

EVERYTHING EAST END

THE *Traveler Watchman* 1826

THE INDEPENDENT



Media Kit
2019



**PUBLISHED WEEKLY EVERY WEDNESDAY
ONLINE/SOCIAL DAILY**

TEL 631-324-2500
FAX 631-324-2544

74 MONTAUK HWY, STE 19
EAST HAMPTON, NY 11937

INDYEASTEND.COM
ADS@INDYEASTEND.COM

MEMBER



The Independent/East Hampton Media Group exists to celebrate Everything East End. Covering local news and events and featuring our vibrant local arts, culture, dining, social, and real estate scene is our goal. Offering readers the latest in-depth local news and community updates with bold features and dedicated sections highlighting the unique luxury of the Hamptons and the communities across the North and South Fork makes

The Independent the go-to weekly read for year round and summer residents alike who want to stay on top of

Everything East End.



Welcome to The Independent

Distribution at over 400 high-traffic locations in East Hampton, Southampton, Riverhead, Southold, and Shelter Island.

Innovative & Redesigned Website

www.indyeastend.com

New Editorial • Video Content • Photo Galleries • Expanded Real Estate Coverage
Online Calendar • Much More

New Marketing Strategies

The Independent will launch prominent new partnerships this summer.

Media Sponsorships • Strategic Partnerships • Special Sections • Curated Dinners
Train Station Distribution • Influencer Marketing • New Editorial Features • Kids Section & Events
Community Event Outreach • Hosted Networking Forums • Charity Involvement

Expanded Social Media Platforms

@indyeastend

Engagement. Reach. Influence.

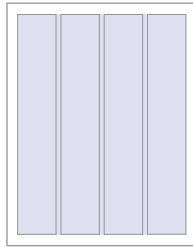
Three words that describe the basic strategy behind our quickly growing social media audiences.



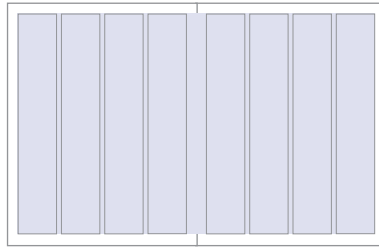
The Independent has a dedicated social media staff to push content and grow followers.



2019 Display Ad Sizes & Rates

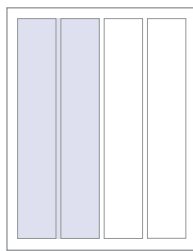


FULL PAGE
8.75" X 11.1"

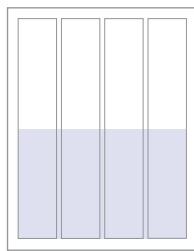


DOUBLE-TRUCK
18.5" X 11.1"

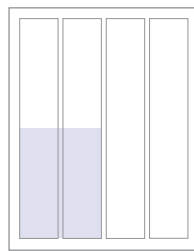
DISPLAY AD SPECS	WIDTH X DEPTH
FULL PAGE	8.75" X 11.1"
1/2 PAGE VERT	4.28" X 11.1"
1/2 PAGE HORIZ	8.75" X 5.5"
1/4 PAGE	4.28" X 5.5"
1/8 PAGE	4.28" X 2.72"
1/16 PAGE	2.05" X 2.72"
DOUBLE-TRUCK	18.5" X 11.1"



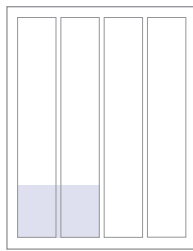
1/2 PAGE VERT
4.28" X 11.1"



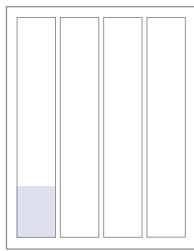
1/2 PAGE HORIZ
8.75" X 5.5"



1/4 PAGE
4.28 X 5.5"



1/8 PAGE
4.28" X 2.72"



1/16 PAGE
2.05" X 2.72"

AD SIZE	1X RATE	10X RATE	SUMMER (MEM DAY - LABOR DAY)	FULL YEAR
FULL PAGE	\$2794	\$1999	\$1858	\$1299
1/2 PAGE	\$1738	\$1240	\$1122	\$756
1/4 PAGE	\$986	\$760	\$683	\$417
1/8 PAGE	\$162	\$125	\$110	\$44
1/16 PAGE	\$120	\$99	\$85	\$39

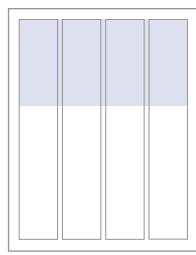
See actual size chart for options and variations.

Political Advertising at display rates and in accordance with federal statutes. All political advertisements must be paid in advance.

