

# *The North Shore* **Leader**

**You can reach customers with \$8-10 billion in buying power  
with every ad placement in *The Leader***

## **MARKET:**

Each week, *The Leader* reaches thousands of Gold Coast readers in some of the wealthiest communities in the United States. We reach **10 of the 50 wealthiest towns in America (20%)**, including six of the top 25.<sup>1</sup> Many of our readers are among the nation's "Who's Who" and include the most influential business and entertainment personalities in the country.

## **READERSHIP/COVERAGE:**

*The Leader* is the **only true North Shore paper**, covering and reaching all the communities that matter to our advertisers, **from Glen Head and Glen Cove to Locust Valley and Oyster Bay in the West** to Huntington Bay in the East. No other paper covers news and reaches readers from ALL the local towns, including Bayville, the Brookvilles, Centre Island, Cold Spring Harbor, Cove Neck, East Norwich, Glen Cove, Glen Head, Lattingtown, Laurel Hollow, Lloyd Harbor, Lloyd Neck, Locust Valley, Matinecock, Mill Neck, Muttontown, Oyster Bay, Oyster Bay Cove and Sea Cliff.

## **PRINT QUALITY:**

*The Leader* is printed on superior quality paper, with **white coloring and heavy stock**, which sets it apart from other publications. *The Leader* was also the first of its kind to offer unmatched vibrant color, adding to the overall impact of the publication and the effectiveness for our advertisers.

## **ONLINE PRESENCE:**

*The Leader* provides an unparalleled online experience for readers, including a **website that averages over 100,000 hits per month** and consists of weekly feature stories, photo galleries of local events and archives of past articles, available 24/7.

## **PUBLICITY & ADVERTISING SOLUTIONS:**

*The Leader* brings recognition and exposure to our advertisers in each and every way possible. In order to generate great exposure for your business, *The Leader* will work to **provide you with a multi-faceted publicity campaign** on several fronts. **In addition to advantageous advertising placement**, *The Leader* complements ads with *The Leader* complements ads with **spotlight stories on your grand opening, unique business services, products or history**.

## **HISTORY:**

*The Leader* has been a vitally important **institution on the North Shore close to seven decades**. *The Leader* is known in the communities that it serves for its quality journalism and effective involvement in the issues that touch the lives of so many residents.

<sup>1</sup>According to "The 250 Richest Towns in America" published by Worth



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### Print Display Advertising (net-rates)



Contract Frequency	26x	13x	6x	3x	Open	Add Color for Only
Full	378	414	447	514	550	145
1/2	228	256	304	320	339	95
1/4	137	150	176	189	203	75
1/6	104	116	135	144	155	50
1/8	69	81	94	100	108	50
1/12	60	67	78	84	90	50

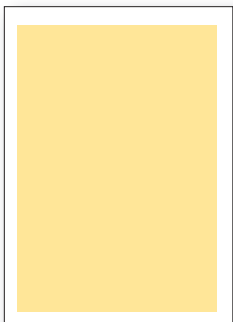
#### Business Directory Ads

\$20 Weekly - Minimum 4 Weeks  
 52 Week Placement \$18 Weekly

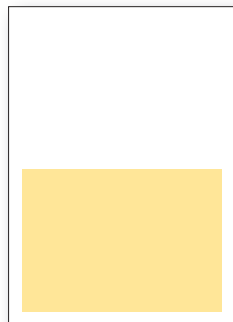
#### Weekly Classified Ads

\$22 for the first 15 words,  
 30 cents each additional word.

