ABOUT US

In 1871, The Patchogue Advance began serving the greater Patchogue area as a weekly newspaper. The publication's commitment to both journalistic excellence and the community became the cornerstone of the paper, to be a trusted news organization that also includes the Suffolk County News, the Islip Bulletin, the Tide of the Moriches and Manorville and the Tri Hamlet news

MISSION

It is not our aim to tell readers what to think, but to provide them with food for thought and to make interpretive editorial comment on the news

REACH

Our coverage area stretches from as far west as West Islip and along the entire South Shore to East Moriches. Our print and digital publications offers several ways for your business to connect with our readers.

FOR MORE INFORMATION

631.475.1000

Ext. 15 for the Advance, Tide and Trihamlet News
Ext. 17 for the Suffolk County News and Islip Bulletin

PUBS

WEST ISLIP TO EAST MORICHES

Our community newspapers are the go-to-source for Southern Brookhaven and Islip Town news coverage and lifestyle features. Connect with our readers with display ads, classified ads and pre-printed inserts.

Each weekly publication is also available in an e-paper format that is accessible to subscribers for no additional charge.

CIRCULATION

Long Island Advance – Established 1871

a. Published in one of the largest centers of population in Suffolk County.

b. Circulation covers these communities: Bayport, Bellport, Blue Point, Brookhaven Hamlet, Brookhaven National Laboratory (Upton), Center Moriches, East Moriches, East Patchogue, Eastport, Farmingville, Fire Island (seasonal), Holtsville, Manorville, Mastic, Mastic Beach, Medford, Moriches, Patchogue, Shirley and Yaphank.

c. Published and mailed Thursdays.

d. 10,500 readers.

e. ***The Long Island Advance*** has the largest net paid circulation of any weekly newspaper on the South Shore of Brookhaven Township, New York.

Suffolk County News – Established 1884

a. Published in one of the largest centers of population in Suffolk County.

b. Circulation covers these communities: Bayport, Blue Point, Bohemia, Fire Island (seasonal), Oakdale, Sayville and West Sayville.

c. Published and mailed Thursdays.

d. 4,000 readers.

Islip Bulletin – Established 1948

a. Circulation covers these communities: Bay Shore, Brightwaters, East Islip, Great River, Islip, Islip Terrace and West Islip.

b. Published and mailed Thursdays.

c. 3,200 readers.