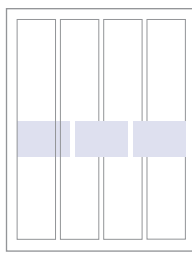
Contact your sales rep for special volume and color discounts. All rates are per insertion. All certified non-profit organizations will receive a discount off the applicable rate. Display ads should be sent to ads@indyeastend.com.

2019 Real Estate Display Ad Sizes & Rates

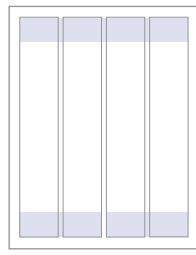
DISPLAY AD SPECS	WIDTH X DEPTH
FULL BANNER	8.75" X 2"
*DEEDS FEATURED SOLD	8.75" X 2.75"
*GRID FEATURED	8.75" X 5"
*GRID REGULAR	2.9" X 2"



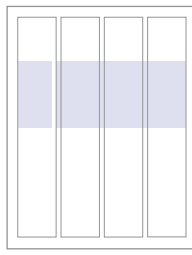
GRID FEATURED
8.75" X 5"



GRID REGULAR
2.9" X 2"



FULL BANNER
8.75" X 2"



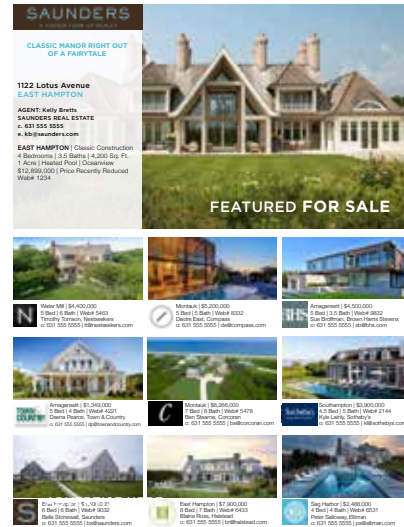
DEEDS FEATURED
SOLD PROPERTY
8.75" X 2.75"

GRID FEATURED →

GRID REGULAR →

DEEDS FULL BANNER →

DEEDS FEATURED SOLD →

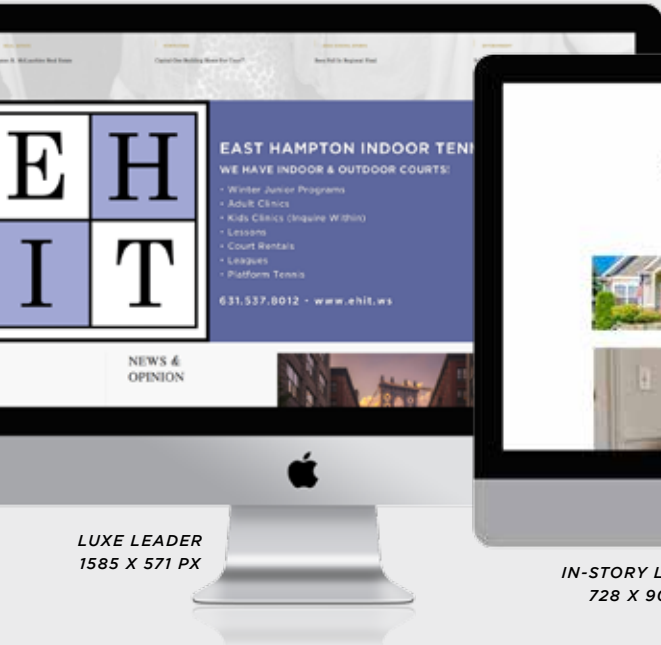


AD SIZE	1X RATE	4X RATE	SUMMER (MEM DAY - LABOR DAY)	FULL YEAR
FULL BANNER	\$725	\$650	\$600	\$500
*DEEDS FEATURED SOLD	\$200	\$190	\$175	\$150
*GRID FEATURED	\$200	\$190	\$175	\$150
*GRID REGULAR	\$100	\$95	\$75	\$50
FULL PAGE 4/C	\$845	\$670	\$570	\$450
1/2 PAGE	\$425	\$370	\$305	\$270
1/4 PAGE	\$325	\$290	\$245	\$210

See actual size chart for options and variations.

* These ad positions are for the real estate industry only.

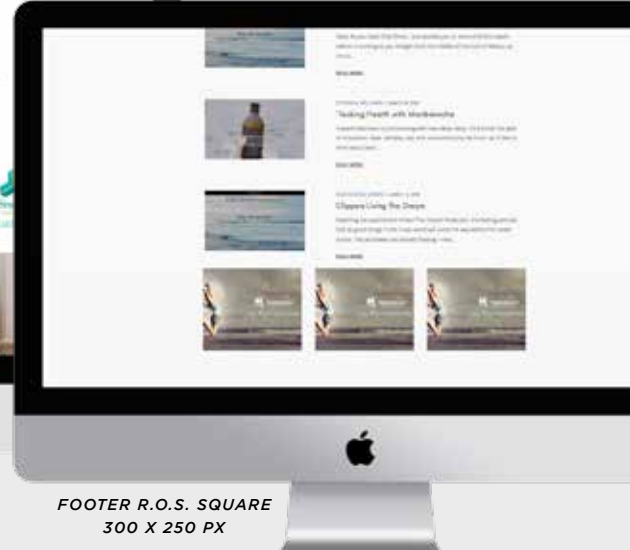
Contact your sales rep for special volume discounts. All rates are per insertion. Display ads should be sent to ads@indyeastend.com.



