

Our Town | Eastsider: Upper East Side
The Spirit | Westsider: Upper West Side
Our Town | Downtowner: Below 14th St.
Chelsea News | Chelsea Clinton News: Chelsea

MEDIA KIT



STRAUSNEWS
your community news source

Delivering hyper-local community news
for Manhattan's distinct neighborhoods



The local paper for the Upper East Side



OUR TOWN Eastsider

The local paper for the Upper West Side



THE SPIRIT Westsider

The local paper for Downtown



OUR TOWN Downtowner

The local paper for Chelsea



CHELSEA Clinton NEWS

targeted coverage in manhattan

Straus News publishes Manhattan's premier community publications: *Our Town*, *The West Side Spirit*, *Our Town Downtown* and *The Chelsea News*. There are very few media options that can offer the targeted coverage that we can; most media is city or statewide – we focus on the news that is important to local neighborhoods only!

Our Town has been published since 1970, and is the East Side's largest community newspaper, read from Gramercy to Carnegie Hill — the wealthiest neighborhoods in the city. With vital community news that is covered by no other newspaper in the city, *Our Town* has become a must-read for all East Siders — from the affluent Fifth Avenue executive to the Lenox Hill mom. *Our Town* loyalists who want their own personal copy delivered each week subscribe to **Our Town Eastsider**.

The West Side Spirit, Manhattan's beloved West Side community weekly, has been distributed from Clinton to Columbia University since 1985. From Riverside Drive families to the film stars on Central Park West, *The West Side Spirit* is the award-winning newspaper residents rely on for the news and views of their neighborhood. *Spirit* fans get their personal edition mailed via **The Westsider**, published since 1972.

Our Town Downtown covers lower Manhattan with an emphasis on dining, real estate, education and the goings-on around downtown. It was merged with New York Press for the arts and listings coverage to present the best picks of the week within walking distance: Soho, Tribeca and FiDi, our coverage area has it all. Subscribers receive their personal copy in the mail weekly in **The Downtowner**.

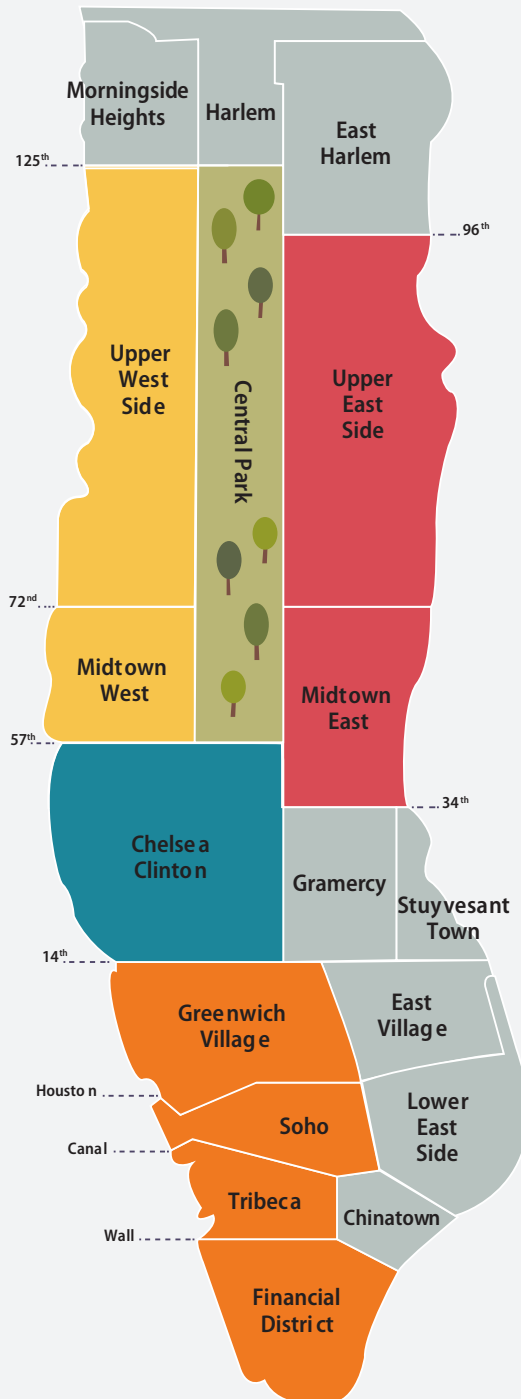
The Chelsea News serves Manhattans hottest new neighborhood with local news and events. Loyalists subscribe to **The Chelsea Clinton News** which has been publishing since 1939 and is one of the oldest weekly newspapers in Manhattan. Together they cover the upscale neighborhoods between 14th Street and 59th Street from Fifth Avenue to the Hudson River. Affluent and influential subscribers rely on us to keep them informed about local news and cultural events.

