

# GRAND STREET NEWS

Nancy J. Kramer  
Director of Marketing

## ABOUT GRAND STREET NEWS

A new, affluent community is emerging on the Lower East Side, with higher income and divergent interests. New gourmet restaurants, live music clubs and rising real-estate prices are marking this growth in affluence. Since January, 2004, **Grand Street News** has been an inseparable part of the culture of this new population, as well as the traditional population of home owners in the neighborhood.

**Grand Street News** is a public affairs and culture monthly, covering the Lower East Side of Manhattan, from Chinatown to the East River. An ad-driven, free distribution monthly, **Grand Street News** is direct-mailed to more than 10,000 households in the co-ops and condominiums as well as public housing north and south of Grand Street. It is also carried by many of the businesses in the area.

**Grand Street News** is a non-denominational, multi-ethnic publication, embracing all the exciting endeavors taking place on the Lower East Side. Our aim is to become an inseparable component of life in our neighborhood, contributing as best we can to improve and enhance the quality of all our lives.

Sincerely,



Nancy J. Kramer, Director of Marketing  
Grand Street News

# GRAND STREET NEWS

## 2008 ADVERTISING RATES

*The Grand Street News dimensions are 8.5 by 5.5 inches. It is printed on white stock; ads are available in black and white or color glossy. Our issues are available free of charge online. This means your ad (with clickable URL) receives double-exposure for the same price. All multiple issues are consecutive.*

### **Full page (4.5" wide X 7.5" long)**

**1 issue:** \$1,375  
**3 consecutive issues:** \$3,450 (\$1,150 per issue)  
**6 consecutive issues:** \$5,520 (\$ 920 per issue)  
**12 consecutive issues:** \$8,280 (\$ 690 per issue)  
Color Glossy: \$100 Additional per Issue

### **Half page (4.5" wide X 3.5" long) horizontal only**

**1 issue:** \$ 690  
**3 consecutive issues:** \$1,725 (\$575 per issue)  
**6 consecutive issues:** \$2,760 (\$460 per issue)  
**12 consecutive issues:** \$4,140 (\$345 per issue)  
Color Glossy: \$50 Additional per Issue

### **Quarter page (2.25" wide X 3.5" long)**

**1 issue:** \$ 345  
**3 consecutive issues:** \$ 864 (\$288 per issue)  
**6 consecutive issues:** \$1,380 (\$230 per issue)  
**12 consecutive issues:** \$2,076 (\$173 per issue)  
Color Glossy: \$25 Additional per Issue

### **Premium Pages:**

#### **Centerfold full page, glossy (4.5" wide X 7.5" long)**

**1 issue 1 page:** \$2,000 / **3 issues:** \$ 5,400 / **6 issues:** \$ 9,720 / **12 issues:** \$17,460  
**1 issue 2 pages facing:** \$3,900 / **3 issues:** \$10,530 / **6 issues:** \$18,954 / **12 issues:** \$34,100  
**1 issue 3 pages consec.** \$5,800 / **3 issues:** \$15,660 / **6 issues:** \$28,188 / **12 issues:** \$50,700  
**1 issue 4 pages consec.** \$7,600 / **3 issues:** \$20,520 / **6 issues:** \$36,936 / **12 issues:** \$66,400

#### **Outer pages of centerfold, half page, glossy (4.5" wide X 3.5" long) horizontal only**

**1 issue:** \$ 900  
**3 consecutive issues:** \$2,400 (\$800 per issue)  
**6 consecutive issues:** \$4,200 (\$700 per issue)  
**12 consecutive issues:** \$7,500 (\$625 per issue)

Dimensions

# GRAND STREET NEWS

Full Page: 4.5" x 7.5"

Half Page Wide: 4.5" x 3.5"

Quarter Page,  
Long Only:  
2.25" x 3.5"