

Display Advertising Specifications

COLUMN WIDTHS

| Columns | Inches | Picas |
|--------------|---------|----------------------------|
| 1 | 1.715" | 10p3.5 |
| 2 | 3.597" | 21p7 |
| 3 | 5.479" | 32p10.5 |
| 4 | 7.361" | 44p2 |
| 5 | ————— | 5 column ads not available |
| 6 | 11.125" | 66p9 |
| Double Truck | 23.125" | 138p9 |

PAGE SIZE INFORMATION

| | |
|------------------------------|--------|
| Page Depth | 20.5" |
| Columns per page | 6 |
| Column width - inches | 1.715" |
| Column width - picas | 10p3.5 |
| Total column inches per page | 123" |

POPULAR AD SIZES*

| Ad Size | Columns Wide X Inches Deep | Inches Wide X Inches Deep |
|---------------|-------------------------------|------------------------------|
| Full Page | 6 col. X 20.5" | 11.125" X 20.5" |
| 1/2 Page (H) | 6 col. X 10" | 11.125" X 10" |
| 1/2 Page (S) | 4 col. X 15" | 7.361" X 15" |
| 1/3 Page (S) | 4 col. X 10" | 7.361" X 10" |
| 1/4 Page (V) | 3 col. X 10" | 5.479" X 10" |
| 1/4 Page (H) | 6 col. X 5" | 11.125" X 5" |
| 1/4 Page (S) | 4 col. X 8" | 7.361" X 8" |
| 1/8 Page (V) | 2 col. X 8" | 3.597" X 8" |
| 1/8 Page (H) | 3 col. X 5" | 5.479" X 5" |
| 1/16 Page (V) | 1 col. X 8" | 1.715" X 8" |
| 1/16 Page (S) | 2 col. X 4" | 3.597" X 4" |
| 1/32 Page (V) | 1 col. X 4" | 1.715" X 4" |
| 1/32 Page (H) | 2 col. X 2" | 3.597" X 2" |
| 1/64 Page (H) | 2 col. X 1" | 3.597" X 1" |
| 1/64 Page (S) | 1 col. X 2" | 1.715" X 2" |

(S) = Square (H) = Horizontal (V) = Vertical

**We offer other ad sizes, but not all column/inch combinations are available. Please call for alternate sizes.*

DESIGN REQUIREMENTS

- All ads run inside an unbroken 1 pt. border.
- Reverses and reversed type may not exceed 33% of the ad area.
- We reserve the right to shade ads that exceed this amount.

PRODUCTION CHARGES AND PROOFS

- Proofs will be furnished on request provided material is submitted by 12 p.m. on Friday preceding date of publication.
- The first hour of production on each ad is free, each additional hour is \$75 per hour. Exceptions include typographical errors or failure to follow specific insertion instructions.

SUBMITTING DIGITAL FILES

- Our email servers will accept only the following types of attachments; pdf, tif, doc, xls, text, zip, or sit. To send other types of files please use a compression program that will create a ZIP (PC) or SIT (MAC) file.
- We encourage you to send us all digital ads in a PDF format. To ensure the best possible output, create your PDF file to meet the PDF/1Xa standard. This is a standard setting included with Adobe Acrobat products.
- Avoid using True Type fonts. Adobe Type fonts reproduce the best.
- Photos should be sized correctly for the ad and the resolution should be 150 pixels per inch.
- Photos should be formatted to CMYK for print, rather than RGB.

TERMS & CONDITIONS

- All advertising is payable in advance until credit has been established with our billing department.
- Finance charges of 1.5% per month will be levied on all unpaid balances of 30 days or greater.
- All insertions require a signed insertion order.
- A signed contract is required for discount rate eligibility.

IN CASE OF ERRORS

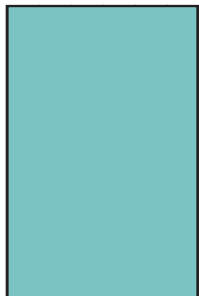
- In the event of a typographical error or wrong insertion, we will run a corrected advertisement, or issue a credit, for that portion of the ad that may have been rendered valueless by the error.
- Advertisers shall notify us of such an error in time for correction before the second insertion.