Every week we feature Neighborhood News, City Arts, Food and Dining, Real Estate, Out & About Community Calendar and Voices Editorials and Letters.

TARGETED COVERAGE

Straus News' neighborhood newspapers deliver a hyper-local, highly targeted audience. Straus readers are affluent, influential, culturally active and most own their own home. We have over 160,000 readers weekly.

Our mission is to provide comprehensive community news for Manhattan's distinct neighborhoods. We provide the local news that daily newspapers simply can't deliver. It's the news that people in the community really care about... the stories that they cut out and put on the refrigerator.



Audience Profile:

Female: 58%, Male 42%

HHI: \$149,840

Homeowner: 70%

Visit Museums: 87%

Vote: 83%

**Source: December 2014 Pulse Survey*

Our Town & Eastsider

Blankets the Upper East Side with more than 1,000 different drops to doorman buildings, retail establishments and boxes. More circulation to zip codes 10021 & 10028 than The New York Post or The New York Daily News

West Side Spirit & Westsider

Blankets the Upper West Side with more than 800 different drops to doorman buildings, retail establishments and boxes. More circulation to zip codes 10023 & 10024 than The New York Post or The New York Daily News

Chelsea News & Chelsea Clinton News

Targets Manhattan's hottest new neighborhood

Our Town Downtown & Downtowner

Blankets downtown with more than 650 different drops to doorman buildings, boxes and retail establishments

WHY ADVERTISE WITH US?

The **DAILY NEWS** reaches **only 5%** of the households in Manhattan*

The **NEW YORK POST** reaches **less than 4%** of the households in Manhattan*

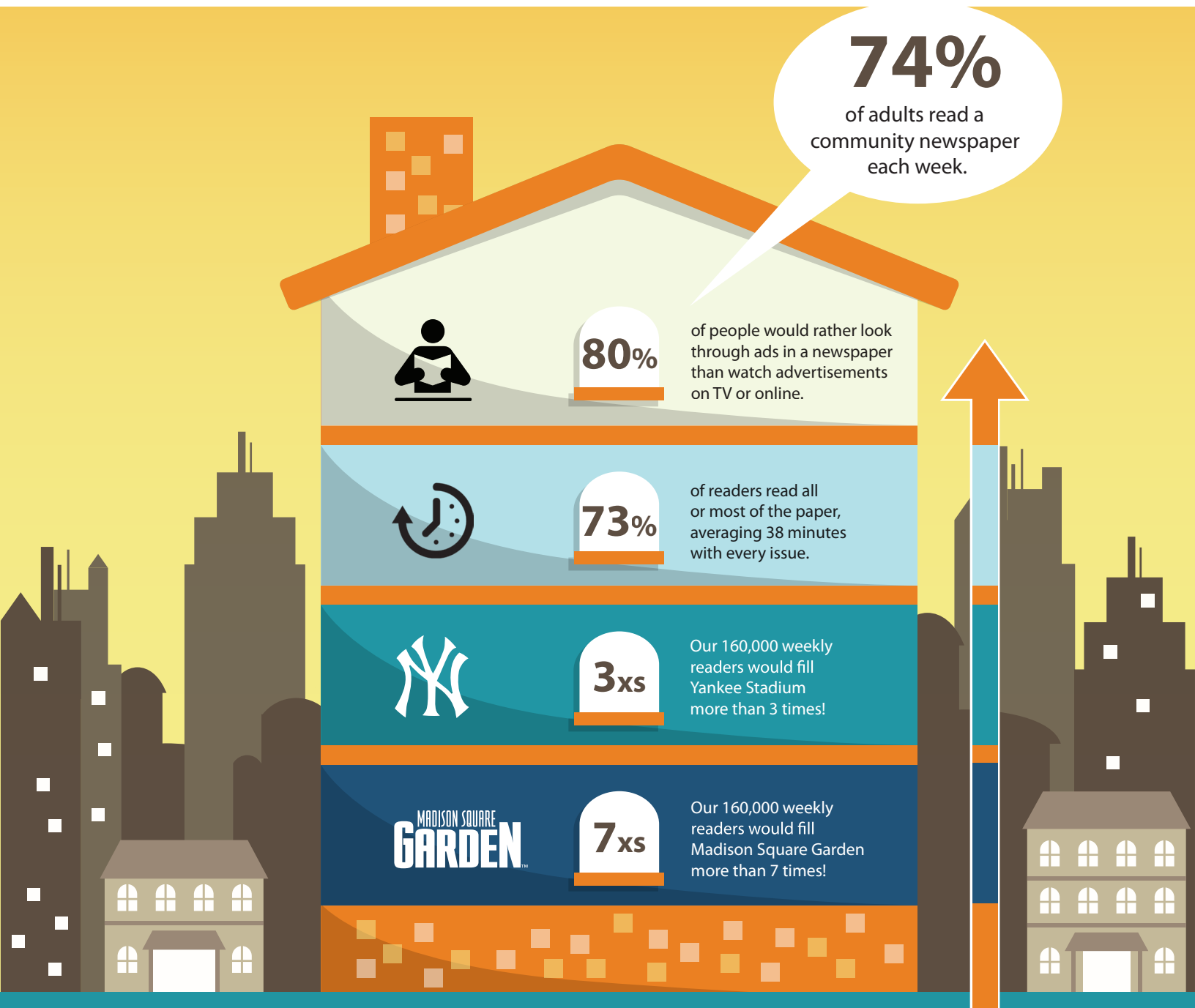
The **New York Times** reaches **less than 1%** of the households in Manhattan*

