, second-home owners and retirees — and a thriving year-round work force that serves them — it’s a region of readers who care deeply about their communities. Day in, day out, they rely on Times/Review’s reporters, photographers and editors to keep them up-to-date and informed, in print and online. We’ve been here since 1857 and we’re proud to be part of this dynamic region’s past, present and future.
our mission

Times/Review Newsgroup’s mission is to serve the communities where we live and work – publishing quality publications for quality readers. As community members ourselves, we demand the kind of service we deliver: factual, timely, concise, award-winning news coverage supported by an advertiser base that matters most to our readership.

our coverage

The Suffolk Times is the community weekly newspaper that has served the North Fork continuously since its founding in 1857. Over the years it has been the official newspaper of Southold Town, Shelter Island Town and the Incorporated Village of Greenport. The newspaper has received hundreds of awards for excellence from state and national press groups. To appreciate just how much The Suffolk Times is relied upon as the source for news and information on the North Fork, this is all you really need to know: The newspaper has unrivaled penetration on the North Fork.

The independence of the Riverhead News-Review has earned it the enmity of some political partisans and the respect of its loyal readers and advertisers. It has been honored on numerous occasions by the New York Press Association as the best community weekly newspaper in its circulation category (5,000+) and is the only newspaper devoted exclusively to Riverhead Town and its people.

The Shelter Island Reporter is the official town newspaper of this affluent community of some 2,400 year-round residents and second-home owners. The population of this Hamptons gateway swells to an estimated 10,000 on summer weekends. The Reporter has been consistently named among the best weeklies in its circulation class.

awards

Times/Review Newspapers’ First Place Awards at the 2010 New York Press Association Better Newspaper Contest:

**THE SUFFOLK TIMES**
- SPORTS COVERAGE
- BEST SPECIAL SECTION COVER
- SPECIAL HOLIDAY EDITION
- FEATURE PHOTO
  - Katharine Schroeder
- NEWS STORY
  - Tim Kelly

**RIVERHEAD NEWS-REVIEW**
- BEST EDITORIAL PAGE
  - Richard L. Stein
  - AWARD FOR OVERALL DESIGN EXCELLENCE, 2010
- FEATURE STORY
  - Vera Chinese
- BEST EDITORIAL PAGE
- HEADLINE WRITING
- SPORTS FEATURE
  - Bridget Degnan

**SHELTER ISLAND REPORTER**
- BEST EDITORIAL PAGE
  - Cara Loriz
- EDITORIAL CARTOON
  - Peter Waldner

Times/Review Newsgroup took home more awards than any other community newspaper group in the state at the New York Press Association’s annual convention.

See pages 14 and 15 for complete information on ad specs and deadlines.
newspaper advertising

Target your advertising message to the North Fork and beyond. Our 4 local news-driven websites reach from Orient Point to Wading River to around the world.

WEB SITE CONTENT:
- Daily Breaking News articles delivered via e-mail blast, Facebook & Twitter
- Forum
- Directory
- Real Estate Marketplace
- Multimedia — including photos, slideshows & videos
- Surveys and blogs

Complete your advertising package by adding a digital component.

Times/Review Newsgroup has created state-of-the-art websites that are a necessary tool to keep your business growing with the times. With traffic increasing on a daily basis, website advertising has the potential to reach unprecedented audience numbers. Our websites are the perfect place to support your print message.

e-mail marketing

Being a publisher of local news, we are in a unique position in the world of e-mail marketing.

We e-mail breaking news, daily newsletters and weekly roundups of our coverage areas.

Times/Review reaches thousands of readers digitally, many times throughout the week. We offer our advertisers this growing form of exposure at affordable rates. Contact your sales representative for more information on e-mail marketing.

display advertising

Build your business today...

- Target your market by region or specialty with our award-winning suite of newspapers and niche publications. Our market saturation and widespread distribution brings you results.
- Display campaigns can be tailored to fit your budget and goals. Our sales team will custom create a yearly print ad plan or a print campaign scheduled around your key selling cycles.
- Ad campaigns require no out-of-pocket cost for design. Our award-winning art department will create a customized ad for free. Color or black and white, coupon-style or edgy, your ad will have the highest quality design.

Contact a sales representative in your area for information on display advertising in Times/Review publications.

- Orient Point to Peconic
  Janice Robinson
  631.354.8034
  jrobinson@timesreview.com
  and
  Tina Volinski
  631.354.8053
  tvolinski@timesreview.com

- Cutchogue to Route 105
  Bill Peters
  631.354.8032
  bpeters@timesreview.com
  and
  Joseph Tumminello
  631.354.8043
  jtumminello@timesreview.com

- Shelter Island and South Fork
  Ken Allan
  631.749.1000
  sales@sireporter.com

Print advertising works. Inquire about our client testimonials — let them tell you!

ad contract benefits

A Times/Review advertising contract:
- saves you money
- increases your sales

The benefits of a Times/Review advertising contract include:
- Up to 40% discount off our regular ad rates
- Free ad design
- Free print subscription
- 12-month ad planning to better organize your campaigns

Start saving by signing a contract for any combination of our papers that can be tailored to fit your business needs.