LUXE LEADER
1585 X 571 PX



IN-STORY LEADER
728 X 90 PX



FOOTER R.O.S. SQUARE
300 X 250 PX

2019 Web Advertising Rates

Rates are per month

	AD SIZE	1X RATE	6X RATE	FULL YEAR
HOMEPAGE LUXE LEADER	1585 X 571	\$700	\$595	\$505
IN-STORY LEAD BANNER	728 X 90	\$200	\$188	\$176
FOOTER RUN OF SITE SQUARE	300 X 250	\$195	\$175	\$165

WEEKLY NEWSLETTER EMAIL MARKETING 15,000+ READERS		1X RATE	6X RATE	FULL YEAR
LEAD BANNER (HEADER & CENTER)	728 X 90	\$200	\$188	\$176
RUN-OF-SITE SQUARE (FOOTER)	300 X 250	\$195	\$175	\$165

LUXE LEADER
1585 X 571 PX

ROS SQUARE
300 X 250 PX

LEAD BANNER
728 X 90 PX

2019 Display & Web Banner Ad Specs

DIGITALLY DELIVERED DISPLAY AD FILES

1. PDF format only. Please use Adobe PDF preset PDF/x-1a:2001. Absolutely no native application files accepted. All fonts and images must be embedded.
2. All spot colors must be converted to CMYK.
3. All submitted images and graphics should be 300 dpi and converted to CMYK color mode. RGB color mode and/or compressed files (i.e. JPGs, PNGs, etc.) are not acceptable formats.
4. No bleeds, no crop marks. All PDFs should be exported to exact page dimensions.

WEB BANNER ADS

1. Ads may be animated or static.
2. All colors must be converted to RGB and 72dpi.
3. Ads must not exceed 1 megabyte.

GRAPHIC DESIGN

Services available to design custom ads. Advertiser must supply clean logos, clear photos and legible material for design services. Charges are in addition to ad placement.

DEADLINES

Special Section Ads due Thursday, 12 pm
Arts & Entertainment Ads due Friday, 12 pm
 Display Ads and reservations due Friday, 5 pm
 Classified Ads due Monday, 12 pm
 Real Estate Ads due Thursday, 12 pm
 Professional & Service Directory Ads due Friday, 10 am
 Pre-printed Insert Ad reservations due Friday, 5 pm and Inserts Ads must be delivered by Monday, 5pm before insertion date.

PAYMENT

Payment is required in advance for all advertising unless credit has been established.
 Display advertising contract rates will be the rate in effect on the date each advertisement is published.
 Preferred position information available upon request.
 \$25 per notarized affidavit handling fee.



2019 Add-On Marketing Products

Our events team believes experiential & event marketing is important for business growth.
We would love to curate and celebrate with you!

ADD-ONS

EMAIL MARKETING

CONTACT SALES@INDYEASTEND.COM FOR EMAIL & NEWSLETTER MARKETING

EVENT MARKETING

CONTACT EVENTS@INDYEASTEND.COM FOR CO-SPONSORED EVENT MARKETING

INFLUENCER MARKETING

CONTACT EVENTS@INDYEASTEND.COM FOR SOCIAL MEDIA INFLUENCER PROGRAMS



2019 Pre-Printed Insert Rates

PAGES	1X RATE	8X CONTRACT	15X CONTRACT	26X CONTRACT	52X CONTRACT
1 - 15	\$123	\$100	\$78	\$56	\$50
16 - 64	\$134	\$112	\$100	\$67	\$61
64+	<i>Price upon request</i>				



Minimum 6,000. Rates are per thousand. The maximum dimension for any insert is 10" x 11" high. Reservations must be made no later than 5 pm on the Friday before insertion date. Inserts must be delivered by 5 pm on the Monday prior to insertion to: *Daily News*, Attn: Jack Massey, 125 Theodore Conrad Dr, Jersey City, NJ 07305 (trailer entrance on Edward Dr).

2019 Professional & Service Directory Rates

AD SIZE	3 MONTHS	6 MONTHS	1 YEAR
1"	\$218	\$380	\$616
2"	\$408	\$700	\$1170
3" 	\$504	\$968	\$1355

To advertise in the service directory, please call 631-324-2500 or email classifieds@indyeastend.com.
Advance payment is required.