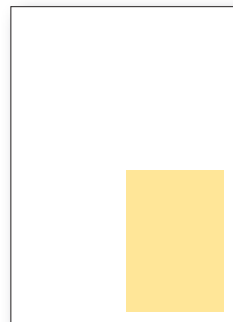
### Display Ad Sizes



**Full Page**  
 9.8" w x 13.6" h



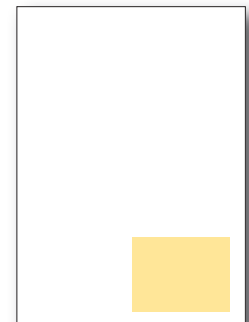
**Half Page-H**  
 9.8" w x 6.7" h



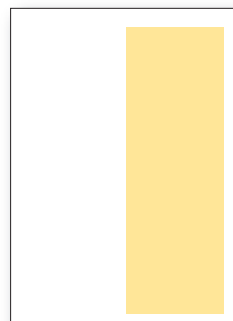
**Quarter Page**  
 4.8" w x 6.7" h



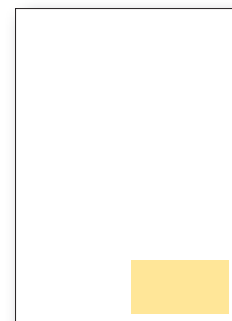
**Sixth Page**  
 4.8" w x 4.4" h



**Eighth Page**  
 4.8" w x 3.3" h



**Half Page-V**  
 4.8" w x 13.6" h



**Twelfth Page**  
 4.8" w x 2.2" h



## Legal Notice Rate Sheet

PO Box 468 • Locust Valley, NY 11560  
516-676-1434 Fax: 516-676-1414  
www.theleaderonline.com

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### Legal Notices in *The North Shore Leader*

*The North Shore Leader* uses two columns for legal notices. Our double column width is 4.7”

Legal notices are measured by agate rule and priced at \$1.25 x 2 (columns), per agate line for the legal as measured from first line (including the heading) to the last line. For example, the following legal notice would cost \$82.50 for a single insertion.

## Legal Notice

NOTICE OF SALE SUPREME COURT NASSAU COUNTY  
HOUSEHOLD FINANCE REALTY CORPORATION OF NEW YORK, Plaintiff against  
MARY ROSE PASTER, et al Defendants

Attorney for Plaintiff(s) Fein, Such & Crane LLP, 1400 Old Country Road, Suite C103,  
Westbury, New York 11590, Attorney(s) for Plaintiff(s).

Pursuant to a Judgment of Foreclosure and Sale Entered MARCH 25, 2016

I will sell at Public Auction to the highest bidder at the CCP (CALENDAR CONTROL PART COURTROOM) IN THE NASSAU SUPREME COURT, 100 SUPREME COURT DRIVE, MINEOLA, NY 11501 on JANUARY 17, 2017 at 11:30 A.M.. Premises known as 68 COCKS LANE, LOCUST VALLEY, NY 11560. Sec 29 Block 1 Lot 23. ALL that certain plot, piece or parcel of land, with the buildings and improvements thereon erected, situate, lying and being at Locust Valley, Town of Oyster Bay, Nassau County, New York. Approximate Amount of Judgment is \$568,917.30 plus interest and costs. Premises will be sold subject to provisions of filed Judgment Index No 10930/09.

ANTHONY CAPETOLA, ESQ, Referee

LLC legal notices must be printed in six (6) consecutive issues, and will be billed at the rate of \$30 per insertion for a total of \$180. Payment for LLC notices must be received in advance.

All legal notices are to be sent via email to: [legals@theleaderonline.com](mailto:legals@theleaderonline.com) AND [news@theleaderonline.com](mailto:news@theleaderonline.com), in document format (Microsoft Word is preferable). *The North Shore Leader* is a weekly publication with a Wednesday delivery date. All legal notices must be received by Friday the week before publication date. For example: to be printed in our 11/16/16 edition, a legal notice must be received by Friday 11/11/16. You will receive email confirmation and a proof of your legal notice in place on the page will also be sent via email. Invoices and Affidavits of Publication then will be sent, and payment is due.

For additional information please call (516) 676-1434  
or email: [legals@theleaderonline.com](mailto:legals@theleaderonline.com)

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<b>Issue Date</b>	<b>Edition</b>	<b>Special Section</b>	<b>Legal and Display Ad Due Date</b>
January 4	2016 Year in Review		12/30/16
January 11			1/6
January 18			1/13
January 25			1/20
February 1			1/27
February 8	Valentine's Day		2/3
February 15			2/10
February 22			2/17
March 1			2/24
March 8			3/3
March 15			3/10
March 22			3/17
March 29			3/24
April 5	Camp		3/31
April 12	Easter		4/7
April 19			4/14
April 26			4/21
May 3			4/28
May 10	Mothers Day		5/5
May 17			5/12
May 24			5/19
May 31	Memorial Day		5/26
June 7			6/2
June 14	Father's Day		6/9
June 21			6/16
June 28			6/23
July 5	Education	Graduation Keepsake Edition	6/30
July 12			7/7
July 19			7/14
July 26			7/21
August 2			7/28
August 9			8/4
August 16			8/11
August 23			8/18
August 30			8/25
September 6			9/1
September 13			9/8
September 20			9/15
September 27			9/22
October 4			9/29
October 11			10/6
October 18			10/13
October 25			10/20
November 1			10/27
November 8			11/3
November 15			11/10
November 22	Thanksgiving		11/17
November 29			11/24
December 6		Holiday Shopping Guide	12/1
December 13		Holiday Shopping Guide	12/8
December 20	Christmas Edition		12/15
December 27	New Year's Edition		12/22



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A Division of Lally Communications, Inc.