See pages 14 and 15 for complete information on ad specs and deadlines.
We have a solution for regional advertisers: the Shoreline Group.

Offering better penetration on the East End of Long Island than The New York Times or Newsday!

From flooring and painting to plumbers, our newspaper readers and site visitors know to refer to our Service Directory ads when their homes are in need of some TLC.

### Classified Ads

Classifieds are a great way to generate lots of interest from both newspaper and online readers.

**Display or Boxed Classified Ads**

Display and boxed classified ads are priced per inch per week, with a one-inch minimum. Ads may be between one and five columns wide, with a maximum length of 12 inches. Base price includes artwork. If you prefer to supply your ad please see pages 14-15 for sizes, correct file formats and where to send your ad. For rates, call Meg at 631.354.8029.

**Deadline:** Boxed ads, Card of Thanks: 10 a.m. Tuesday, week of publication

**Deadline:** Display Classified ads: 4 p.m. Monday, week of publication

**Word Classified Ads**

Word classified ads are priced per word. Rates depend on the paper(s) in which you are placing your ad. For rates, call Meg at 631.354.8029.

**Deadline:** 10 a.m. Tuesday, week of publication

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### Service Directory Ads

Service directory ads appear each week as part of our classified section. They are useful to readers who are looking for licensed and insured local service providers. Your ad will appear in both the newspaper(s) of your choosing and on our website(s).

Base price includes artwork. For rates, call Meg at 631.354.8029.

**Single Column Service Directory Ad:**

1.875 x 2

**Double Column Service Directory Ad:**

3.855 x 2

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### Pre-Printed Inserts

4 reasons why a pre-printed insert in:

- The Suffolk Times
- Riverhead News-Review and
- Shelter Island Reporter

makes more sense than direct mail:

1. **IT ISN'T "JUNK MAIL."** A Times/Review pre-print is delivered to the homes of your existing and potential customers inside a paid-circulation newspaper.

2. **IT'S LESS EXPENSIVE.** At prices starting at pennies per home, you can't deliver an advertising circular more cost effectively.

3. **IT STANDS OUT FROM THE CROWD.** Times/Review has a policy of accepting no more than three pre-printed inserts per edition. That means your message won't be lost in the crowd.

4. **IT GETS RESULTS.** Times/Review inserts generate consumer action. A pre-printed insert demands a reader's attention.

**Insert Deadlines:**

- Reservations & printed sample to Times/Review: Friday of week prior to scheduled insert
- Delivery to printing plant: Friday at 5 p.m. of week prior to publication*
- Monday at 5 p.m. to alternate address only*
- Inserts that need folding: Tuesday by noon of preceding week*
- See page 14 for delivery addresses and additional insert specifications.

Service Directory ads come in two sizes:

**Deadlines:**

- Boxed ads, Card of Thanks: 10 a.m. Tuesday, week of publication
- Display Classified ads: 4 p.m. Monday, week of publication
- Word Classified ads: 10 a.m. Tuesday, week of publication

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**Word Classified Ads**

**Deadline:**

5 p.m. Thursday for the following week's publication

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**Service Directory Ads**

Service directory ads appear each week as part of our classified section. They are useful to readers who are looking for licensed and insured local service providers. Your ad will appear in both the newspaper(s) of your choosing and on our website(s).

Base price includes artwork. For rates, call Meg at 631.354.8029.

**Single Column Service Directory Ad:**

1.875 x 2

**Double Column Service Directory Ad:**

3.855 x 2

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See pages 14 and 15 for complete information on ad specs and deadlines.
The Long Island Wine Press is distributed not only widely across our readership areas, but at targeted locations in Manhattan, Brooklyn, western Long Island and the Hamptons. We reach over 130,000 readers annually who can’t wait for their update on the food and wine in their “backyard.” Our area is well known for its locally grown and organic food, which in turn makes our highly recognized restaurants uniquely memorable. This pairing of food and wine makes for an experience like no other and our publication recognizes that.