The Tide of Moriches – Established 2011

a. Monthly Newspaper

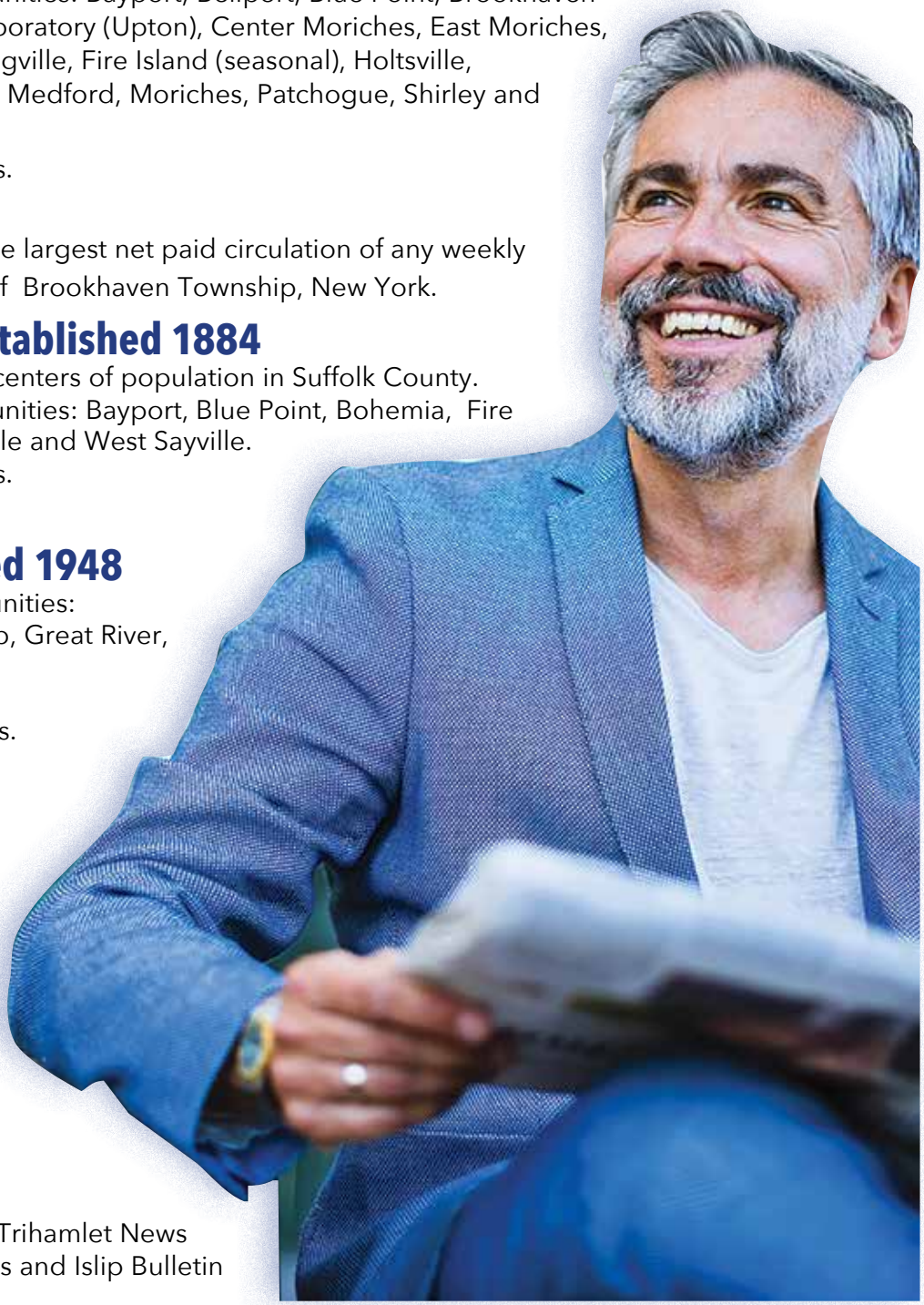
b. 100% mailed to Center Moriches, East Moriches & Moriches, Bulk dropped to Manorville

