

**Merrick Life • Bellmore Life • Wantagh-Seaford Citizen  
Freeport-Baldwin Leader**

1840 Merrick Avenue, Merrick NY 11566 • (516) 378-5320

FAX (516-378-0287) LMADS@optonline.net

2007-2008

**Agency Rate Card**

**1. Personnel –**

Linda Laursen Toscano, Publisher  
BELLMORE LIFE  
Jill Bromberg, Sales Mgr.  
MERRICK LIFE  
Jill Bromberg, Sales Mgr.  
Elaine Spiro, Acct. Exec.  
WANTAGH SEAFORD CITIZEN  
Jill Bromberg, Sales Mgr.  
Paul Roberts, Acct. Exec.  
FREEPORT-BALDWIN LEADER  
Jill Bromberg, Sales Mgr.

**2. Representatives**

New York State Press Association  
1681 Western Avenue  
Albany, New York 12203-4307

**3. Commission**

Agency Commission 15%. If paid  
within 30 days and if camera ready.

**4. General Rate Policy**

30 days rate revision notice  
Advertising accepted at discretion  
of publisher.

**5. Advertising Rates**

**BELLMORE LIFE**  
\$1.21 a line  
\$16.94 Column inch  
\$16.77 SAU

**MERRICK LIFE**  
\$1.29 a line  
\$18.06 Column inch  
\$17.88 SAU

**THE CITIZEN**  
\$1.13 Cents a line  
\$15.82 Column inch  
\$15.66 SAU

**THE LEADER**  
.70 Cents a line  
\$9.80 Column inch  
\$9.70 SAU

**Paid Circulation,  
Weekly Community  
Newspapers**

*South Shore of Long Island  
New York*

**5a. Advertising Requests**

Requests for position will be followed  
where possible.

**6. Combination Rates**

5% Discount if the same ad runs in  
Merrick Life and Bellmore Life,  
Wantagh-Seaford Citizen and The  
Freeport-Baldwin Leader in the same  
week (3 or 4 papers.)

**7. Color Rates & Data**

Available upon request

**8. Special R.O.P. Rates**

Does not apply.

**9. Special Services**

Tear sheets available upon request.  
Complete copy of publication available  
upon request. Media package available  
upon request.

**10 Special Issues (Projected)**

**February** - Brides  
**March/April** – Spring Sales  
**May** – Mother's Day/ Summer Fun  
**June** – Father's Day/Graduates/Careers  
**July** – Waterfront/Restaurants  
**August** – Back to School/Fall Fashion  
**November** – Holiday Gift Guide

**Monthly Health Guide  
Monthly, Party and Dining Guide**

## 11. Contract and Copy Regulations

- The 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 defamation, invasion of privacy, copyright infringement and plagiarism.
- Neither L&M nor our advertisers are responsible for typographical 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 an error must be made within 7 days of publication.
- All advertising set to simulate editorial content, must bear the word, "Advertisement."

## 12. Closing Times

- Bellmore Life** – Friday, 5 p.m.
- Merrick Life** – Monday, 5 p.m.
- The Wantagh Seaford Citizen** – Tuesday, 4 p.m.
- The Freeport-Baldwin Leader** – Friday, 12 noon, of week prior to publication.

## 13. Mechanical Requirements

- Width of type page – 9.75 inches
- Depth of typed page – 14 inches
- Single column width – 2.25 inches
- Width of each additional column - same
- 4 columns to a page
- Column depth in lines – 196
- Number of lines to a full page 784
- Printed by offset. Mats cannot be used. Reprints of glossies preferred. Address for printing material, see individual papers. Material returned if requested on insert order.

## 14. Special Classification Rate

- Political – same as display.
- Payment due at time of order.

## 15. Classified Rates

- Line ads – \$27 – 20 words
- Box ads – 8 lines or 25 words = \$35 (1" box)

- 4x Rate – \$30.00 week
- 6x Rate – \$27.50 week
- 13x Rate – \$26.00 week
- 52x rate – \$23.50 week
- Display Classified Ads
- Merrick Life Only – \$38.12
- Bellmore Life Only – \$35.80
- Wantagh-Seaford Citizen Only – \$31.50
- The Freeport-Baldwin Leader Only – \$18.10

## 16. Circulation

- Total Average Circulation 11,211
- PS - Publisher's Statement

### Bellmore Life – est. 1964

- Published – Wednesday
- Price – 75¢/\$20.00 a year
- Total Circulation – 2,655

### Merrick Life – est. 1938

- Published – Thursday
- Price – 75¢/\$28 a year
- Total Circulation – 4,270

### Wantagh/Seaford Citizen – est. 1953

- Published – Thursday
- Price – 75¢/\$18.00 a year
- Total Circulation – 3,081

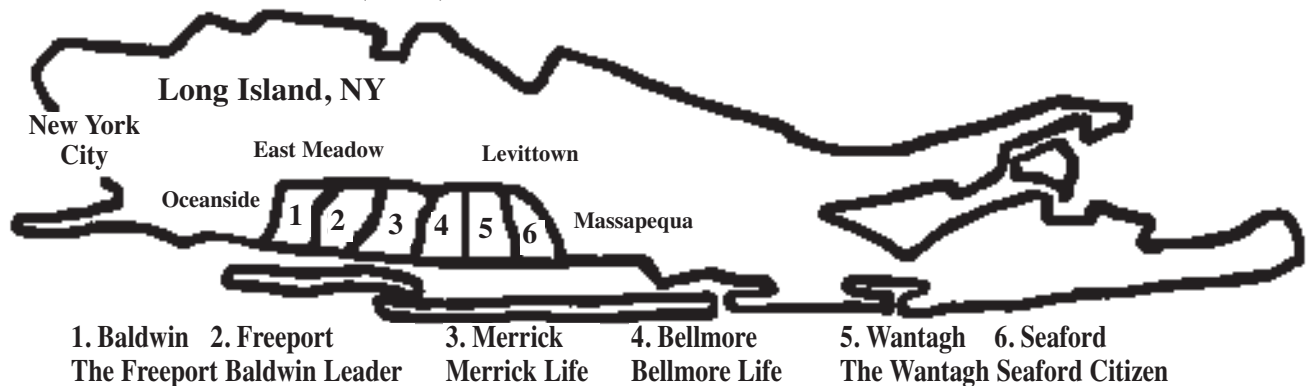
### The Freeport/Baldwin Leader – est. 1935

- Published – Thursday
- Price – 75¢/\$17.00 a year
- Audit – ABC
- Total Circulation – 1,205

## 17. Demographics

We are located on the affluent, suburban, south shore of Long Island near the Atlantic Ocean.

Town	Households	Avg. Home Selling Price
Bellmore	11,106	\$530,226
Merrick	11,660	\$573,965
Wantagh & Seaford	18,744	\$486,155
Freeport & Baldwin	26,595	\$438,469
		\$456,843



- 1. Baldwin The Freeport Baldwin Leader
- 2. Freeport
- 3. Merrick Merrick Life
- 4. Bellmore Bellmore Life
- 5. Wantagh The Wantagh Seaford Citizen
- 6. Seaford