Contact Information

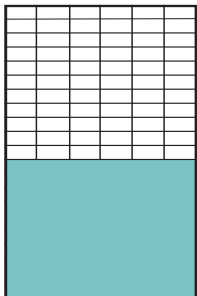
| SOUTHAMPTON SALES OFFICE | WESTHAMPTON BEACH SALES OFFICE |
|-----------------------------|-----------------------------------|
| Phone: 631-287-1100 | Phone: 631-288-1100 |
| Fax: 631-287-4544 | Fax: 631-288-4965 |
| ads@pressnewsgr.com | |

Deadlines

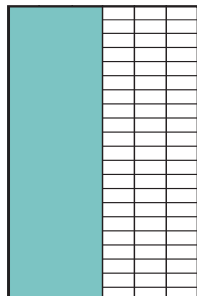
| | |
|-----------------------------|----------------|
| PROOF REQUESTS: | Friday, Noon |
| REAL ESTATE SECTION: | Friday, 4 p.m. |
| ALL OTHER SECTIONS: | Monday, 1 p.m. |
| AD COPY DEADLINE: | Monday, 1.p.m. |



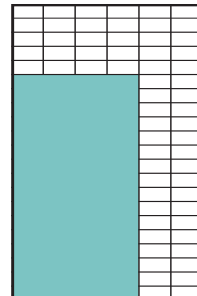
Full Page
11.125" x 20.5"



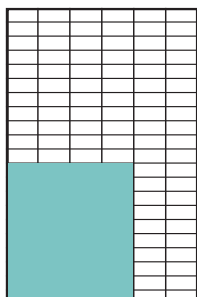
1/2 Page
11.125" x 10"



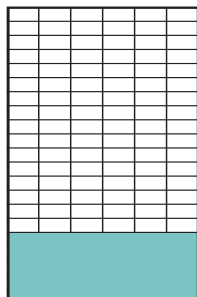
1/2 Page
5.479" x 20.5"



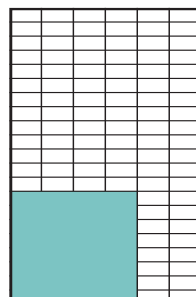
1/2 Page
7.361" x 15"



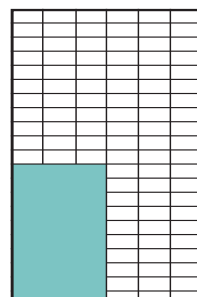
1/3 Page
7.361" x 10"



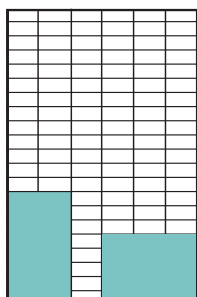
1/4 Page
11.125" x 5"



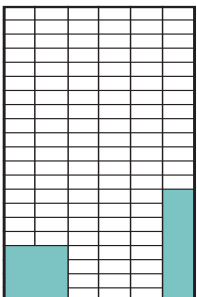
1/4 Page
7.361" x 8"



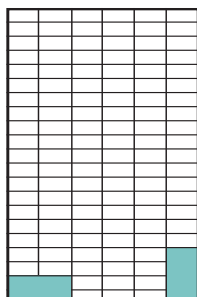
1/4 Page
5.479" x 10"



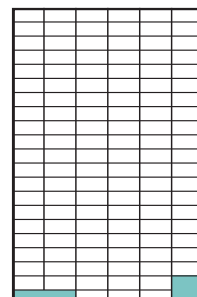
1/8 Page
3.597" x 8"
5.479" x 5"



1/16 Page
3.597" x 4" or
1.715" x 8"



1/32 Page
3.597" x 2" or
1.715" x 4"



1/64 Page
3.597" x 1" or
1.715" x 2"

Contact Information

SOUTHAMPTON
SALES OFFICE
Phone: 631-287-1100
Fax: 631-287-4544

WESTHAMPTON BEACH
SALES OFFICE
Phone: 631-288-1100
Fax: 631-288-4965

ads@pressnewsgroup.com

Deadlines

PROOF REQUESTS: Friday, Noon
REAL ESTATE SECTION: Friday, 4 p.m.
ALL OTHER SECTIONS: Monday, 1 p.m.
AD COPY DEADLINE: Monday, 1 p.m.

Rates effective 4/1/2012 and subject to change without notice.
Display advertising rates are per insertion & non-commissionable.