c. Circulation 8,300

FOR MORE INFORMATION

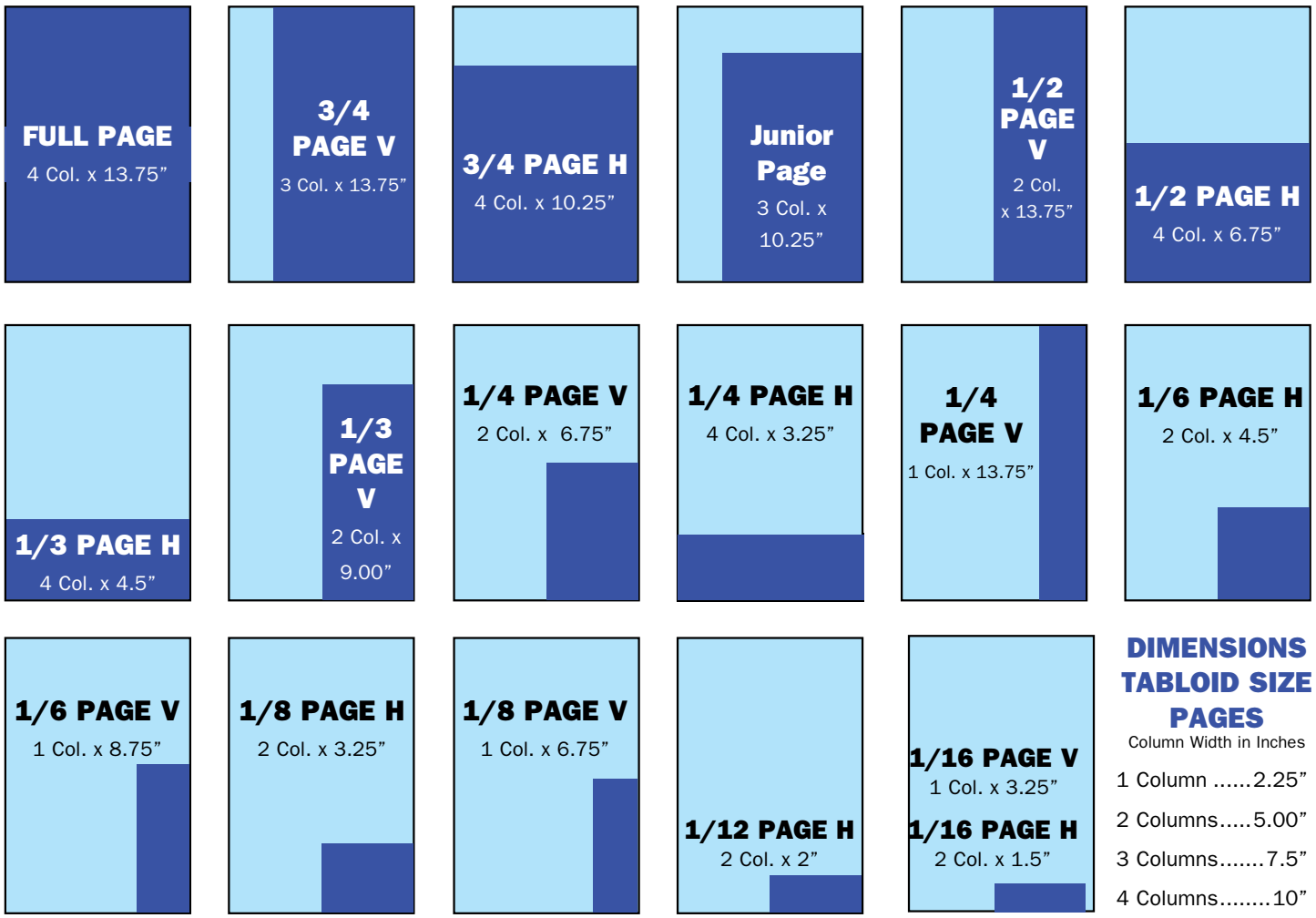
631.475.1000

Ext. 15 for the Advance, Tide and Trihamlet News
Ext. 17 for the Suffolk County News and Islip Bulletin



AD SIZES

Long Island Advance - Suffolk County News - Islip Bulletin



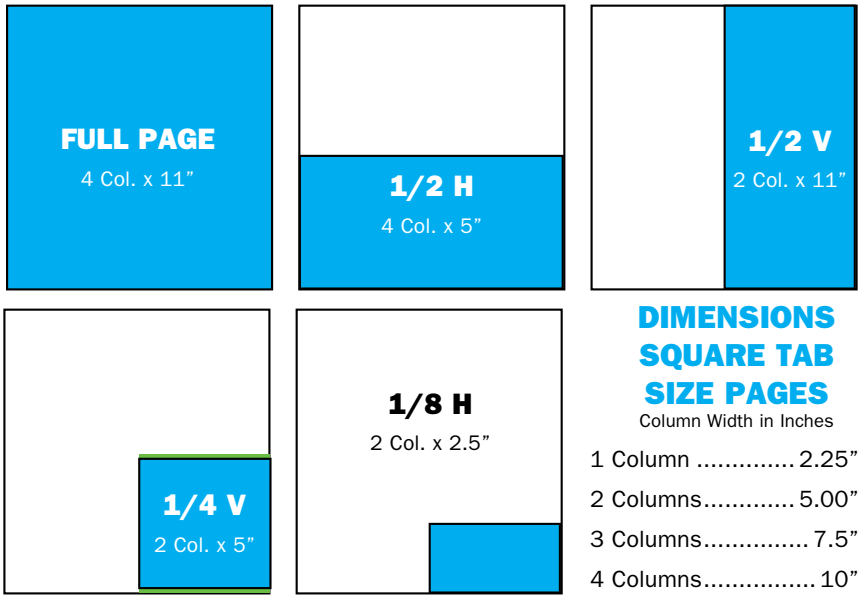
DIMENSIONS TABLOID SIZE PAGES

Column Width in Inches

1 Column .....2.25”
2 Columns.....5.00”
3 Columns.....7.5”
4 Columns.....10”

AD SIZES

The Tide of Moriches



DIMENSIONS SQUARE TAB SIZE PAGES

Column Width in Inches

1 Column ..... 2.25”
2 Columns..... 5.00”
3 Columns..... 7.5”
4 Columns..... 10”

FOR MORE INFORMATION 631.475.1000

Ext. 15 for the Advance, Tide and Trihamlet News
Ext. 17 for the Suffolk County News and Islip Bulletin

