

THE GUIDE FOR THE DISCRIMINATING

NORTH SHORE TODAY

Published by The Sale Line Inc.

43 E. Barclay St., Hicksville, NY 11801

(516)496-4300 Fax: (516)496-9898

2023 Media Kit

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North Shore Today Ad Dimensions

Front Cover/Back Cover

5.875" x 8"

Full Page

5.875" x 9.875"

3/4 Page

5.875" x 7.375"

1/2 Page Horizontal

5.875" x 4.875"

1/2 Page Vertical

2.875" x 9.875"

1/4 Page

2.875" x 4.875"

1/8 Page

2.875" x 2.375"

D-Card Front

4.5" x 8" No Bleed

D-Card Box

**4.5" x 8" with 1.857" x 3.5" Indicia in
bottom right corner**

Glossy Insert

8" x 10.5"

***Note:**
NO BLEED
Necessary
for ALL of
these
dimensions
(even DCards)

NORTH SHORE TODAY

43 E. Barclay Street, P.O. Box 734 • Hicksville, New York 11801
Voice: 516-496-4300 • Fax: 516-496-9898

CAMERA READY AD SPECS

Ad Dimensions (Image Area/No Bleeds)

| | |
|--------------------------|-----------------|
| Front Cover | 5.875" x 8" |
| Back Cover..... | 5.875" x 8" |
| Full Page | 5.875" x 9.875" |
| 3/4 Page Horizontal..... | 5.875" x 7.375" |
| 1/2 Page Horizontal..... | 5.875" x 4.875" |
| 1/2 Page Vertical | 2.875" x 9.875" |
| 1/4 Page Vertical | 2.875" x 4.875" |

- Camera Ready Ads must be submitted in a PDF or EPS format.
- Please send files to: NSToday@aol.com.

• PHOTOS & FONTS

- Color images AND black and white halftones must be at least 300 DPI resolution, but no higher than 600 DPI resolution.
- Color images including fonts must be in a CMYK Format, except for black type which must 100% black.
- All images must allow for a 20% dot gain.

• FONTS

- All fonts (screen & printer) must be embedded before creating a PDF file OR all copy set in the file should be converted to paths/outlines.

• SECURITY / PASSWORDS

- Please make sure that files are NOT Password Protected or Locked.

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15 Editions Published Every Wednesday From Great Neck to Commack

- B00K 1 — **Roslyn/Old Westbury & Vicinity:** includes Roslyn Heights, Roslyn Harbor, Roslyn Estates, Flower Hill, East Hills, Albertson, Herricks, Seeringtown.
- B00K 2 — **Manhasset/Port Washington:** includes Munsey Park, North Hills, Strathmore, The Plandomes, Flower Hill, Baxter Estates, Sands Point, Manhasset Estates, Beacon Hill.
- B00K 3 — **Great Neck:** includes Kings Point, Great Neck Estates, Kensington, Saddle Rock, Russell Gardens, Great Neck Plaza, Lake Success.
- B00K 4 — **Syosset/Woodbury:** includes Locust Grove, Muttontown, Laurel Hollow.
- B00K 5 — **Plainview**
- B00K 6 — **Jericho/Hicksville:** includes The Hamlet.
- B00K 7 — **Huntington:** includes Huntington Village, Cold Spring Harbor, Halesite, Lloyd Harbor, Huntington Bay.
- B00K 8 — **Melville/Greenlawn & Vicinity:** includes Centerport, West Hills, Manetto Hills, Huntington Station, The Greens.
- B00K 9 — **Dix Hills/Melville:** includes South Huntington, Half Hollow Hills, Huntington Station.
- B00K 10 — **Glen Head/Brookville:** includes Old Brookville, Upper Brookville, Glenwood Landing, Sea Cliff.
- B00K 11 — **Glen Cove**
- B00K 12 — **Oyster Bay/Locust Valley & Vicinity:** includes Oyster Bay Cove, Mill Neck, Matinecock, Center Island, Laitingtown, East Norwich.
- B00K 13 — **Northport:** includes Eatons Neck, Asharoken, Fort Salonga.
- B00K 14 — **East Northport**
- B00K 15 — **Commack**

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|--|---------------------|-----------------|
| ROSLYN/OLD WESTBURY & VICINITY | | (11,797) |
| 11576 | Roslyn | 4,826 |
| 11577 | Roslyn Heights | 3,950 |
| 11568 | Old Westbury | 1,035 |
| 11507 | Albertson | 1,986 |
| MANHASSET/PORT WASHINGTON | | (12,552) |
| 11030 | Manhasset | 6,071 |
| 11050 | Port Washington | 6,481 |
| GREAT NECK | | (8,944) |
| 11020 | Great Neck | 1,335 |
| 11021 | Great Neck | 2,229 |
| 11023 | Great Neck | 2,898 |
| 11024 | Great Neck | 2,412 |
| SYOSSET/WOODBURY | | (12,011) |
| 11791 | Syosset | 8,370 |
| 11797 | Woodbury | 3,641 |
| PLAINVIEW | | (9,481) |
| 11803 | Plainview | 9,481 |
| JERICHO/HICKSVILLE | | (8,232) |
| 11753 | Jericho | 4,473 |
| 11801 | Hicksville | 3,759 |
| HUNTINGTON | | (11,808) |
| 11743 | Huntington | 10,704 |
| 11724 | Cold Spring Harbor | 1,096 |
| MELVILLE/GREENLAWN & VICINITY | | (12,022) |
| 11747 | North Melville | 4,228 |
| 11740 | Greenlawn | 2,840 |
| 11721 | Centerport | 2,368 |
| 11746 | Hunt. Station North | 3,586 |
| DIX HILLS/MELVILLE | | (11,451) |
| 11746 | Hunt. Station South | 9,617 |
| 11747 | South Melville | 1,834 |
| GLEN HEAD/BROOKVILLE | | (7,651) |
| 11545 | Glen Head | 4,327 |
| 11548 | Greenvale | 603 |
| 11579 | Sea Cliff | 2,136 |
| 11547 | Glenwood Landing | 585 |
| GLEN COVE | | (9,717) |
| 11542 | Glen Cove | 9,717 |
| OYSTER BAY/LOCUST VALLEY & VICINITY | | (7,963) |
| 11771 | Oyster Bay | 4,197 |
| 11560 | Locust Valley | 2,392 |
| 11765 | Mill Neck | 357 |
| 11732 | East Norwich | 1,017 |
| NORTHPORT | | (9,995) |
| 11768 | Northport | 9,995 |
| EAST NORTHPORT | | (10,338) |
| 11731 | East Northport | 10,338 |
| COMMACK | | (8,695) |
| 11725 | Commack | 8,695 |

150,138