Canvas Awnings • Marine Boat Covers
EAST END AWNINGS & COVERS
 123 Street Address
 East Hampton, NY 11937
EEAwningsAndCovers.com
 631-000-0000


1 INCH

East Hampton & Southampton
HAMPTONS DECKS & PATIO
 Licensed & Insured


- New
- Existing
- Repairs
- Design
- Fencing

HamptonDeckAndPatio.com
 631-000-0000

2 INCH

North Fork
ROOFING & CHIMNEY CO.
 GUTTERS • SIDING
 SKYLIGHTS • MASONRY

RoofChimneyCo.com
 631-000-0000

3 INCH

2019 Classified Advertising Rates / free web exposure

REGULAR CLASSIFIED

\$1.12 PER WORD
(10-WORD MINIMUM)

BUY 3 WEEKS AND
GET THE 4TH WEEK FREE

UPGRADES


BOXES, BOLD AND CENTERED
\$7.50 EXTRA PER WEEK

BOXES WITH LOGOS ARE \$20 PER INCH
(2" MINIMUM) PER WEEK.

Boxed classified ads are available in color; contact *The Independent* for more details.
To schedule your classified ad call 631-324-2500.

**LOREM IPSUM
DOLOR SIT**
Sed do eiusmod
tempor incididunt
ut labore et dolore
magna aliqua. Ut
enim ad minim
veniam, quis nostrud

**REGULAR
CLASSIFIED**



**LOREM IPSUM DO-
LOR SIT** consectetur
adipiscing elit, sed
do eiusmod tempor
incidunt ut labore
et dolore magna
aliqua. Ut enim ad
minim veniam, quis
nostrud exercitation
ullamco laboris nisi
ut aliquip ex ea com-
modo consequat.

**BOXED/
LOGO AD**



**LOREM IPSUM DO-
LOR SIT** consectetur
adipiscing elit, sed
do eiusmod tempor
incidunt ut labore
et dolore magna
aliqua. Ut enim ad
minim veniam, quis
nostrud exercitation
ullamco laboris nisi
ut aliquip ex ea com-
modo consequat.
Duis aute irure dolor
in reprehenderit in

**BOXED/
PHOTO AD**

Specials

1X FEE OF ONLY \$45

- 2" PHOTO AUTO, MOTORCYCLE OR BOAT* AD
- FOUR CONSECUTIVE WEEKS
- UP TO 20 WORDS

*Boat ads are \$50

1X FEE OF ONLY \$106

- CLASSIFIED AD
- EIGHT CONSECUTIVE WEEKS
- UP TO 20 WORDS

1X FEE OF ONLY \$140

- 2" PHOTO CLASSIFIED AD
- FIVE CONSECUTIVE WEEKS
- UP TO 20 WORDS

2019 Advertising Schedule Published Every Wednesday

JANUARY							FEBRUARY							MARCH							APRIL									
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S			
			1	2	3	4	5						1	2						1	2				1	2	3	4	5	6
6	7	8	9	10	11	12	3	4	5	6	7	8	9	3	4	5	6	7	8	9	7	8	9	10	11	12	13			
13	14	15	16	17	18	19	10	11	12	13	14	15	16	10	11	12	13	14	15	16	14	15	16	17	18	19	20			
20	21	22	23	24	25	26	17	18	19	20	21	22	23	17	18	19	20	21	22	23	21	22	23	24	25	26	27			
27	28	29	30	31	24	25	26	27	28	24	25	26	27	28	29	30	31	28	29	30										

MAY							JUNE							JULY							AUGUST						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4						1		1	2	3	4	5	6				1	2	3		
5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13	4	5	6	7	8	9	10
12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20	11	12	13	14	15	16	17
19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27	18	19	20	21	22	23	24
26	27	28	29	30	31	23	24	25	26	27	28	29	30	28	29	30	31	25	26	27	28	29	30	31			

SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
1	2	3	4	5	6	7				1	2	3	4	5						1	2	1	2	3	4	5	6	7
8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14	
15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21	
22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28	
29	30	27	28	29	30	31	24	25	26	27	28	29	30	29	30	31												

Special Issues

- FEBRUARY 13** Valentine & Bridal Issue
- DATES TBA** Camps & Recreation 1 - 8 Issue
- MARCH 13** St. Patrick's Day
- APRIL 17** Easter Issue
- MAY 8** Mother's Day Issue
- MAY 22** Memorial Day Issue/Hamptons Home
- JUNE 12** Dining Guide/Graduation/Father's Day

- JULY 3** Independence Day Issue
- AUGUST 28** Labor Day Issue
- OCTOBER 9** Columbus Day Issue/Hamptons Film Fest
- NOVEMBER 6** Veterans Day Issue
- NOVEMBER 27** Thanksgiving/Home for the Holidays Issue
- DECEMBER 18** Best of 2019 Issue