WEB

Our news websites deliver 24/7 coverage, videos and interactive calendar set us apart. To keep our focus local, there is a separate website representing each one of our print media coverage areas, The Long Island Advance, The Islip Bulletin and The Suffolk County News. The TriHamlet News is a website only.

longislandadvance.net

islipbulletin.net

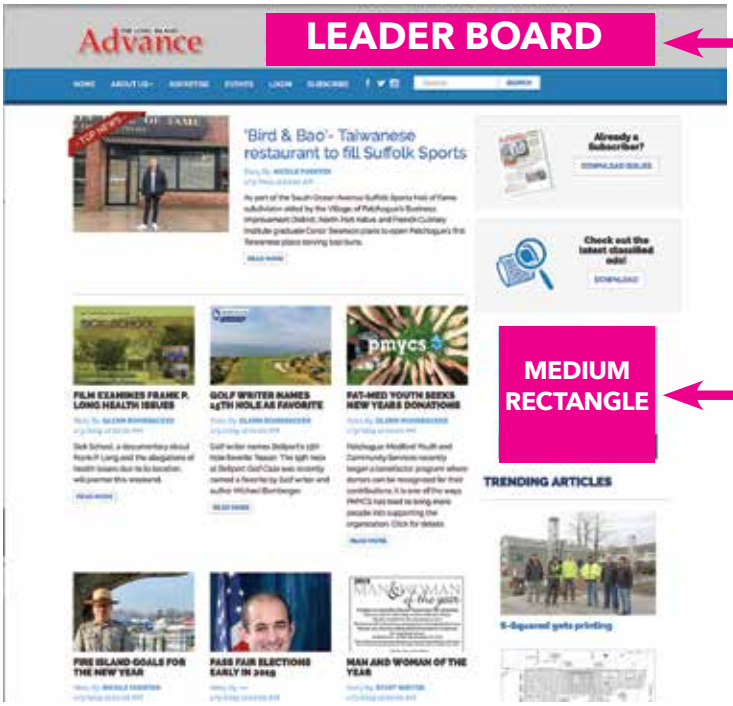
suffolkcountynews.net

trihamletnews.com

DIGITAL ADVERTISING

THE LONG ISLAND ADVANCE
ISLIP BULLETIN
THE SUFFOLK COUNTY NEWS

Our community newspapers are for Southern Brookhaven and Islip Town news coverage and lifestyle features. Connect with our readers with display ads, classified ads and pre-printed inserts.
Each weekly publication is also available in an e-paper format that is accessible to subscribers for no additional charge.



** Placement and size shown relative to example website reduction*

LEADER BOARD
(728X90 Pixels- not shown actual size.)* Links to external website of your choosing.

$95 per week

MEDIUM RECTANGLE
(300X250 Pixels- not shown actual size.)* Links to external website of your choosing.

