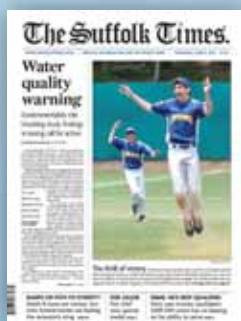


Advertising with Times/Review Newsgroup

Newspapers



Wine Press



Supplement Publications



Online



our home

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.



C O N T E N T S

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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.



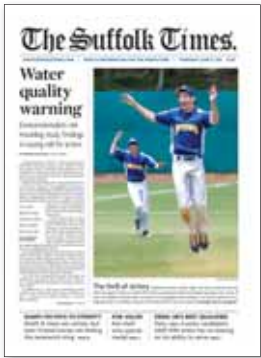
Our vision is to offer specific information to a discerning consumer: the residents of Long Island's North Fork and Shelter Island.

Publishing since 1857, The Suffolk Times is a model of journalistic excellence replicated by the Riverhead News-Review and the Shelter Island Reporter. We also provide community visitors and residents with complementary guides and supplements highlighting our regional strengths.

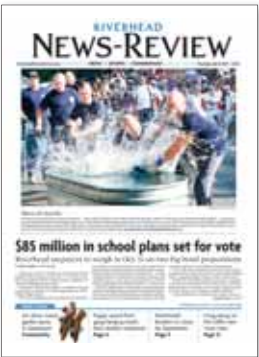
Our editors, artists, writers, columnists and correspondents share the responsibility of searching for what's going on, guided by the concerns and interests of our readers. Our advertisers offer the where and when. The result is a perfect partnership and the most comprehensive presentation of it every week to an intensely loyal readership.

TimesReview
Newsgroup

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
- SPOT NEWS COVERAGE
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.

website advertising



 **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.


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.

WEBSITE 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

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.

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



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

- | | |
|---|---|
| <ul style="list-style-type: none"> ▪ Orient Point to Peconic
Janice Robinson
631.354.8034
jrobinson@timesreview.com | <ul style="list-style-type: none"> ▪ Cutchogue to Route 105
Bill Peters
631.354.8032
bpeters@timesreview.com |
| <p>and</p> <p>Tina Volinski
631.354.8053
tvolinski@timesreview.com</p> | <ul style="list-style-type: none"> ▪ Route 105 to Wading River
Joseph Tumminello
631.354.8043
jtumminello@timesreview.com ▪ Shelter Island and South Fork
Ken Allan
631.749.1000
sales@sireporter.com |

ad contract benefits

A Times/Review advertising contract:

- ▶ saves you money and
- ▶ increases your sales



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

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
- Free business profile

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

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

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**.

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

Service Directory ads come in two sizes:

**Single Column
Service Directory Ad:**

1.875 x 2
ACTUAL SIZE

**Double Column
Service Directory Ad:**


3.855 x 2
ACTUAL SIZE

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

the shoreline group

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



 We have a solution for regional advertisers: the Shoreline Group.

With approximately 125,000 readers each week, the Shoreline Group offers a single buy covering one of the country's most desirable marketplaces: the Hamptons, North Fork Wine Country and Shelter Island. Contact your sales representative for detailed information about advertising in the Shoreline area.

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.

the wine press & restaurant guide

Spring, summer and fall/winter, each of the three annual issues of the Long Island Wine Press is eagerly snapped up and read cover-to-cover by thousands of tourists, day-trippers and locals.



Every issue of the Long Island Wine Press is filled with beautiful color photos, in-depth features, event listings, a winery guide and map, wedding guide, wine list, recent awards and tasting notes on new releases. Add dining, lodging, travel, tour and real estate guides and it's easy to see why the Long Island Wine Press is a must-have for visitors.

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.

The award-winning Long Island Wine Press is the only publication offering comprehensive coverage of the wineries and vineyards of Long Island.

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.



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



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

■ **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**
Joseph Tumminello
631.354.8043
jtumminello@timesreview.com

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

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.

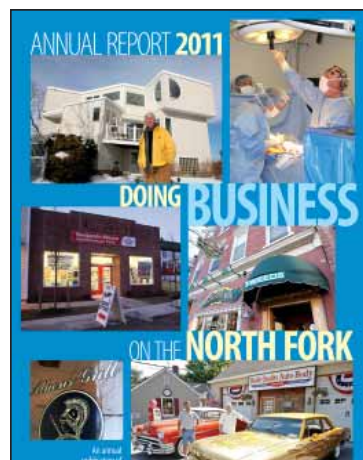
We also publish comprehensive illustrated guides to the most exciting annual events in our area, including the Maritime Festival and the Shelter Island 10K.

