

2007-2008

MERRICK LIFE

DISPLAY ADVERTISING RATES

Ad Size	1x	4x	8x	13x	26x	39x	52x
*Full Page	\$627.20	523.60	476.00	442.40	366.80	350.00	338.80
3/4 Page	\$470.40	392.70	357.00	331.80	275.10	262.50	254.10
2/3 Page	\$403.20	336.70	306.00	284.40	235.80	225.00	217.80
**1/2 Page	\$313.60	261.80	238.00	221.20	182.00	175.00	169.40
1/3 Page	\$289.80	198.90	176.40	164.70	127.80	125.10	121.50
1/4 Page	\$225.40	154.00	137.90	128.10	99.40	97.30	94.50
1/5 Page	\$161.00	110.50	98.50	91.50	71.00	69.50	67.50
1/6 Page	\$140.90	96.70	86.20	80.05	62.15	60.80	59.05
1/8 Page	\$112.70	77.35	68.95	64.05	49.70	48.65	47.25
1/12 Page	\$72.45	49.75	44.35	41.20	31.95	31.30	30.40
1/16 Page	\$56.35	38.70	34.50	32.05	24.85	24.35	23.65

2007-2008

10% DISCOUNT

MERRICK & BELLMORE

Ad Size	1x	4x	8x	13x	26x	39x	52x
*Full Page	\$1088.64	912.24	816.48	773.64	640.08	614.88	597.24
3/4 Page	\$816.48	684.18	612.36	580.23	480.06	461.16	447.93
2/3 Page	\$699.84	586.44	524.88	497.34	411.48	395.28	383.94
**1/2 Page	\$544.32	456.44	408.88	386.82	318.78	307.44	298.62
1/3 Page	\$496.53	338.58	306.18	284.31	221.94	215.46	209.79
1/4 Page	\$386.19	262.71	238.77	221.13	172.94	167.58	163.17
1/5 Page	\$275.38	188.10	170.55	157.95	123.30	119.70	116.55
1/6 Page	\$241.09	164.61	149.55	138.19	107.91	104.71	101.97
1/8 Page	\$193.09	131.67	119.38	110.56	86.31	83.79	81.58
1/12 Page	\$124.15	84.64	76.77	71.10	55.48	53.91	52.47
1/16 Page	\$96.52	65.88	59.71	55.30	43.15	41.94	40.81

2007-2008

10% DISCOUNT

MERRICK & WANTAGH-SEAFORD

Ad Size	1x	4x	8x	13x	26x	39x	52x
*Full Page	\$1071.00	864.36	796.32	738.36	630.00	609.84	587.16
3/4 Page	\$803.25	648.27	597.24	553.77	472.50	457.38	440.37
2/3 Page	\$688.50	555.66	511.92	474.66	405.00	392.04	377.46
**1/2 Page	\$535.50	432.18	398.16	369.18	313.74	304.92	293.58
1/3 Page	\$481.95	319.95	294.03	272.97	221.13	214.35	206.55
1/4 Page	\$374.85	248.22	229.32	212.31	171.99	166.95	160.65
1/5 Page	\$267.75	177.75	163.80	151.65	122.85	119.25	114.75
1/6 Page	\$234.31	155.56	143.32	132.70	107.50	104.35	100.39
1/8 Page	\$187.42	124.42	114.66	106.15	85.99	83.47	80.32
1/12 Page	\$120.46	80.01	73.75	68.26	55.30	53.68	51.66
1/16 Page	\$93.73	62.23	57.37	53.10	43.02	41.76	40.18

2007-2008

15% DISCOUNT

MERRICK, BELLMORE & WANTAGH

Ad Size	1x	4x	8x	13x	26x	39x	52x
*Full Page	\$1506.54	1232.84	1118.60	1051.60	887.74	859.18	830.62
3/4 Page	\$1129.90	924.63	838.95	788.97	605.80	644.38	622.96
2/3 Page	\$968.49	792.54	719.10	676.26	570.69	552.33	533.97
**1/2 Page	\$753.27	616.42	559.30	525.98	442.68	429.59	415.31
1/3 Page	\$677.79	452.88	416.92	386.32	309.82	299.88	289.93
1/4 Page	\$527.17	351.64	324.87	300.47	240.97	233.24	225.50
1/5 Page	\$376.55	251.60	232.05	214.62	172.12	166.60	161.07
1/6 Page	\$329.50	220.19	203.02	187.81	150.62	145.77	140.93
1/8 Page	\$263.58	176.12	162.43	150.24	120.49	116.62	112.75
1/12 Page	\$169.45	113.22	104.46	96.60	77.48	75.01	72.50
1/16 Page	\$131.79	88.10	81.26	75.14	60.26	58.35	56.40