THE EAST HAMPTON PRESS

| Sizes | Open Rate | CONTRACT RATES PER INSERTION | | | | |
|-----------|-----------|------------------------------|---------------------------|---------------------------|------------|-------------|
| | | 13 times or 2 pg. vol. | 26 times or 4 pg. vol. | 52 times or 6 pg. vol. | 9 pg. vol. | 12 pg. vol. |
| Full Page | \$2,085 | \$1,427 | \$1,175 | \$1,007 | \$907 | \$756 |
| 1/2 | \$1,175 | \$828 | \$681 | \$583 | \$532 | \$439 |
| 1/3 | \$735 | \$536 | \$441 | \$378 | \$340 | \$283 |
| 1/4 | \$588 | \$429 | \$352 | \$302 | \$272 | \$227 |
| 1/8 | \$294 | \$214 | \$182 | \$151 | \$136 | \$114 |
| 1/16 | \$158 | \$116 | \$85 | \$74 | \$66 | \$60 |
| 1/32 | \$84 | \$63 | \$55 | \$43 | \$37 | \$35 |
| 1/64 | \$54 | \$36 | \$31 | \$26 | \$23 | \$21 |

ADD \$250 TO PRICE FOR PROCESS COLOR.

SOUTHAMPTON PRESS EASTERN EDITION

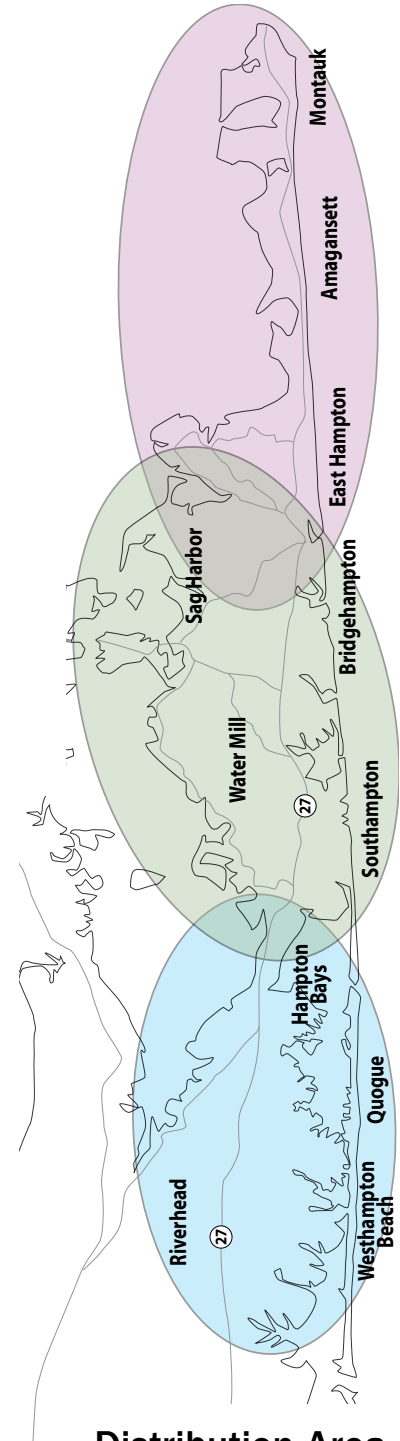
| Sizes | Open Rate | CONTRACT RATES PER INSERTION | | | | |
|-----------|-----------|------------------------------|---------------------------|---------------------------|------------|-------------|
| | | 13 times or 2 pg. vol. | 26 times or 4 pg. vol. | 52 times or 6 pg. vol. | 9 pg. vol. | 12 pg. vol. |
| Full Page | \$2,550 | \$1,869 | \$1,602 | \$1,472 | \$1,326 | \$1,252 |
| 1/2 | \$1,428 | \$1,048 | \$891 | \$764 | \$686 | \$649 |
| 1/3 | \$1,006 | \$721 | \$613 | \$517 | \$465 | \$439 |
| 1/4 | \$817 | \$540 | \$461 | \$391 | \$352 | \$333 |
| 1/8 | \$402 | \$286 | \$247 | \$210 | \$188 | \$177 |
| 1/16 | \$226 | \$159 | \$132 | \$108 | \$98 | \$92 |
| 1/32 | \$126 | \$88 | \$76 | \$58 | \$53 | \$50 |
| 1/64 | \$74 | \$49 | \$40 | \$34 | \$31 | \$29 |

ADD \$390 TO PRICE FOR PROCESS COLOR.