Our weekly newspapers deliver a loyal, local, repeat audience of **more than 160,000 readers**

Our weekly newspapers deliver **160,000 consumers** who are in the market for the goods and services you sell

Our weekly newspapers **reach influencers – affluent, educated home owners who care about their community.**

*Source: Alliance for Audited Media, March, 2014





FYI: Newspaper advertising is welcomed and wanted, not intrusive or deleted.

Murrey's Jewelers is celebrating 78 years on the Upper East Side and thanks Our Town for increasing our targeted audience always." — Earl Kahn, Owner, Murrey's

The local paper for the Upper East Side



blankets the upper east side!

Readership: 50,000

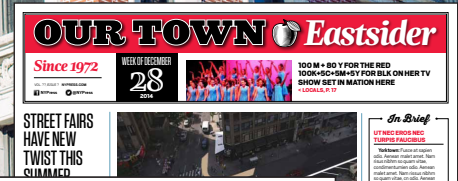
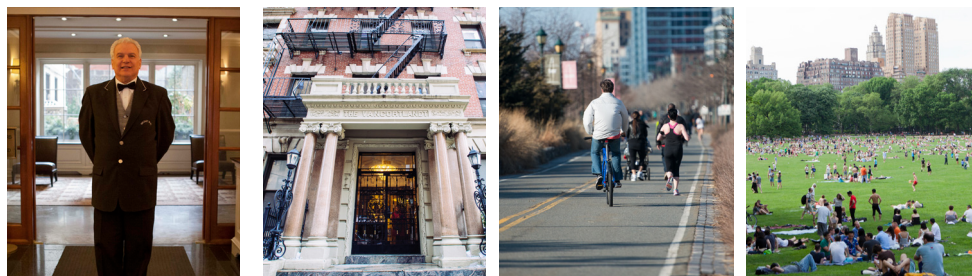
Blankets the Upper East Side with 20,000 copies delivered to 1,000 doorman buildings, boxes and retail locations.

Compare Our Town's coverage in zip codes 10021 and 10028 to the reach of the New York Post (4,552*) and the New York Daily News (2,818*). Get the best possible return on your advertising investment with Our Town!