Contact a sales representative in your area for exact deadlines for the Long Island Wine Press and Restaurant Guide:

**MOrient Point to Peconic**
Janice Robinson
631.354.8034
jrobinson@timesreview.com

**Cutchogue to Route 105**
Bill Peters
631.354.8032
bpeters@timesreview.com

**Route 105 to Wading River**
Joseph Tumminello
631.354.8043
jtumminello@timesreview.com

**Shelter Island and the South Fork**
Ken Allan
631.749.1000
sales@sireporter.com

DEADLINES:

**SPRING ISSUE**
LONG ISLAND WINE PRESS:
Ads due the first week in March for first week in April issue

**SUMMER ISSUE**
LONG ISLAND WINE PRESS:
Ads due the first week in June for first week in July issue

**FALL/WINTER ISSUE**
LONG ISLAND WINE PRESS:
Ads due the first week in September for first week in October issue

Times/Review Newsgroup has been publishing the Long Island Wine Press since the local wine industry was in its infancy. In its evolution from newsprint tabloid to glossy magazine, it has never lost sight of its unique purpose: to convey in words and pictures the endless fascination and beauty of Long Island’s wine country.

DEADLINES:

**SPRING ISSUE**
LONG ISLAND WINE PRESS:
Ads due the first week in March for first week in April issue

**SUMMER ISSUE**
LONG ISLAND WINE PRESS:
Ads due the first week in June for first week in July issue

**FALL/WINTER ISSUE**
LONG ISLAND WINE PRESS:
Ads due the first week in September for first week in October issue

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Times/Review Newsgroup | 631.298.3200 | 7785 Main Road, P.O. Box 1500, Mattituck, NY 11952 | www.timesreview.com

See pages 14 and 15 for complete information on ad specs and deadlines.
supplement publications

Times/Review Newsgroup offers a suite of special publications that appeal to a broad range of readers and advertisers throughout the year.

Our niche publications are enlivened by colorful photography, along with handy directories of local goods and services readers will refer to again and again. Our lineup includes Senior Sourcebook, Annual Report on North Fork Business, Home & Garden and North Fork & Shelter Island Vacation Guide.

We also publish comprehensive illustrated guides to the most exciting annual events in our area, including the Maritime Festival and the Shelter Island 10K.

Contact a Times/Review sales representative in your area:
- Orient Point to Peconic: Janice Robinson | 631.354.8034 jrobinson@timesreview.com
- and
- Tina Volinski | 631.354.8053 tvolinski@timesreview.com
- Cutchogue to Route 105
  - Bill Peters | 631.354.8032 bpeters@timesreview.com
  - Route 105 to Wading River
  - Joe Tumminello | 631.354.8043 jtumminello@timesreview.com
- and
- Shelter Island and the South Fork
  - Ken Allan | 631.749.1000 sales@sireporter.com

Annual Report
ISSUED: February
DISTRIBUTION: Inserted in The Suffolk Times and the Riverhead News-Review.

The Annual Report gives in-depth coverage of the North Fork business scene and profiles of new and established businesses. Free business profiles are written for advertisers with information you provide.

Senior Source Book
ISSUED: Early March
DISTRIBUTION: Inserted in all three Times/Review newspapers plus additional distribution at select locations when ‘snowbirds’ return in the spring.

This is the senior’s essential guide to living well from Wading River to Orient. Our readership includes a large retirement population and Senior Source Book has proven to be indispensable to them through the year.

Home & Garden
ISSUED: Mid April
DISTRIBUTION: Inserted in all three Times/Review newspapers.

Tell our readers how your business can improve their homes, yards and lives. Home and Garden features articles about gardening, home improvement, decorating, design, home ownership and more.

Shelter Island Phone Book
ISSUED: For Memorial Day
DISTRIBUTION: Distributed to all residents of Shelter Island.

The Shelter Island Phone Book will be the first source Islanders turn to — whether they’re looking specifically for your business or searching by category for your type of business. The Shelter Island market includes some of the most affluent professionals and senior citizens on the East End.

Vacation Guide
ISSUED: With the Memorial Day issue
DISTRIBUTION: 5,000 distributed across the North and South Forks and Suffolk County.

This is the complete guide to art galleries, wineries, dining, lodging, farmstands, events and activities happening during the summer season.

Shelter Island 10K Journal
ISSUED: Mid June
DISTRIBUTION: Inserted in the Shelter Island Reporter with additional distribution to local stores and over a thousand race participants.

Attracting thousands, this event seeks to continue its tradition of excellence and fun by drawing the running enthusiast as well as the elite of the running world. A prize-winning publication is the 10K Journal will be donated directly to the East End Seaport Museum.

Health & Fitness
ISSUED: Early September
DISTRIBUTION: Inserted in all three Times/Review newspapers.

Help your customers start the New Year of health. Our Health & Fitness guide appears in the first issue of the year and is full of practical advice on eating right, keeping fit and looking great. Don’t miss this chance to reach the health-conscious consumer — one of the fastest growing market segments.

