

massapequaNEWS.com
P.O. Box 238., Massapequa, NY 11758
(516) 753.NEWS (6397)

Yearly Advertising rates on **massapequaNEWS.com** through September 30, 2008:

<u>Methods of Branding</u>	<u>Services Available</u>	<u>Corporate</u> \$2,500 initial placement	<u>Small Business</u> \$754 initial placement	<u>Individual</u> \$454 initial placement
		\$1,549/monthly	\$449/monthly	\$204/monthly
massapequaNEWS.com Presence	<p>Sponsor the Home Page: guest-anchor the NEWS, one-on-one interview or publish your logo for one week</p> <p>Your business linked into page most fitting for your business</p> <p>One-page website</p> <p>Your business linked into and affiliated with community page as its sponsor</p> <p>Home Page branding of your business</p> <p>Interviews & photo-journalist coverage of your executive team and their operation within your organization published on page most fitting for your business</p>	<p>4 segments</p> <p>1 year</p> <p>✓</p> <p>1 year</p> <p>✓</p> <p>✓</p>	<p>2 segments</p> <p>1 year</p> <p>✓</p> <p>1 year</p>	<p>1 segment</p> <p>1 year</p>
World Wide Web Presence	Syndication of 10 minute video on YouTube /Google Video or MySpace	✓	✓	✓
Community Presence	<p>Photo-journalist coverage, editing and publishing on massapequaNEWS.com for one year</p> <p>Webcast video coverage, editing and publishing on massapequaNEWS.com for one year</p> <p>Your logo on direct mail to residential households in the greater Massapequas (database as of 12/17/07 – 18,659)</p>	<p>6 events</p> <p>1 event</p> <p>✓</p>	<p>3 events</p>	<p>1 event</p>

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	Your logo on e-mail NEWSletter (database as of 12/17/07 – 4,608	✓	✓	✓
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Individual Advertising rates on **massapequaNEWS.com** through September 30, 2008:

<u>Services Available</u>	<u>Pricing</u>
Sponsor NEWScast (guest-anchor the NEWS and/or have your logo published on the Home Page) Includes 1 month link into additional page	\$600/segment
Print ad in monthly NEWSletter (circulation 10,000)	\$ 350 per 1/4 page \$ 500 per 1/2 page \$1,000 full page
Page Sponsorship (your business linked into and affiliated with community page as its sponsor)	\$400/monthly
Photo-journalist coverage of event, editing and publishing on massapequaNEWS.com for one year	\$400/1 st 60 minutes \$150/hour thereafter
Direct Mail – lay-out, proof, print, address, postage & mail using our database – current as of 12/17/07	\$.52 per household
Webcast live (3 hours) or video coverage (2 hours), editing and publishing on massapequaNEWS.com for one year	\$2,500
Business card/hard copy logo scan	\$25