Contact a Times/Review sales representative in your area:

- **Orient Point to Peconic:**
Janice Robinson | 631.354.8034
jrobinson@timesreview.com
- **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
- **Shelter Island and the South Fork**
Ken Allan | 631.749.1000
sales@sireporter.com

and

Tina Volinski | 631.354.8053
tvolinski@timesreview.com



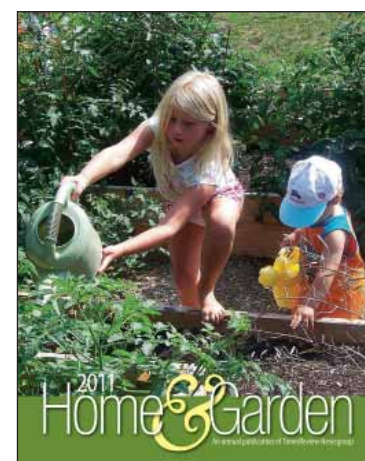
Annual Report

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

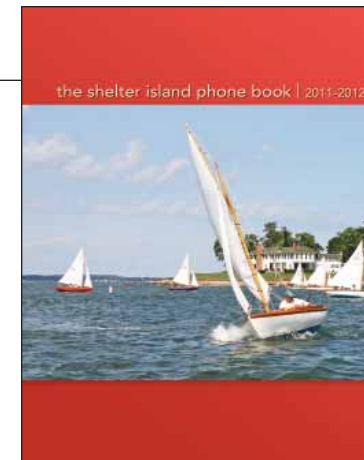
ISSUED: Early March
DISTRIBUTION: Inserted in all three Times/Review newspapers plus additional distribution at select locations when 'snowbirds' return in the spring.
This is the senior's essential guide to living well from Wading River to Orient. Our readership includes a large retirement population 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.

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.



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: 50,000 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.



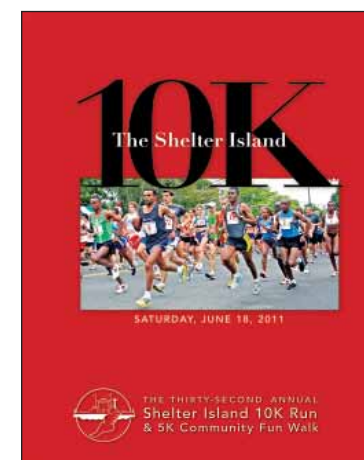
Maritime Festival Journal

ISSUED: Mid September
DISTRIBUTION: Inserted in all three Times/Review newspapers plus distribution at the festival.
Don't miss the boat! Thousands of people attend the Maritime Festival and use the journal every year. Reach over 40,000 readers. A portion of the proceeds from the journal will be donated directly to the East End Seaport Museum.



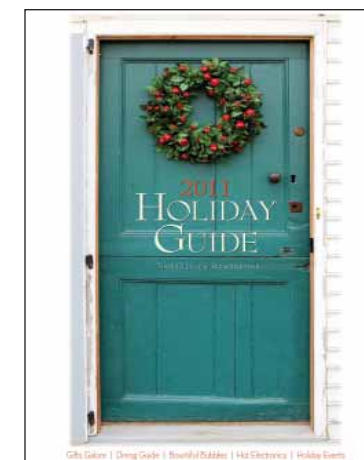
Health & Fitness

ISSUED: Early September
DISTRIBUTION: Inserted in all three Times/Review newspapers.
Help your customers start the New Year off right. 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.



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 significant portion of the journal proceeds go directly to several local charities.



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.