SOUTHAMPTON PRESS WESTERN EDITION

| Sizes | Open Rate | CONTRACT RATES PER INSERTION | | | | |
|-----------|-----------|------------------------------|---------------------------|---------------------------|------------|-------------|
| | | 13 times or 2 pg. vol. | 26 times or 4 pg. vol. | 52 times or 6 pg. vol. | 9 pg. vol. | 12 pg. vol. |
| Full Page | \$2,140 | \$1,538 | \$1,227 | \$1,038 | \$934 | \$882 |
| 1/2 | \$1,212 | \$882 | \$792 | \$610 | \$549 | \$517 |
| 1/3 | \$883 | \$612 | \$528 | \$405 | \$365 | \$344 |
| 1/4 | \$694 | \$460 | \$396 | \$306 | \$276 | \$261 |
| 1/8 | \$351 | \$242 | \$209 | \$157 | \$142 | \$133 |
| 1/16 | \$201 | \$132 | \$114 | \$85 | \$76 | \$71 |
| 1/32 | \$107 | \$72 | \$64 | \$49 | \$43 | \$41 |
| 1/64 | \$69 | \$41 | \$36 | \$30 | \$26 | \$25 |

ADD \$250 TO PRICE FOR PROCESS COLOR.



The East Hampton Press

The Southampton Press
Eastern Edition

The Southampton Press
Western Edition

Distribution Area

Contact Information

| | |
|---------------------------------|---------------------------------------|
| SOUTHAMPTON SALES OFFICE | WESTHAMPTON BEACH SALES OFFICE |
| Phone: 631-287-1100 | Phone: 631-288-1100 |
| Fax: 631-287-4544 | Fax: 631-288-4965 |
| ads@pressnewsgrp.com | |

Deadlines

PROOF REQUESTS: Friday, Noon
REAL ESTATE SECTION: Friday, 4 p.m.
ALL OTHER SECTIONS: Monday, 1 p.m.
AD COPY DEADLINE: Monday, 1 p.m.

Rates effective 4/1/2012 and subject to change without notice.
Display advertising rates are per insertion & non-commissionable.

ANY 2 NEWSPAPERS

| Sizes | Open Rate | CONTRACT RATES PER INSERTION | | | | |
|-----------|-----------|------------------------------|---------------------------|---------------------------|------------|-------------|
| | | 13 times or 2 pg. vol. | 26 times or 4 pg. vol. | 52 times or 6 pg. vol. | 9 pg. vol. | 12 pg. vol. |
| Full Page | \$3,774 | \$2,708 | \$2,172 | \$1,875 | \$1,688 | \$1,594 |
| 1/2 | \$2,586 | \$1,542 | \$1,222 | \$1,085 | \$977 | \$923 |
| 1/3 | \$1,541 | \$1,060 | \$912 | \$726 | \$655 | \$618 |
| 1/4 | \$1,158 | \$801 | \$687 | \$556 | \$500 | \$473 |
| 1/8 | \$593 | \$424 | \$365 | \$292 | \$264 | \$249 |
| 1/16 | \$335 | \$227 | \$198 | \$150 | \$134 | \$127 |
| 1/32 | \$180 | \$121 | \$106 | \$77 | \$69 | \$66 |
| 1/64 | \$98 | \$67 | \$54 | \$42 | \$38 | \$36 |

ADD \$530 TO PRICE FOR PROCESS COLOR.

