

# Let **R**esidence Build your Brand

No advertising vehicle builds your brand better than Residence, the Hamptons' premier real estate home and design weekly. As a supplement in both The Southampton Press and The East Hampton Press, your clients now get twice

the exposure at one low price.

Marketing high-end properties demands high-end media, and no other advertising vehicle delivers the same quality readership and blanket coverage of the entire Hamptons market from Southampton to Montauk.

**With Press newspapers, you're not just marketing a home, you're building a brand.**

- *Top-quality circulation.*
- *Twice the exposure.*
- *One low price.*



**Residence**

*A Labor Of Love  
Yields A Harmonious Garden*

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

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

## RESIDENCE: EAST (The Southampton Press Eastern Edition & The East Hampton Press)

Sizes (Broadsheet)	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.	20 pg. vol.
Full Page	\$3,774	\$2,708	\$2,172	\$1,875	\$1,688	\$1,594	\$1,463
1/2	\$2,586	\$1,542	\$1,222	\$1,085	\$977	\$923	\$846
1/4	\$1,158	\$801	\$687	\$556	\$500	\$473	\$434
1/8	\$593	\$424	\$365	\$292	\$264	\$249	\$228
1/16	\$335	\$227	\$198	\$150	\$134	\$127	\$117
1/32	\$180	\$121	\$106	\$77	\$69	\$66	\$61
1/64	\$98	\$67	\$54	\$42	\$38	\$36	\$33

ADD \$390 TO PRICE FOR PROCESS COLOR.

## RESIDENCE: WEST (The Southampton Press Western Edition)

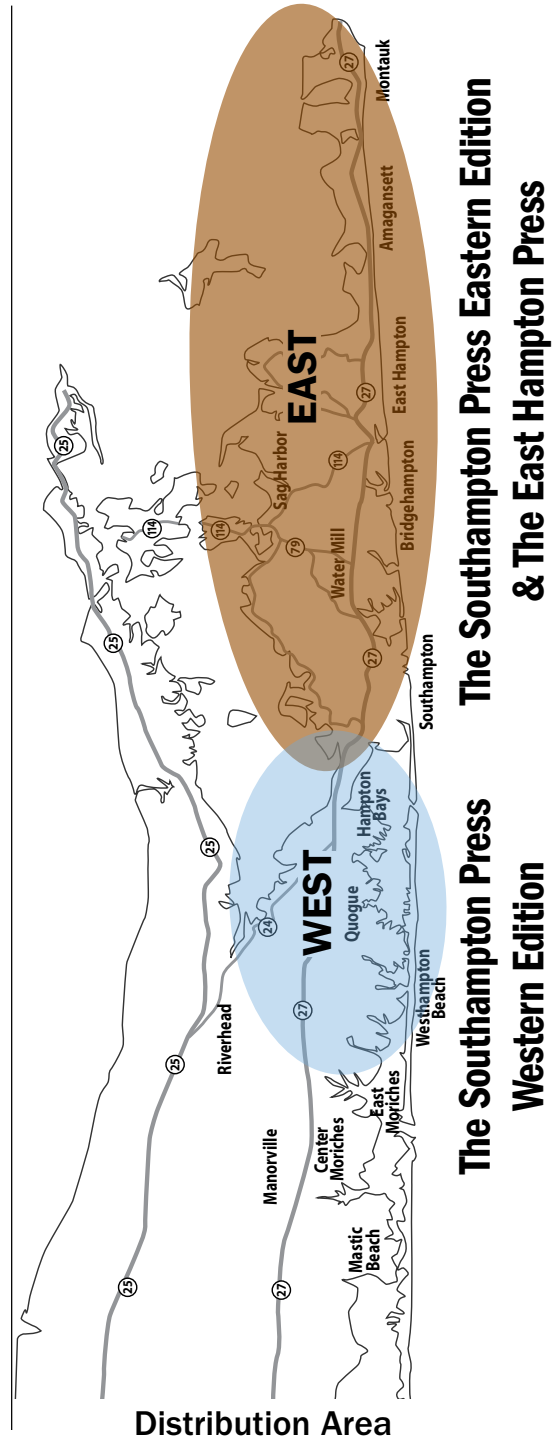
Sizes (Broadsheet)	Open Rate	CONTRACT RATES PER INSERTION					
		13 times or 2 pg. vol.	26 times or 4 pg. vol.	52 times or 6 pg. vol.	9 pg. vol.	12 pg. vol.	20 pg. vol.
Full Page	\$2,140	\$1,538	\$1,227	\$1,038	\$934	\$882	\$810
1/2	\$1,212	\$882	\$792	\$610	\$549	\$517	\$476
1/4	\$694	\$460	\$396	\$306	\$276	\$261	\$238
1/8	\$351	\$242	\$209	\$157	\$142	\$133	\$122
1/16	\$201	\$132	\$114	\$85	\$76	\$71	\$66
1/32	\$107	\$72	\$64	\$49	\$43	\$41	\$38
1/64	\$69	\$41	\$36	\$30	\$26	\$25	\$23

ADD \$250 TO PRICE FOR PROCESS COLOR.

## RESIDENCE: EAST & WEST

Sizes (Broadsheet)	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.	20 pg. vol.
Full Page	\$5,859	\$4,136	\$3,347	\$2,883	\$2,595	\$2,349	\$2,168
1/2	\$3,761	\$2,370	\$1,903	\$1,668	\$1,509	\$1,362	\$1,255
1/4	\$1,746	\$1,229	\$1,040	\$858	\$772	\$699	\$645
1/8	\$887	\$638	\$547	\$443	\$400	\$362	\$334
1/16	\$493	\$344	\$283	\$224	\$200	\$187	\$173
1/32	\$263	\$184	\$161	\$119	\$107	\$101	\$94
1/64	\$153	\$103	\$85	\$68	\$61	\$57	\$53

ADD \$530 TO PRICE FOR PROCESS COLOR.



**The Southampton Press Eastern Edition & The East Hampton Press**  
**The Southampton Press Western Edition**

Distribution Area

### Contact Information

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

### Deadlines

<b>PROOF REQUESTS:</b>	Thursday, 4 p.m.
<b>REAL ESTATE SECTION:</b>	Friday, 4 p.m.
<b>REAL ESTATE AD COPY DEADLINE:</b>	Friday, 4 p.m.