*Source: Alliance for Audited Media, March, 2014

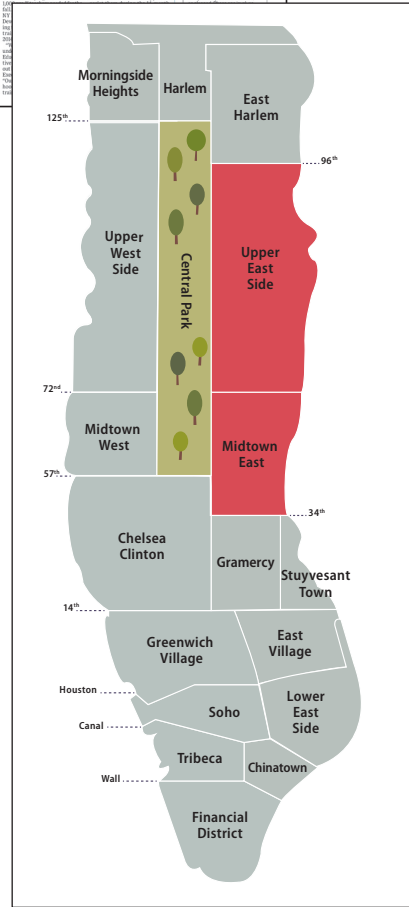


The Eastsider is the "personal" edition for an exclusive group of subscribers who want their Eastside neighborhood news delivered directly to them by US mail. Be sure to reach these active, involved, and engaged readers.



CALLING ALL TEACHERS

EDUCATION
 A group of educators has launched a program to help teachers in the city's poorest schools. The program, called 'Calling All Teachers', is a partnership between the city and the University of New York at Albany. It provides teachers with training and support to improve their classrooms.



FYI: Newspaper advertising is very targeted, based on demographics and geography.



*"Our registration for our current fall semester of courses is up 33.3 % over last semester, and Straus News – Manhattan played a big role in helping us make that happen."
—Jewish Association for Services for the Aged (JASA)*

The local paper for the Upper West Side



unbeatable
local coverage!

Readership: 50,000

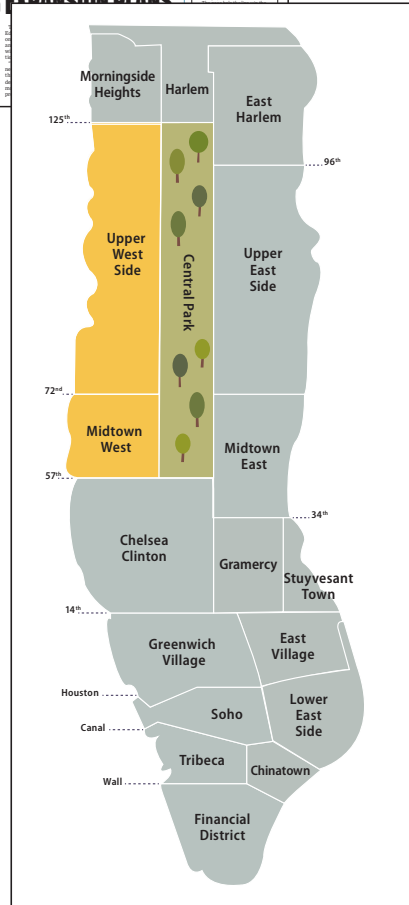
Blankets the Upper West Side with 20,000 copies delivered to 800 doorman building, boxes and retail locations.

Compare *The West Side Spirit's* coverage in zip codes 10023 and 10024 to the reach of the New York Post (2,524*) and the New York Daily News (2,045*). Reach more customers by advertising in *The West Side Spirit!*

*Source: Alliance for Audited Media, March, 2014



The Westsider is the "personal" edition for an exclusive group of subscribers who want their Westside neighborhood news delivered directly to them by US mail. Be sure to reach these active, involved, and engaged readers.



FYI: Newspapers are “lean-in media” that readers give their full attention to.

“We have been advertising with Our Town Downtown, and with NY Press before their merger, for over 15 years and have always counted on them to be a valued partner in our Spring and Fall ad campaigns. Warehouse Wines specializes in bringing value and quality products to our customers and we look for advertising partners who will bring that same value and quality to us. Straus News’ local newspapers deliver customers – year after year.” —Laura Goldstein, Warehouse Wines and Spirits

The local paper for Downtown



targeted coverage!

