

# mediakit

NORTH

SHORE

LEADER

## contact



[advertising@theleaderonline.com](mailto:advertising@theleaderonline.com)



@north\_shore\_leader



The North Shore Leader



[thenorthshoreleader.com](http://thenorthshoreleader.com)



You can reach customers with  
\$15 Billion in buying power with every  
ad placement in *The Leader*

# The North Shore Leader

*The Leading News Source for Long Island's Gold Coast Communities.*

Each week, The Leader reaches over 15,000 Gold Coast readers in some of the wealthiest communities in the United States.

#### **Readership/Coverage:**

The Leader is the only true North Shore newspaper, covering and reaching all the communities that matter to our advertisers, from Manhasset, Glen Cove and Roslyn to Locust Valley and Oyster Bay in the west to Huntington Bay and Northport. No other paper covers news and reaches readers from ALL the local towns, including Bayville, Centre Island, Cove Neck, Lattingtown, Matinecock, the Brookvilles, Muttontown, Laurel Hollow, Cold Spring Harbor, Glenwood Landing, Sea Cliff and Lloyd Harbor.

#### **Print Quality:**

The Leader is printed in full color on superior quality paper, with white coloring and heavy stock, which sets it apart from other publications. The Leader was also the first of its kind to offer unmatched vibrant color, adding to the overall impact of the publication and the effectiveness for our advertisers.

#### **Strong Online Presence:**

The Leader provides an unparalleled online experience for readers, and consists of weekly feature stories, photo galleries of local events and archives of past articles, available 24/7. All weekly ads are posted online, and contract advertisers can have their online ads linked to their website.

#### **Publicity & Advertising Solutions:**

The Leader brings recognition and exposure to our advertisers. The Leader will work to provide you with a multi-faceted publicity. The Leader complements ads with spotlight stories on your grand opening, unique business services, products



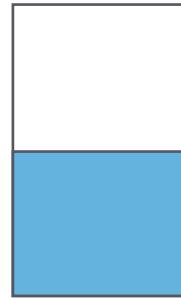
Our Readers are the “Who’s who”  
of America’s rich and famous.



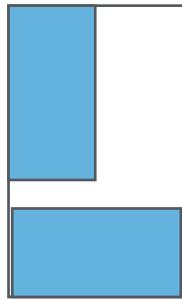
# Display Ad Sizes



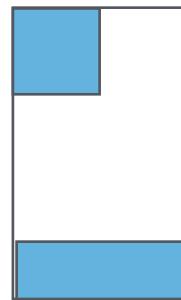
**Full Page**  
(13.5-10)



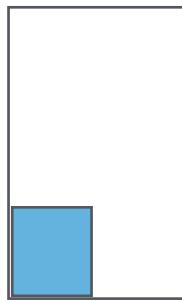
**Half Page**  
(6.25)x10



**1/4 Page**  
(3.12x10 or (6.75x5)

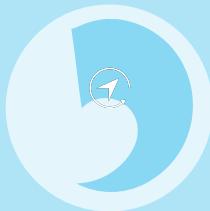


**1/6 Page**  
(2x10) or (4x5)



**1/8 Page**  
(3x5)

Size	3+ Weeks (Cost per week)	1 Week (Cost)
Full Page	\$650	\$750
1/2 Page	\$320	\$450
1/4 Page	\$220	\$250
1/6 Page	\$150	\$190
1/8 Page	\$110	\$150
1/12 Page	\$100	\$125



We are here to work with you to find the most suitable advertisement plan for your business/organization.



## Advertising Breakdown

### Legal Notice

\$2.00 per agate line

### LLC Notices

\$40 per agate line

### Classifieds

\$30 for first 15 words

\$.50 per each additional word

### Obituaries

\$250 for obituary with photo

\$350 for two week print



# Legal Notices

The North Shore Leader uses two columns for legal notices. Our double column width is 4.7" Legal notices are measured by agate rule and priced at \$2.00 per agate line for the legal as measured from first line (including the heading) to the last line.

For example, the following legal notice would cost \$64.00 for a single insertion.

## Legal Notice

NOTICE OF SALE SUPREME COURT NASSAU COUNTY  
HOUSEHOLD FINANCE REALTY CORPORATION OF NEW YORK, Plaintiff against  
MARY ROSE PASTER, et al Defendants

Attorney for Plaintiff(s) Fein, Such & Crane LLP, 1400 Old Country Road, Suite C103, Westbury, New York 11590, Attorney(s) for Plaintiff(s).

Pursuant to a Judgment of Foreclosure and Sale Entered MARCH 25, 2016

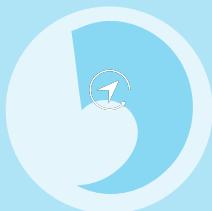
I will sell at Public Auction to the highest bidder at the CCP (CALENDAR CONTROL PART COURTROOM) IN THE NASSAU SUPREME COURT, 100 SUPREME COURT DRIVE, MINEOLA, NY 11501 on JANUARY 17, 2017 at 11:30 A.M.. Premises known as 68 COCKS LANE, LOCUST VALLEY, NY 11560. Sec 29 Block 1 Lot 23. ALL that certain plot, piece or parcel of land, with the buildings and improvements thereon erected, situate, lying and being at Locust Valley, Town of Oyster Bay, Nassau County, New York. Approximate Amount of Judgment is \$568,917.30 plus interest and costs. Premises will be sold subject to provisions of filed Judgment Index No 10930/09.

ANTHONY CAPETOLA, ESQ, Referee

LLC legal notices must be printed in six (6) consecutive issues, and will be billed at the rate of \$40 per insertion for a total of \$240. Payment for LLC notices must be received in advance.

All legal notices are to be sent via email to: [advertising@thenorthshoreleader.com](mailto:advertising@thenorthshoreleader.com) in document format (Microsoft Word is preferable). You will receive email confirmation and a proof of your legal notice in place on the page will also be sent via email. Invoices and Affidavits of Publication then will be sent, and payment is due.

For additional information please call (516) 676-1434 or  
email: [advertising@thenorthshoreleader.com](mailto:advertising@thenorthshoreleader.com)



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