Benefits of Advertising

Tens of thousands on Fire Island and the mainland turn to the Fire Island News every summer for information, insight, and pleasure. As the only newspaper covering each unique community of Fire Island for more than 50 years, the Fire Island News has been an integral partner in the preservation of the island’s pristine beaches, delicate ecology and diverse lifestyles.

The visually and intellectually stimulating paper also delivers its readers the famous Fire Island utopian essence with coverage of its unique residents and communities and their exciting events.

Our Readers

Along with the ferries that transport beach, boating and fun-loving Islanders and visitors to the Island, a handheld copy of the Fire Island News is a standard seasonal experience. The Fire Island News is also read throughout Long Island, distributed within South Shore affluent communities and picked up by enthusiasts of waterside living, dining, and recreation.

Distribution

The Fire Island News is published eight times per summer from May to September. It is distributed throughout Fire Island and from Babylon to Patchogue in locations that include markets, hotels, restaurants, boutiques, ferry terminals, high-end retailers, and real estate offices. The Fire Island News also has distribution in National Park concessions.

- Available at over 50 locations on Fire Island and Long Island’s South Shore
- **FREE TO READERS AT ALL LOCATIONS!**
Our readers have multiple ways to connect and interact with the Fire Island News and the happenings of the highly-desired destination.

**FireIsland-News.com**

- Thousands of visitors each week view updated articles and columns (Online display and classified advertising available)

**Fire Island News on Facebook**

- Over 10,000 friends and growing, with a high level of trust and engagement

**Newspaper Content**

The Fire Island News and its team of reporters and photographers provide a mixture of light and heavy coverage every year during its 8-issue spring and summer season. Engaging articles, columns, directories, editorials include:

- Event listings, from child friendly activities to notorious nightlife
- Ferry schedules and business directories
- News coverage of village, town, state, and federal policies
- Community issues from both sides of the bay
- Considered opinion
- Investigative stories
- Profiles of celebrated Fire Island residents
- Arts and Entertainment
- Weekly community columns
- Pull-out Real Estate and Dining Guides
# 2018 ADVERTISING CONTRACT

Company Name __________________________ Contact __________________________ Date __________________________

Address __________________________ City __________________________ State ____ Zip: ________

Phone: __________________________ Email: __________________________ Website __________________________

**Insertion:**
- ___ All (8) Issues OR 

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication Date</th>
<th>Ad Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>___Issue 1</td>
<td>May 25</td>
<td>May 18</td>
</tr>
<tr>
<td>___Issue 2</td>
<td>June 8</td>
<td>June 1</td>
</tr>
<tr>
<td>___Issue 3</td>
<td>June 22</td>
<td>June 15</td>
</tr>
<tr>
<td>___Issue 4</td>
<td>July 6</td>
<td>June 29</td>
</tr>
<tr>
<td>___Issue 5</td>
<td>July 20</td>
<td>July 13</td>
</tr>
<tr>
<td>___Issue 6</td>
<td>Aug. 3</td>
<td>July 27</td>
</tr>
<tr>
<td>___Issue 7</td>
<td>Aug. 17</td>
<td>Aug. 10</td>
</tr>
<tr>
<td>___Issue 8</td>
<td>Aug. 31</td>
<td>Aug. 24</td>
</tr>
</tbody>
</table>

**Total Number of Issues:** ______

**Ad size:** _____Horizontal/Vertical (circle one)

**Color:** Y / N

**2018 Advertising Rates Seasonal Rates - 8 issues**

SAVE 10% off regular rate when contract is signed & paid in full by May 18th, 2018

<table>
<thead>
<tr>
<th>Early Rate Saves 10%</th>
<th>Regular Rate</th>
<th>Per Issue Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Directory</td>
<td>$76</td>
<td>$85</td>
</tr>
<tr>
<td>Business Card</td>
<td>$315</td>
<td>$350</td>
</tr>
<tr>
<td>1/12 Page</td>
<td>$612</td>
<td>$680</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$913</td>
<td>$1,015</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,412</td>
<td>$1,569</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,825</td>
<td>$3,139</td>
</tr>
<tr>
<td>Full Page</td>
<td>$5,650</td>
<td>$6,278</td>
</tr>
<tr>
<td>Inside Cover</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Back Cover</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

Add 20% to any ad for full color
Inside and Back Cover includes color fee*

All eight issues rate: $_________ OR Per Issue: $_________ X _____ issues = $_______________

1. Fire Island News to create ad: Y/N (client to provide ad)
2. For returning advertisers, use 2017 Ad: Y/N
3. Do you DELIVER TO FIRE ISLAND: Y/N

**Payment Terms:**
1. Early Rate full payment either by Check or Credit Card payment must be received on or before May 18th OR
2. Payment Due Dates – ½ rate due on or before May 18th, 2018 AND ½ rate due on or before July 13th, 2018
3. All regular rate payments will be by credit card and charged to the card on file on May 18th and July 13th.

Amount Charged on May 18th $_____________ Amount Charged on July 13th $_____________

**Client Signature:** ________________________ **Payment Check #:** ____________ **Billing CC Zip Code:** ____________

**Credit Card #:** ________________________ **Exp:** ____________ **CSV:** ____________

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**For Internal Use**

Sales Rep: __________________________

Notes: __________________________

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260 Montauk Highway, Bay Shore, NY 11706
sales@fireisland-news.com
631-583-5345
**TERMS & CONDITIONS**: All ad rates are net. Copy change (up to 3 proofs) are free of charge on in-house ads. All insertions require a signed insertion order. Ads designed by Fire Island News may not be used in other publications without permission. Advertisers with insufficient funds (NSF) for returned checks will be charged $25.

**POLICIES**: In the event of typographical errors or wrong insertions, made in part by Fire Island News staff or associates, Fire Island News will run a corrected version of the advertisement. Fire Island News responsibility for errors will not exceed the cost of the ad in which it appears. Publisher responsible for errors for one issue only. Claims for adjustment must be made within 30 days of publication. Advertisers shall notify their Account Executive of any such error in time for correction before the second insertion. Fire Island News reserves the right to edit, alter or omit any advertisement. All advertising is subject to final approval by the Publisher. If specific advertising positioning is requested, Fire Island News will try to accommodate all reasonable requests. Guaranteed placement is not available in the Classified Section, Business Directory, nor are color ad placement guarantees possible due to limited color availability. If advertiser does not meet the required frequency contracted for, advertiser agrees to accept and remit rate earned. Advertiser and/or advertising agency assumes all liability for advertisements published (including illustrations, text, claims, etc.), and Fire Island News assumes no financial responsibility for typographical errors or for omission of copy.