ALL 3 NEWSPAPERS

| Sizes | Open Rate | CONTRACT RATES PER INSERTION | | | | |
|-----------|-----------|------------------------------|---------------------------|---------------------------|------------|-------------|
| | | 13 times or 2 pg. vol. | 26 times or 4 pg. vol. | 52 times or 6 pg. vol. | 9 pg. vol. | 12 pg. vol. |
| Full Page | \$5,859 | \$4,136 | \$3,347 | \$2,883 | \$2,595 | \$2,349 |
| 1/2 | \$3,761 | \$2,370 | \$1,903 | \$1,668 | \$1,509 | \$1,362 |
| 1/3 | \$2,276 | \$1,596 | \$1,353 | \$1,104 | \$994 | \$901 |
| 1/4 | \$1,746 | \$1,229 | \$1,040 | \$858 | \$772 | \$699 |
| 1/8 | \$887 | \$638 | \$547 | \$443 | \$400 | \$362 |
| 1/16 | \$493 | \$344 | \$283 | \$224 | \$200 | \$187 |
| 1/32 | \$263 | \$184 | \$161 | \$119 | \$107 | \$101 |
| 1/64 | \$153 | \$103 | \$85 | \$68 | \$61 | \$57 |

ADD \$650 TO PRICE FOR PROCESS COLOR.

Contact Information

SOUTHAMPTON SALES OFFICE

Phone: 631-287-1100

Fax: 631-287-4544

ads@pressnewsgroup.com

WESTHAMPTON BEACH SALES OFFICE

Phone: 631-288-1100

Fax: 631-288-4965

ads@pressnewsgroup.com

Deadlines

PROOF REQUESTS: Friday, Noon
SPACE RESERVATION: Monday, 1 p.m.
AD COPY DEADLINE: Monday, 1 p.m.

Terms & Conditions

- All advertising is payable in advance until credit has been established with our billing department.
- Finance charges of 1.5% per month will be levied on all unpaid balances of 30 days or greater.
- All insertions require a signed insertion order.
- A signed contract is required for discount rate eligibility.

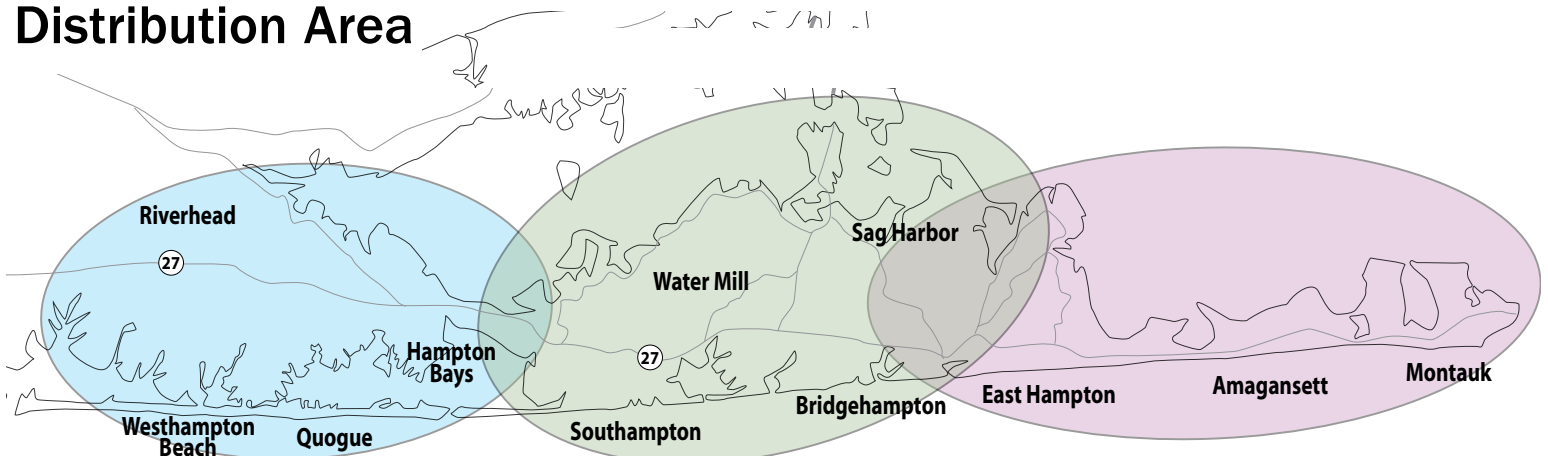
Production Charges

- The first hour of production on each ad is free, each additional hour is \$75 per hour.

In Case of Errors

- In the event of a typographical error or wrong insertion, we will run a corrected advertisement, or issue a credit, for that portion of the ad that may have been rendered valueless by the error.
- Advertisers shall notify us of such an error in time for correction before the second insertion.

Distribution Area



The Southampton Press
Western Edition

The Southampton Press
Eastern Edition

The East Hampton Press