$65 per week

BUNDLE RATE

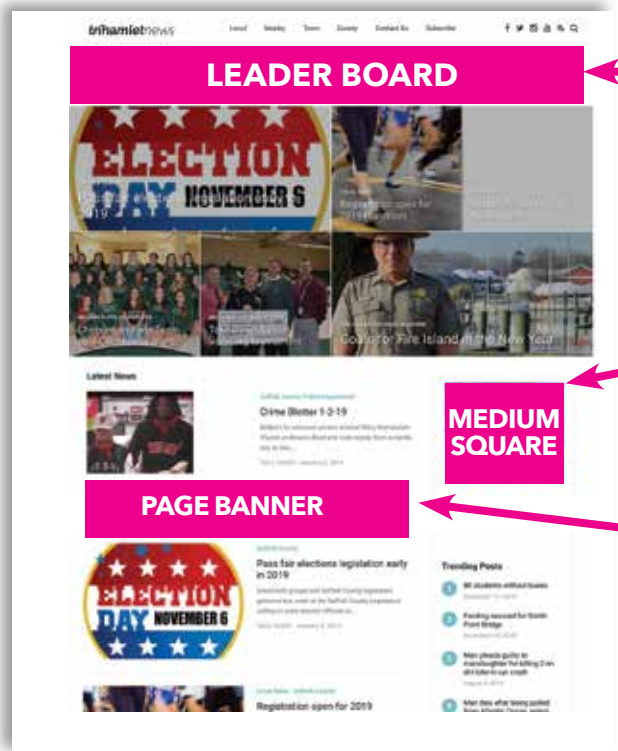
Combine your print ad with a web ad and get even better results!
Just add $50 to the cost of your print ad for a medium rectangle ad and save $210.
Just add $75 to the cost of your print for a leader board ad and save $305.

Prices are per month, minimum ad size 1/4 page.

DIGITAL ADVERTISING

trihamlet news

Tri Hamlet News is a community-focused news source that shares stories from the Mastics, Shirley, and William Floyd School District.



LEADER BOARD
(728X90 Pixels)

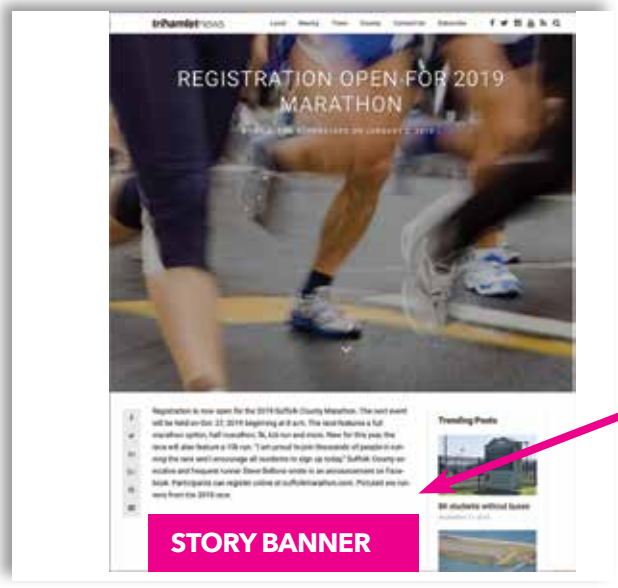
Exclusive: $500.00/month
Rotate: $300.00/month

MEDIUM SQUARE
(300X250 Pixels)

Exclusive: $300.00/month
Rotate: 250.00/month

PAGE BANNER
(300X250 Pixels)

$350.00/month



STORY BANNER
(300X250 Pixels)

$150.00/month
Promoted Story: $50.00

BY THE NUMBERS

READER DEMOGRAPHICS

Affluent and Influential

- Average household income is $87,077
- Home to 8 of New York's 55 wealthiest communities.
- 56% of adults live in households of $100,000 and above.

Our readers are Upscale, Educated and on the Move

- 57% are college educated
- 46% are 27-54 years of age (Age group supports 65% of school age children)
- 37% moved in the last five years
- Effective Buying income of over 54 million

Source: New York Press Association Report 2017

OUR SALES TEAM

Display Advertising

Linda Kelban
631.475.1000 ext. 15
lindaliadvance@optimum.net

Long Island Advance, Tide of Moriches & Manorville , TriHamlet News

Monica Musetti-Carlin
(631) 475-1000 ext. 17
Cell: (631)-521-6979
ibscnsales@optimum.net

Suffolk County News & Islip Bulletin

Classified Advertising

Publishes in all three papers
(Long Island Advance, Suffolk County News & Islip Bulletin)
and FREE online

Mike Lenonardi
631.475.1000 ext. 10
classifieds@longislandadvance.net

Lynn Halverson
(631) 475-1000 ext. 11
classifieds@longislandadvance.net