2007-2008

10% DISCOUNT

MERRICK & FREEPORT

Ad Size	1x	4x	8x	13x	26x	39x	52x
*Full Page	\$992.88	834.12	766.08	710.64	614.88	589.68	559.44
3/4 Page	\$744.66	625.59	574.56	532.98	461.16	442.26	419.58
2/3 Page	\$638.33	536.22	492.48	456.84	395.28	379.08	359.64
**1/2 Page	\$496.44	417.06	383.04	355.32	306.18	294.84	279.72
1/3 Page	\$399.33	302.94	277.02	261.63	217.08	209.79	200.88
1/4 Page	\$310.59	234.99	216.09	203.49	168.84	163.17	156.24
1/5 Page	\$221.85	168.30	154.35	145.35	120.60	116.55	111.60
1/6 Page	\$194.13	147.28	135.09	127.17	105.57	101.97	97.65
1/8 Page	\$155.29	117.81	108.04	101.74	84.42	81.58	78.12
1/12 Page	\$99.85	75.78	69.48	65.43	54.27	52.47	50.26
1/16 Page	\$77.67	58.95	54.04	50.89	42.21	40.81	39.10

2007-2008

25% DISCOUNT

MERRICK, BELLMORE, WANTAGH & FREEPORT

Ad Size	1x	4x	8x	13x	26x	39x	52x
*Full Page	\$1686.30	1390.20	1268.40	1188.60	1020.60	987.00	945.00
3/4 Page	\$1264.72	1042.65	951.30	891.60	765.45	740.25	708.75
2/3 Page	\$1084.05	893.70	815.40	764.10	656.10	634.50	607.50
**1/2 Page	\$843.15	695.10	634.20	594.30	509.25	493.50	472.50
1/3 Page	\$713.47	502.87	466.42	435.37	358.42	345.60	332.10
1/4 Page	\$554.92	390.60	363.30	338.62	278.77	268.80	258.30
1/5 Page	\$396.37	279.37	259.50	241.87	199.12	192.00	184.50
1/6 Page	\$346.84	244.50	227.06	211.65	174.26	168.00	161.44
1/8 Page	\$277.46	195.56	181.65	169.31	139.39	134.40	129.15
1/12 Page	\$178.39	125.74	116.81	108.86	89.62	86.44	83.06
1/16 Page	\$138.75	97.84	90.86	84.67	69.71	67.24	64.61

*Full page back cover extra \$50

**Junior full page extra \$20

- GENERAL:** a) 30 days rate revision notice
b) Publisher reserves the right to reject or cancel any advertisements at any time. Forwarding of an order is construed as an acceptance of all rates and conditions of this rate card. Advertiser and advertising agency will indemnify and hold harmless L&M, its officers, agents, employees and contractors, for all contents supplied to publisher, including text, representations and illustrations of advertisements printed, and for defamation, invasion of privacy, copyright infringement and plagiarism. Neither L&M nor our advertisers are responsible for typographical or other errors. If at fault, L & M will publish a correction of that portion of the ad where the error appears if the error substantially affects the advertising message. Claims for error must be made within 7 days of publication. All advertising set to simulate editorial content, must bear the word "Advertisement."
- Commission- none.
- READING NOTICES** at the discretion of publisher with 25% surcharge. "Paid Adv." added.
- CLOSING & CANCELLATION** a) Closing: Merrick Life – Monday, 5 p.m.; Bellmore Life – Friday 3 p.m.; The Citizen – Tuesday, 4 p.m.; The Leader – Friday, noon of week prior to publication.
- CANCELLATION:** Merrick Life - Tuesday 1 p.m.; Bellmore Life - Monday 2 p.m.; The Citizen - Wednesday noon; The Leader - Friday noon of week prior.
- MINIMUM DEPTH ROP:** 1/16 page.
- CIRCULATION** (paid and free)
a) Merrick Life - Total 4,270 b) Bellmore Life - Total 2,655
c) The Citizen- Total 3,081 d) The Leader - Total 1,205
- SUBSCRIPTION PRICES:** Merrick Life - \$25 per year, outside Nassau County \$40 per year Single copy 75¢. Bellmore Life - \$20 per year, outside Nassau County \$40 per year. Single Copy 75¢. The Citizen - \$18 per year, outside Nassau County \$40 per year. Single copy 75¢. The Leader - \$17 per year, outside Nassau County \$40 per year. Single copy 75¢.
- CLASSIFIED RATES:** All 4 papers - \$32.00 for 1" box
- YEAR ESTABLISHED:** Merrick Life - 1938; Bellmore Life - 1964; The Citizen - 1953; The Leader - 1935.