Holiday Guide
ISSUED: Mid November
DISTRIBUTION: Inserted in all three Times/Review newspapers.

This prize-winning publication is a valuable resource that readers refer to for holiday gifts, decorating, dining, lodging, entertaining, holiday events and promotes the business-friendly Shopping Week.

See pages 14 and 15 for complete information on ad specs and deadlines.

Between Annual Report in February and the Holiday Guide in November, our readers are treated to interesting and useful features all year.

Times/Review offers a free ad planner that makes organizing your ad campaign for the year simple. It contains deadlines and information for the publications you are interested in. Ask your sales representative for an ad planner and say goodbye to missed opportunities.
print ad specifications

PRINT FILE FORMATS:
Ads must be submitted in the following format only: Adobe Acrobat PDF
(but be sure to embed all fonts (not subset). PDF version should be 1.3 Acrobat 4.x and PDF- 
PA export compliant. We will send distiller settings if requested.

NOTE: Ads created in Microsoft Word, Excel, PageMaker, PowerPoint or Adobe Publisher are not acceptable and must be re-created to our specs with OUR FONTS. Hard copy should be included for reference. Ads not conforming to these specifications will need to be re-created in-house. Exact duplication cannot be guaranteed.

IMPORTANT: For proper pdf display ad file creation:
We cannot guarantee the print quality of files not following the specified formats:
To ensure quality and errorproof output it is very important to create your PDF by creat- 
ing a postscript file or eps then running that file through Distiller. PDFs created directly 
out of a program or with Mac OS X’s built in PDF abilities are fine for viewing on screen, 
home printing or web, but not high-end printing.
• Do not include color graphics or text in black and white ads (RGB, CMYK or Pan- 
tone) especially in PDFs.

CUSTOMER SUPPLIED ART AND COPY FOR ADS BEING CREATED BY OUR ART 
DEPARTMENT:
Materials for ads must be in house by 3 p.m. Friday, the week before publication as follows:
• Photographs, logos or graphics are acceptable in TIFF, JPEG or EPS formats.
• Line art should be 1200 DPI, black and white or color photographs at least 300 DPI at 100%. (Photographs or art from websites, unless otherwise specified, are 72 DPI, usu- 
ally copyright protected and unacceptable.)
• Text can be submitted in Microsoft Word or as SimpleText or ASCII TEXT or text pasted 
into an e-mail.

SHORELINE AD SIZES
3 separate files must be submitted for each Shoreline ad and submitted to 2 different e-mail addresses. Please contact your sales rep for a separate Shoreline ad specification sheet.

Shelter Island Phone Book Ad Sizes
FULL PAGE
• Full page
0.3875" (w) x 6.25" (h)
QUARTER PAGE
• Quarter vertical
0.1875" (w) x 3.0625" (h)
HALF PAGE
• Half-page horizontal
0.3875" (w) x 3.0625" (h)

CLASSIFIED DISPLAY AD SIZES
Display classified ads are priced per inch per week, in quarter-inch increments, with a one-inch minimum. Ads may be between one and five-columns wide, with a maximum length of 12 inches. Base price includes artwork.
• 1 Col: 1.875" wide
• 2 Col: 3.855" wide
• 3 Col: 5.81" wide
• 5 Col: 9.75" wide

SERVICE DIRECTORY AD SIZES
Service directory ads appear in Newspaper Classified sections
SINGLE
• 1.875" (w) x 2" (h)
DOUBLE
• 3.855" (w) x 2" (h)

SUPPLEMENT DISPLAY AD SIZES (HALF-TAB)
Wine Press and niche publications (excluding Holiday Guide and Annual Report)
FULL PAGE
• Full page
0.75" (w) x 1.0" (h)
HALF PAGES (H)
• Half vertical
0.75" (w) x 0.625" (h)
• Half horizontal
0.75" (w) x 0.625" (h)
QUARTER PAGE
• Quarter vertical
0.3875" (w) x 0.3125" (h)
• Quarter horizontal
0.3875" (w) x 0.3125" (h)
EIGHTH PAGE
• Eighth horizontal
0.3875" (w) x 0.25" (h)

CLASSIFIED PRINT AD SIZES
Display classified ads are priced per inch per week, in quarter-inch increments, with a one-inch minimum. Ads may be between one and five-columns wide, with a maximum length of 12 inches. Base price includes artwork.
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• 5 Col: 9.75" wide

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SHELTER ISLAND PHONE BOOK AD SIZES
FULL PAGE
• Full page
0.3875" (w) x 6.25" (h)
QUARTER PAGE
• Quarter vertical
0.1875" (w) x 3.0625" (h)
HALF PAGE
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jrobinson@timesreview.com  
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tvolinski@timesreview.com

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