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

advertisers

ART The Arts in Southold Town boltax.gallery Cecily's Love Lane Gallery DeCordova Gallery East End Arts Council Greenport Gallery Walk Grenning Gallery Old Town Art & Crafts Guild Olive Reich Art Studio/ Gallery The Sirens' Song Gallery The South Street Gallery & Framers Winter Harbor Gallery Wish Rock Studio	FITNESS Aerial Fitness & Natural Wellness Center The Body Mechanic The Body Shop Fitness Advantage Heidi Fokine Yoga The Giving Room Gleason's Gym Intense Fitness of Rocky Point North Fork Fun-N-Fitness Plates by Suzette Planet Fitness Elyse A. Ray Shelter Island Yoga and Fitness Ultimate Fitness East Wading River Health Club Wading River Physical Therapy	Eastern Long Island Hematology Eastern Long Island Hospital Echo Optical First Choice Medical Dr. James Hinsch Island Urgent Medical Dr. Lawrence Kelly Dr. Frank Kestler Dr. Jeffrey Kraushaar Long Island Bone & Joint Mather Hospital Mattituck-Laurel Veterinary Hospital Maximum Performance Physical Therapy McGuire's Hearing Aids New York Spine and Brain Surgery North Fork Animal Hospital North Fork Family Medicine North Fork Physical Therapy North Fork Optical North Fork Podiatry North Shore Urology Antoinette Notaro, MD Orthopedic Associates Dr. David Pascoe Peconic Bay Medical Center Peconic Facial Plastic Surgery Peconic Regional Hematology Precision Screening Release and Balance Chiropractic Riverhead Care Center St. Charles Hospital St. Francis Hospital San Simeon by the Sound Shelter Island Family Medicine Smart Physical Therapy Southold Chiropractic Southold Family Medicine Lee Staebler, PT Total Dental Care Twin Forks Hematology Wading River Family Medicine Wading River Physical Therapy Winthrop University Medical Center	INSTITUTIONS Brookhaven National Laboratory East End Arts Council Island Gift of Life Foundation Keyspan Energy League of Women Voters Long Island Power Authority Long Island University Mashomack Preserve North Fork Breast Health Coalition North Fork Environmental Council Stony Brook University Suffolk Community College	PLACES OF WORSHIP Baiting Hollow Congregational Church Congregation Tifereth Israel First Universalist Church of Southold Mattituck Presbyterian Church North Fork Reform Synagogue Our Lady of the Isle Parish Our Redeemer Lutheran Church St. Anselm's Episcopal Church St. John's the Evangelist R.C. Church Southold First Presbyterian Church Temple Israel of Riverhead Union Chapel in the Grove	Haiku Jamesport Manor Inn Kyle's La Plage Legends Lenny's of Jamesport Luce & Hawkins The Lobster Roll Restaurant "Northside" Main Street Grill Meeting House Creek Inn Michael Anthony's Modern Snack Bar Noah's Restaurant O'Mally's Old Mill Inn Olde Country Inn Orient by the Sea Pagano's Parto's Italian Restaurant Peconic Bay Diner Pepi's Planet Bliss Porto Bello Red Rooster The Roadhouse Sakura Scrimshaw Skipper's Soundview Restaurant Southold Fish Market Stonewalls Sushi One Sweet Tomato's Touch of Venice Townsend Manor Inn Tweeds Restaurant The Village Cheese Shop	THEATERS Bay Street Theatre North Fork Community Theatre Staller Center Vail-Leavitt Music Hall	
AUTO DEALERS Apple Honda Buzz Chew Chevrolet- Cadillac Eagle Auto Mall Long Island Jeep Dealers Lucas Ford Mullen Motors NYLI Honda Dealers Otis Ford Riverhead Auto Mall Riverhead Bay Motors Riverhead Dodge Riverhead Ford Lincoln Mercury Riverhead Toyota Storms Motors	FUNERAL HOMES Coster-Heppner Funeral Home O.B. Davis Funeral Home DeFriest-Grattan Funeral Homes Horton-Mathie Funeral Home	GARDEN CENTERS Bay View Farm & Market Beds and Borders Carl's Equipment Chick's Southold Agway Colorful Gardens Garden Fusion The Glass Greenhouse Grady Riley Gardens Greenland Family Farms Landscape Adventure L.I. Cauliflower Association Ornamental Plantings Shade Trees Nursery & Garden Center Talmage Agway Trimble's of Corchaug Ver Der Ber's Garden Center Whitmore's	LAW Rudolph Bruer Jennifer Gould Christian Hart Twomey, Latham, Shea, Kelley, Dubin & Quartararo Westervelt & Rea Wickham, Bressler, Gordon & Geasa	LIQUORS/BEERS Claudio's Wine and Liquors The Grape Cellar Greenport Harbor Brewing Company Greenport Wines & Liquors Mattituck Spirit Shoppe Michaels Wines & Liquors Riverhead Beverage Showcase Wine & Liquor Thrifty Beverage Wine Depot Wine Mart	REAL ESTATE Beninati Associates Brown Harris