## RATE AGREEMENT & CONTRACT

The advertiser, \_\_\_\_\_, agrees to place their ad in *The Leader* \_\_\_\_\_ times during a period beginning \_\_\_\_\_ and ending \_\_\_\_\_.

The ads will be for an agreed \$ \_\_\_\_\_ x rate per insertion, as indicated in the current *The Leader Ad Guidelines and Ratesheet*, which was provided to the advertiser and the advertiser acknowledges receipt of. The advertiser may choose from the ad sizes and their respective prices according to the agreed-upon insertion rate. The advertiser must complete the number of insertions agreed upon during the specified time period.

In the event that the advertiser requires extensive artwork or layout they will be billed at prevailing rates only with the advertiser's express written permission.

Should the advertiser run additional advertisements in this period they will be billed for the discounted rate stated in this contract. Advertising placed by agencies apart from the principal advertiser are reflected above as net pricing.

Failure to run the required number of ads within the contract period, as specified above, will result in an additional charge not to exceed the difference between the agreed issue rate and the open issue rate.

Payments for display ads are due within seven (7) days of distribution or monthly on long term agreements, unless prior written arrangements are made. The publisher reserves the right to reject any advertising that is deemed not within the standards for the publication. Any errors in production of an ad, upon written notification by the advertiser within five (5) days of distribution and confirmation by the editor, will be compensated through credit in the next available issue.

Signature of advertiser's representative: \_\_\_\_\_

Representative's Company/Title: \_\_\_\_\_ Date: \_\_\_\_\_

Publisher's Representative: \_\_\_\_\_

## Insertion Order

Order Date: \_\_\_\_\_ Sales Rep: \_\_\_\_\_ Taken By: \_\_\_\_\_

**e-mail your ad to advertising@theleaderonline.com and cc your sales rep.**

**Advertiser:** \_\_\_\_\_

Billing Info:  On file

Ad for: \_\_\_\_\_

Billing Contact: \_\_\_\_\_ Ph: \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Bill to:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_ **Zip:** \_\_\_\_\_

Ad #: \_\_\_\_\_ of \_\_\_\_\_ Contracted: Y N

PO # (if any) \_\_\_\_\_

Visa/Mastercard \_\_\_\_\_

Exp Date \_\_\_\_\_ CCV# \_\_\_\_\_ Zip \_\_\_\_\_

### Ad Specs:

**Run Date:** \_\_\_\_\_

**Ad Size:** \_\_\_\_\_

**Rate:** \_\_\_\_\_

**Orientation:** \_\_\_\_\_

Color  Black & White

Placement Guarantee \_\_\_\_\_

**Sent via:**  Pickup Date & Pg # \_\_\_\_\_

E-mail

Hard Copy

Disk

Will e-mail text

**Proof to:**  E-mail  Fax \_\_\_\_\_

Instructions/Special Requests

#### Terms:

1. All agreements are hereon contained in writing. Buyer hereby acknowledges that they have not relied upon any promise, statement, or representation other than contained herein.
2. No liability arising from error or omission pertaining to advertisements shall attach to the publisher. Should error or omission occur, any amount paid by the buyer to the publisher shall be credited to other advertising, only on the unit involved, and in no event exceed the amount paid for said unit.
3. The use of any picture, drawing, logo, trademark, slogan or name supplied by the buyer shall be assumed by the publisher to be authorized and the publisher defending use of same by buyer.
4. If your ad is not received or approved by the agreed deadline, the space will be filled at the advertiser's expense.
5. Space reservation is due Thursday prior to publication date. Ad copy for ads to be created at *The Leader* are due Thursday prior to publication date. Complete pdf files are due the Friday before publication date.

Client Signature \_\_\_\_\_ Date: \_\_\_\_\_ Approved \_\_\_\_\_