

2017 • 27east Digital Advertising



WE'VE GOT YOU COVERED IN THE HAMPTONS

27east.com **THE PRESS**
YOUR CONNECTION TO THE HAMPTONS NEWS GROUP



Call or e-mail us today to learn more about growing your business on the Hamptons' most highly trafficked website.

Tel 631-287-1100 • Email ads@pressnewsgroup.com



Anthony Lubrano, Owner

Compass East Realty

"We've been posting sales and rental listings on 27east.com for a couple of years now. From the web analytics, we can see that 27east drives significant traffic to our agency's website. More importantly, though, we can credit a number of transactions to 27east.com as well!"



Joanne Shumski,

Owner

Fay Teller Salon

"In just two weeks of advertising, a woman walked into my salon with a printout of my 27east.com ad in her hand. Now I have a new regular customer. I'm really happy!"



Karen Connolly

Kirsten Lonnie

Julie Fitzgerald

SeptemberFest Committee

"We wanted to promote our inaugural Friday night kick-off party and by using 27east's homepage exclusively the week before the event, we sold 82 tickets online. It was a huge success!"



James and Danielle

Quackenbush

Quackenbush Cesspools

"Our ad on 27east.com delivered a new customer almost immediately."



Jessica Cavolina,

Owner

Photography

"Advertising with 27east.com has enhanced my business by enabling me to reach customers I would not have access to otherwise. It has been a positive experience and provided my business with an opportunity for growth."



Kevin A. Luss, CFP, ChFC,

Founder/President

The Luss Group, Inc.

"We are now in our third year of advertising on 27east.com. Within the first few months of running our ad, I noticed two very tangible results: first, I cannot go anywhere without folks saying they see my picture on 27east.com, and secondly, I have seen the traffic increase exponentially since we put it up."

Get Results. Just Ask Our Advertisers.



Tom Otis

Otis Ford

"Our web ads on 27east.com are consistently one of our top traffic drivers for our website. 27east.com makes the process of building effective web ads simple, and the results speak for themselves."



Andrew Lynch,

Vice President

Hampton Jitney

"We have found that 27east.com is very effective in generating top of mind awareness in the online medium and that awareness definitely helps drive our sales."



Henry H. Hildreth III,

Owner/President

Hildreth's

"As the country's oldest department store we understand the importance of effective marketing. 27east.com has played an integral part in our marketing strategy because we have found that our ad is attracting customers from NYC as well as the East End. 27east is the perfect complement to our print advertising."



Steve Haweeli, President

WordHampton Public Relations

"Increasingly, people are getting their information online. Advertising on 27east.com has been an effective way to remind people about Hamptons Restaurant Week."

WHO WE ARE:

27east.com is the online publication of the Hamptons' leading newspapers, The Southampton Press and The East Hampton Press. The heart of our coverage area is the Hamptons, a world-famous resort area that includes some of the country's most affluent communities with a combined resident population of more than 80,000, plus some 60,000 second-home owners.

MARKETING OPPORTUNITIES:

27east.com offers a variety of advertising opportunities for every budget, plus additional discounts for our print advertisers. Whether your customers live in the Hamptons year-round or seasonally, 27east.com reaches more of them, more frequently, than any other local website. Advertising online is more important than ever. Make 27east.com part of your marketing plan today!

ADVERTISE ON 27EAST MOBILE

Reach over 75,000 Mobile Phone Users A Month!

SITE TRAFFIC PER MONTH

1.2M page views
400,000
200,000
3 page views per visit

VISITOR LOYALTY

40% visit at least once a day
60% visit at least twice a week

DEMOGRAPHICS

GENDER

53% Female
47% Male

AGE

25% ages 18-34
45% ages 35-54
30% ages 55+

AFFLUENCE

35% \$100,000+
32% \$60,000-\$100,000

EDUCATION

48% College
22% Graduate School

GEOGRAPHY

40% Hamptons
25% NYC
20% Other Long Island
2% Other NY state
12% Out of state
1% International

SOURCE: QUANTCAST.COM AND GOOGLE ANALYTICS

The Hamptons' Most Popular Website

Call or e-mail us today to learn more about growing your business on the **Hamptons'** most highly trafficked website.