Stevens Century 21 Albertson Cifarelli Group Coldwell Banker Bagshaw Colony Realty Corcoran Group Real Estate Frederick L. Dinkel Real Estate Daniel Gale Sotheby's Georgiana Ketcham Griffing & Collins Lewis & Nickles Thomas J. McCarthy Real Estate Prudential Douglas Elliman RE/MAX Andrew Stype Realty Edwin Fishel Tuccio Real Estate Town and Country Real Estate Wein Realty	RETAIL Barth's Drug Store Bridal Tuxedo of Shoreham California Closets Creations by Lisa DiAngela Leather Duo Ecolin Jewelers Eagle's Neck Paddling Co. Gifts Unlimited Gingerbread University Impulse Boutique Jen Wear Plus Jet's Dream Kharma The Market Long Island Cauliflower Association P.C. Richard & Sons Preston's Gallery Riverhead Gold and Diamond Robert's Jewelers Rocky Point Jewelers Schenck Quick Stop Tanger Factory Outlet Center	TRADES A-1 Auto Body Carrick's Tree Service Chris Mohr Landscaping D & S Automotive Dryer Vent Wizard Erich Auto Body Falkowski-Smith Fine Care Landscaping Flanders Heating & Air Conditioning GNS Mermaid Water Systems Alan Hubbard Kaiser Maintenance Kolb Mechanical Jason C. Leonard Long Island Custom Modular North Fork Fence North Shore Exterminating Ron Morizzo Kitchens & Baths Patriot Contracting Corp. Peconic Electric Pine Oaks Landscaping Rich's Quality Auto Shore Electric Sound Side Landscaping Starlite Auto Body Suffolk Security Systems Twin Forks Overhead Doors Twin Peaks Geeks
BEAUTY SALONS/SPAS A Cut Above Angel Tips Nail Spa Blue Sage Day Spa Eastern Sun Holistic Health Greenporter Hotel & Spa JBS Salon Juvenest Medical Spa Michelle's Beauty Salon New Beginnings Salon Paul Izak Salon and Day Spa Quintessentials B & B & Spa Robert James Salon & Spa Salon Dei Capelli Spa at the Inn at East Wind Studio 48 Trendsetter by Camille umassage	GOLF Baiting Hollow Club Calverton Links Island's End Golf Course Long Island National Golf The Woods at Cherry Creek	HOME At Home Decorating & Gift Shop The Awning Company Inc. Cabinets Plus Calendar Sunrooms Canine Control Company Carpet Express Complement the Chef Designer Kitchens East East End Awning East End Tile & Carpet Elmer's Custom Amish Furniture Gail's Upholstery Goldin Furniture Hampton Interiors Hart's True Value Hardware Island Shelters Inc. Kaufman Allied Knotted Dreams Marjam Supply Company Portmanteaux Originals Riverhead Building Supply 1670 House Southold Ace Hardware Tile by Design Van Kemenade Verbena Gifts Wallace Design Center White's Hardware Wood Kingdom Wondrous Window Designs	LODGING Cedar House on Sound B & B Dering Harbor Inn Drossos Motel Heron Suites Bay Hotel & Marina Indigo Hotel The Inn at East Wind Pridwin Hotel Sanino Vineyard Bed & Breakfast Sound View Inn Southold Beach Motel Stirling House Bed & Breakfast Sunset Beach Hotel Townsend Manor Inn	RESTAURANTS A Lure A Touch of Venice aMano Andy's Unbelievable Burgers & Seafood Athens Grill The Bayview Inn Billy's by the Bay The Birchwood Blackwells Blue Duck Bakery Buoy One Bruce's Cafe The Cheese Emporium Cheesy Charlie's Claudio's Restaurant Cliff's Elbow Room & Elbow Too Chowder Pot Pub Cooperage Inn Country Corner Cafe Crabby Jerry's The Cutchogue Diner Desmond's Digger O'Dell's The Dory Elbow East Erik's Farm Country Kitchen Fisherman's Rest Four Doors Down Founders Tavern Front Street Station Funcho's Fajita Grill Giorgio's Greenporter Hotel - La Cuvee Hizir Baba Hellenic Snack Bar & Restaurant	SCHOOLS Arthur Murray Dance Studio Bishop McGann Mercy High School Ecumenical Nursery School Dance Center of Mattituck Footsteps to Learning Harbor Country Day School Let's Dance Lyrical Children Preschool Fisherman's Rest Main Stage Dance Academy Maritime Day School McGann Mercy High School North Fork Academy of Dance Our Lady of Mercy Riverhead Country Day School Saint John's Preschool The Stony Brook School	VINEYARDS/WINERIES Ackerly Pond Vineyards Baiting Hollow Farm Vineyard Bedell Cellars Bella Vita Vineyard Castello di Borghese Channing Daughters Corey Creek Diliberto Winery Duck Walk Vineyards Grapes of Roth Jason's Vineyard Laurel Lake Vineyards Lenz Winery Lieb Family Cellars Macari Vineyards Martha Clara Vineyards Osprey's Dominion Vineyards Palmer Vineyards Paumanok Vineyards Peconic Bay Winery Pellegrini Vineyards Pindar Vineyard Pugliese Vineyards Raphael Roanoke Vineyards Sherwood House Vineyards Shinn Estate Vineyards Sparkling Pointe Vineyard 48	