Tel 631-287-1100 • Email ads@pressnewsgroup.com

SITESECTIONS	Size (Pixels, W x H)	1-Week Open (per week)	4-Week Contract (per week)	13-Week Contract (per week)	26-Week Contract (per week)	39-Week Contract (per week)	52-Week Contract (per week)
HOMEPAGE LEADER (Top Horizontal)	660 x 80				\$315	\$299	\$281
HOMEPAGE ANCHOR (Top Square)	300 x 250				\$315	\$299	\$281
HOMEPAGE WEEKLY SPECIAL (2nd Horizontal)	660 x 80	1 Advertiser: \$475, 2 Advertisers: \$356 each					
HOMEPAGE PREMIUM EXPANDER	\$840/week (Appears on any three non-consecutive days per week.)						

Pencil expander ad appears on **HOMEPAGE**. On user's first visit of the day to **HOMEPAGE**, ad expands and collapses upon closing. In subsequent visits on same day, ad appears in collapsed form and may be opened and closed by user.
 Small ad: 970 x 40 · Large ad: 970 x 400

NEWS LEADER (Top Horizontal)	660 x 80	\$243	\$236	\$230	\$218	\$206	\$194
NEWS ANCHOR (Top Square)	300 x 250	\$243	\$236	\$230	\$218	\$206	\$194
NEWS VERTICAL ANCHOR	160 x 345	\$158	\$153	\$149	\$142	\$133	\$126

REAL ESTATE LEADER (Top Horizontal)	660 x 80				\$186	\$175	\$165
REAL ESTATE ANCHOR (Top Square)	300 x 250				\$186	\$175	\$165
REAL ESTATE ANCHOR (Center Horizontal)	465 x 100	\$168	\$164	\$160	\$151	\$143	\$134
REAL ESTATE VERTICAL ANCHOR	160 x 345	\$151	\$147	\$143	\$134	\$128	\$121

SECTIONS LEADER (Top Horizontal)	660 x 80	\$164	\$160	\$155	\$148	\$140	\$131
SECTIONS ANCHOR (Top Square)	300 x 250	\$164	\$160	\$155	\$148	\$140	\$131
SECTIONS VERTICAL ANCHOR	160 x 345	\$109	\$106	\$103	\$97	\$93	\$87

*Includes placement on any two of the following: *Sports, Hamptons Life, Community, Events, Food, Classifieds, Search, Business*

RUN OF SITE (Square)	300 x 250	\$96	\$93	\$91	\$86	\$81	\$177
RUN OF SITE (Vertical)	160 x 345	\$72	\$70	\$69	\$65	\$62	\$58

Circulates through the entire website lower down on page

MOBILE PREMIUM EXPANDER	300 x 250	\$350	\$340	\$329	\$315	\$299	\$281
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Displays at top of Homepage for 10 seconds before shrinking.
 Large ad: 300x250 pixels. Small ad: 300x50 pixels.

MOBILE RUN OF SITE	300 x 50	\$96	\$93	\$91	\$86	\$81	\$77
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Appears between every third article listing and at the bottom of article detail pages.

MARKETING	Size (Pixels, W x H)	1-Week Open (per week)	4-Week Contract (per week)	13-Week Contract (per week)	26-Week Contract (per week)	39-Week Contract (per week)	52-Week Contract (per week)
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EMAIL MARKETING	300 x 250	\$72	\$70	\$69	\$65	\$62	\$58
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"This Weekend In The Hampton"
 Newsletter emailed every Thursday to over 25,000 subscribers.

DISCOUNTS: Advertisers with a current Press print contract receive 5% off. Non-profit advertisers receive 15% off.

ARTWORK: Acceptable file formats are .jpg, .gif, or .swf. All .swf files must have a clickTAG code. Ad creation is included for non-animated ads. Animated ad design is priced according to scope of work.

MINIMUM AD RUN: Four (4) Weeks for Leader and Top Square Anchor Ads May-August. Six (6) Months for Leader and Top Square Anchor Ads on HOMEPAGE AND REAL ESTATE

WELCOME GUEST / LOGIN

READ OUR NEWSPAPERS ARCHIVES MEDIA KIT BUY PHOTOS RSS FEEDS CONTACT US



Leader, Top Horizontal, 660 x 80

Home / News / Community / Sports / Hamptons Life / Multimedia / Real Estate / Calendar / Dining / Biz Directory / Classifieds

Expander Ad



Opening Salvo For Camp Wikoff National Military Park in Montauk

At the moment it's just a vision: Camp Wikoff National Military Park in Montauk, where veterans of the Spanish-American War...

- No Decision Made On Presbyterian Church Cell Tower Application
Bishop Applauds Supreme Court Ruling, Aitschuler Vows To Work For Repeal
Cuomo's Marijuana Bill Generates Mixed Reactions From State Senate Candidates

READ ALL NEWS

submit a news tip

SEARCH 27EAST.COM

ALL News Businesses Dining Events

Sign up for Breaking News Alerts

Anchor Top Square 300 x 250

Homepage Weekly Special Center Horizontal, 660 x 80

CALENDAR

- OPEN CALL FOR ARTISTS - EMERGING ART LONG ISLAND
CALL FOR ARTISTS
DOGS AND EDER - SCULPTURE GARDEN
HEROIC STUDENTS / ONE MILLION BONES, PROJ

VIEW FULL CALENDAR LIST YOUR EVENT

REAL ESTATE

Most Viewed real estate listings with photos and prices for South Hampton properties.

VIEW ALL LISTINGS VIEW RECENT SALES MARKET TRENDS

submit a property

HAMPTONS LIFE

Remembering, And Preserving, Gin Lane Cottages Through Writing

VIEW MORE HAMPTONS LIFE

SPORTS

Writing Has Made The Most Of His Second Chance At Life

VIEW MORE SPORTS

RESTAURANTS

Table of restaurant listings including Sea Grille at Gurney's Inn, Crabby Jerry's, Schirdt's Market, Shippy's Pumpernickel's Restaurant, and The Riverhead Project.

VIEW ALL RESTAURANTS VIEW TODAY'S SPECIALS

Featured Businesses

- CAMME CONTROL COMPANY
TIGER PAINT & WALL PAPER
HEIRLOOM GARDENS, LLC
SPRING & SUMMER ACTIVITIES
SEA GREEN DESIGNS LLC

COMMUNITY GALLERY

Browse your community photos



SEE ALL PHOTOS

MOST READ

MOST COMMENTED

- Palmer And Urban Win Westhampton Beach Village Trustees Election, No Surprises In Quogue
UPDATE Troopers Make Arrest For Stabbing On Shinnecock Reservation
Pavilion Gets Green Light From Southampton Village Officials

DISTINCTIVE HOMES

Georgica Pond



A private road leads to this amazing 2.24 acre property on coveted Georgica Pond.

East Hampton LIST # 044508 \$23,000,000 5 bedrooms 3 baths



VIEW FULL LISTING

RUN OF SITE Vertical 160 x 345

COMMUNITY

Click on your village or hamlet and connect to your community.

- MADANSETT
BRIDGEHAMPTON
EAST HAMPTON
HAMPTON BAYS
MONTAUK
WOODS
SHINNECOCK SPRINGS
SAG HARBOR
SAGAPONACK

RUN OF SITE Square 300 x 250

WELCOME GUEST / LOG IN

READ OUR NEWSPAPERS ARCHIVES MEDIA KIT BUY PHOTOS RSS FEEDS CONTACT US



Leader, Top Horizontal, 660 x 80

Home / News / Community / Sports / Hamptons Life / Multimedia / Real Estate / Calendar / Dining / Biz Directory / Classifieds

Vertical Anchor 160 x 345

WHAT'S MY HOME WORTH?