circulation & demographics

SUFFOLK TIMES	2011/2012 AVERAGE	8/30/2012	WEB
unique monthly web visitors:			over 22,000
monthly page views:			over 200,000
DEMOGRAPHICS			
population:			*over 22,000 residents 55% female / 45% male
average age:			43
average combined household income:			\$60,000

NEWS-REVIEW	2011/2012 AVERAGE	8/30/12	WEB
unique monthly web visitors:			over 20,000
monthly page views:			over 170,000
DEMOGRAPHICS			
population:			*over 30,000 residents 54% female / 46% male
average age:			40
average combined household income:			\$58,000

SHELTER ISLAND REPORTER	2011/2012 AVERAGE	8/30/12	WEB
unique monthly web visitors:			over 7,500
monthly page views:			over 50,000
DEMOGRAPHICS			
population:			*over 2,200 residents 53% female / 47% male
average age:			48
average combined household income:			\$70,000

Print statistics are from the 2011-2012 statement of ownership. Web statistics are from the fall of 2012.
*There is a significant increase in population during peak seasons.

ad deadlines

WEEKLY NEWSPAPER ADS:

Suffolk Times, News-Review, Shelter Island Reporter, Shoreline ads:

• **Space reservations & copy:**
4 p.m. Monday. (C.O.D. due.)

• **Customer-supplied digital ads:**
Completed press-ready digital ad files must be submitted to the Art Department before Monday, 4 p.m. of the week of publication.

SERVICE DIRECTORY ADS

- **Space Reservation:**
5 p.m. Thursday for the following week's publication
- **Customer-supplied digital ads:**
3 p.m. Monday for that week's publication

CLASSIFIED WORD ADS & CARD OF THANKS:

10 a.m. Tuesday for that week's publication

NICHE PUBLICATION ADS:

Contact your sales rep for deadline information for the publication in which you would like to appear

PRE-PRINTED INSERTS:

- **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 only at 5 p.m. to Shirley location (See address below.)
- **Inserts that need folding:**
Tuesday by noon of preceding week

print ad specifications

PRINT FILE FORMATS:

Ads must be supplied in the following format only: Adobe Acrobat PDF (be sure to embed all fonts (not subset). PDF version should be 1.3 Acrobat 4.x. and PD-FX1a compliant. We will send distiller settings if requested.

NOTE: Ads created in Microsoft Word, Excel, PageMaker, PowerPoint or Microsoft 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 can not guarantee the print quality of files not created to the following specs:

- To ensure quality and errorproof output it is very important to create your PDF by creating 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 Pantone) especially in PDFs.
- Color graphics or text in four-color ads must be CMYK. RGB is not acceptable.
- Never use Rich Black. Use standard/100% black in all ads.
- Supplied Adobe Illustrator files must have all fonts outlined.
- Photoshop files must be supplied flattened.
- Please create ad to exact size with a 1 point rule (no heavy borders, all reverse ads or ads without borders (except full page ads).

NEWSPAPER AD SIZES (TABLOID)

Suffolk Times, Riverhead News-Review, Shelter Island Reporter, Holiday Guide and Annual Report:

FULL PAGE	QUARTER PAGES	EIGHTH PAGES
• (4 columns): 9.75" (w) x 13.75" (h)	• Quarter long (1 column): 2.25" (w) x 13.75" (h)	• Eighth vertical (1 column): 2.25" (w) x 6.75" (h)
HALF PAGES	• Quarter vertical (2 columns): 4.75" (w) x 6.75" (h)	• Eighth horizontal (2 columns): 4.75" (w) x 3.25" (h)
• Half long (2 columns): 4.75" (w) x 13.75" (h)	• Quarter horizontal (3 columns): 7.25" (w) x 4.5" (h)	SIXTEENTH PAGES
• Half 3x9 (3 columns): 7.25" (w) x 9" (h)	SIXTH PAGE	• Sixteenth vertical (1 column): 2.25" (w) x 3.25" (h)
• Half horizontal (4 columns): 9.75" (w) x 6.75" (h)	• Sixth (2 columns): 4.75" (w) x 4.5" (h)	• Sixteenth horizontal (2 columns): 4.75" (w) x 1.5" (h)

SUPPLEMENT DISPLAY AD SIZES (HALF-TAB)

Wine Press and niche publications (excluding Holiday Guide and Annual Report)

FULL PAGE	HALF PAGES (H)	QUARTER PAGE
• Full page 7.25" (w) x 9.55" (h)	• Half horizontal 7.25" (w) x 4.625" (h)	• Quarter-vertical 3.5" (w) x 4.625" (h)
	• Half vertical 3.5" (w) x 9.5" (h)	EIGHTH PAGE
		• Eighth horizontal 3.5" (w) x 2.2" (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	• 3 Col: 5.81" wide	• 5 Col: 9.75" wide
• 2 Col: 3.855" wide	• 4 Col: 7.78" wide	

SERVICE DIRECTORY AD SIZES

Service directory ads appear in newspaper Classified sections

SINGLE	DOUBLE
• 1.875" (w) x 2" (h)	• 3.855" (w) x 2" (h)

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	QUARTER PAGES
• Full page 3.875" (w) x 6.25" (h)	• Quarter vertical 1.875" (w) x 3.0625" (h)
HALF PAGE	• Quarter horizontal 3.875" (w) x 1.5" (h)
• Half-page horizontal (w) x 3.0625" (h)	

where to send your ad files

ALL PRINT ADS:

Press-ready digital ads files must be e-mailed to the Art Department: art@timesreview.com. Please include the name of ad account in the subject line.

For files larger than 8 mb, contact us for FTP information. Ads and copy can also be sent on a CD or DVD disk.

ALL WEB ADS:

E-mail web ad files to both of the following e-mail addresses:

kendra@timesreview.com and art@timesreview.com

web ad specifications

- | | | |
|---|---|--|
| – Acceptable file formats: GIF, JPG, PNG, SWF, FLA native | – Maximum Image Size, 40K | – Animated GIF or PNG format, 3x loop limit. One URL per ad unit |
| – All colors saved in RGB for web | – Flash format, 30-second animation max | – Maximum Flash Size, 40K |

pre-printed insert specifications

Insert delivery information

■ **Atlantic Color Corporation**
Accepting deliveries
Tuesday – Friday only
8 a.m. - 9 p.m.
861 Horseblock Road
Yaphank, NY 11980
631.924.3361
Attn: Nancy or Linda
or

■ **Mid-Atlantic Graphics**
Accepting deliveries
Monday only
14 Ramsey Road
Shirley, NY 11967
631.345.3800

Insert specifications and policies

1. Maximum size for inserts is 12" high x 10.5" wide. The preferred format is skids shrink-wrapped with loose inserts inside. No straps on bundles please.
 2. Must meet all postal requirements. Must NOT be designed for mailing with a first-, third- or fourth-class mailing imprint.
 3. To ascertain content and weight, Times/Review must review a copy of the insert no later than Friday of the week prior to the scheduled insert date. Times/Review reserves the right to adjust the rate for heavy-stock inserts or reject any advertising, insert and/or supplement that does not meet U.S. Postal Service requirements or Times/Review Newspapers' copy standards and policies.
 4. Inserts may not carry paid advertising from third parties.
 5. Inserts may not be designed to resemble Times/Review editorial content.
 6. Times/Review policy limits the number of inserts to three per paper.
- Times/Review Newspapers' insert policies must follow U.S. Postal Service regulations and standards so as not to place our mailing permit in jeopardy. Additionally, we must consider the impact of inserts' weight on mailing costs, the physical effect they have on the newspaper itself, the mechanical limitations of our printing plant and the need to assure timely delivery. A policy sheet is available from your salesperson.

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, usually copyright protected and unacceptable.)
- **Text** can be submitted in Microsoft Word or as SimpleText or ASCII TEXT or text pasted into an e-mail.

contact us

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

■ *Shelter Island and the South Fork*



Ken Allan
631.749.1000
sales@sireporter.com

Times/Review Newsgroup

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