Search our database to see how much comparable homes have sold for in your neighborhood. Single-Family Home or Vacant Lot. Neighborhood: Southampton. Street: All. Year Sold: All. Price: Min-Max. SEARCH

MARKET TRENDS

Select a neighborhood

RUN OF SITE Vertical 160 x 345

RUN OF SITE Vertical 160 x 345

Anchor, Center Horizontal 465 x 100

List Your Property For Sale or Rent on 27east.com

REAL ESTATE FOR SALE RENTALS LAND COMMERCIAL OTHER. Price: From any to any. Bedrooms: any, Baths: any, Post, Tennis. All the hamptons, see town, east of the canal, west of the canal, north fork, see town, elsewhere.

TOP LISTINGS

For Sale: Southampton \$4,999,000 5 beds 5 baths, Southampton \$4,150,000 5 beds 5 baths, Southampton \$3,000,000 2 beds 1 baths, Southampton \$6,990,000 5 beds 5 baths. VIEW ALL FOR SALE

Rentals: Southampton Year Round \$1,200 1 beds 1 baths, Hampton Bays Year Round \$1,200 2 beds 1 baths, Hampton Bays Year Round \$1,350 3 beds 1 baths, Hampton Bays Year Round \$1,100 1 beds 1 baths. VIEW ALL FOR RENT

Columns & Blogs: Hampton Gardener: A Bird In The Garden..., Transaction Highlights: Transaction Highlights, June 28, Interiors By Design: We Sell Sea Shells

REAL ESTATE HEADLINES

22 Windmill Lane Meets Code, For Sale Sign Goes Up Jun 25, 12 6:59 AM. The dilapidated building that sits idle at 22 Windmill Lane in Southampton Village has been brought up to code but still awaits... MORE
Agency News Jun 25, 12 6:02 AM. SAUNDERS & ASSOCIATES Real estate investor, developer and attorney Alan Schurman has joined Saunders & Associates. He... MORE
Sagaponack Wants Wolffer Houses Kept Out Of Sight May 23, 12 6:42 AM. The Sagaponack Village Board and the estate of the late Christian Wolffer are sparring over how four residential lots on a... MORE
Real Estate And Agency News May 24, 12 10:26 AM. SAUNDERS & ASSOCIATES Sandra Woodward Pullman recently joined Saunders & Associates. The veteran agent comes to Saunders... MORE
Town Granted Restraining Order Against Water Mill Mansion Rentals May 11, 12 10:42 PM. Earlier this year, Southampton Town was granted a temporary restraining order against the owners of a 17-bedroom Water Mill mansion... MORE

SEARCH 27EAST.COM. ALL News Business Dining Events

Sign up for Breaking News Alerts

MY 27EAST REALTY LOGIN

Anchor Top Square 300 x 250

BROKERS & AGENTS

Having built an impressive reputation for being knowledgeable, honest and straightforward, John Healey is the consummate real estate professional bringing over 10 years of valuable experience to both clients and customers. His natural ability for developing long-term and satisfying relationships with both buyers and sellers alike has resulted in John being one of the top producers on the East End and establishing him as the one to call when people want to make a major real estate investment. John Healey 631-637-3200 631-774-9872 Town & Country Real Estate Email this Agent. VIEW ALL AGENT LISTINGS. Town & Country REAL ESTATE. VIEW ALL FEATURED AGENTS

Become a Featured Broker or Agent on 27east.com

RUN OF SITE Square 300 x 250

DISTINCTIVE HOMES

Private Deeded Ocean Access. Located in the desired Murray compound, this traditional-styled home on two landscaped acres offers... MORE. Southampton LIST ID: 2055557 \$5,995,000 5 bedrooms 6 baths. Sotheby's INTERNATIONAL REALTY Harriet Grant (831) 203-0000. VIEW FULL LISTING

Vertical Anchor 160 x 345