Readership: 25,000

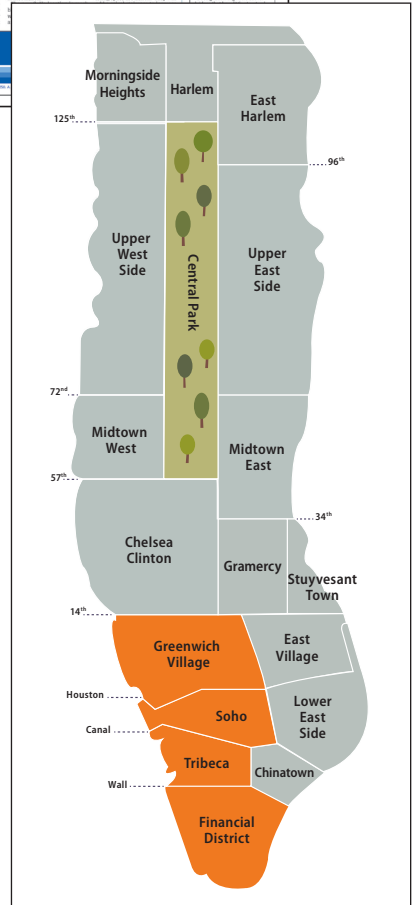
Targeted Downtown coverage with 10,000 copies delivered to 600+ doorman buildings and retail establishments. Our special brand of hyper-local news gives residents of these neighborhoods coverage they can’t get anywhere else.

Advertisers depend on Our Town Downtown to deliver results.

*Source: Alliance for Audited Media, March, 2014



The Downtowner is the “personal” edition for an exclusive group of subscribers who want their Downtown neighborhood news delivered directly to them by US mail. Be sure to reach these active, involved, and engaged readers.

1001

FYI: Newspaper readers aren't multi-tasking when seeing your ad—they are engaged!



"The value of coverage in Straus Media's community papers to the Alexander Robertson School's outreach efforts cannot be overstated. In this era of information overload readers turn to their local community papers to learn about the issues that affect their children, their homes and their neighborhood. Having the opportunity to engage with community-minded local readers is vital to our communications strategy." —**Joan Harrison, Director of Marketing and Communications at the Alexander Robertson School**

The local paper for Chelsea



Chelsea's newest weekly newspaper!

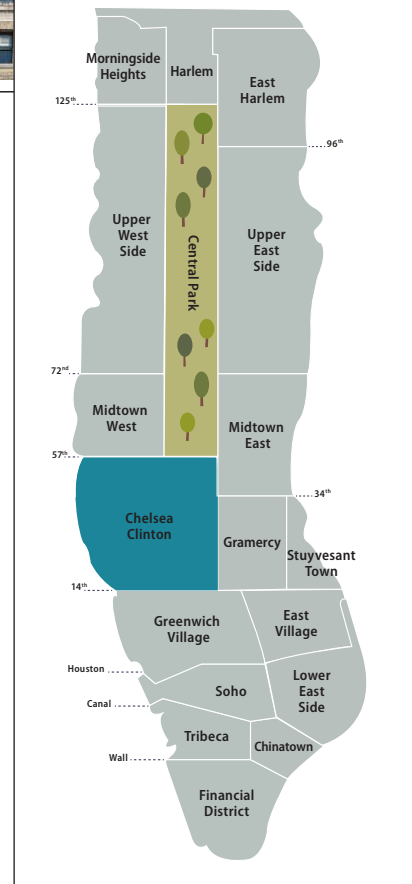
Readership: 25,000

Chelsea News has 10,000 copies delivered weekly to select doorman buildings in one of New York's chic, fastest growing neighborhoods.

Chelsea News, soon to be Chelsea's hottest place for news of the 'hood!



The Chelsea Clinton News is the "personal" edition for an exclusive group of subscribers who want their Chelsea neighborhood news delivered directly to them by US mail. Be sure to reach these active, involved, and engaged readers.





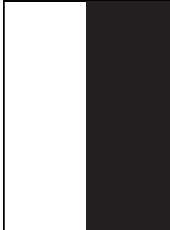
AD SPECS

Full Page



10.33" x 11"

1/2 Page V



5.081" x 11"

1/2 Page H



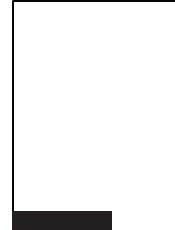
10.33" x 5.416"

1/3 Page V



5.081" x 7.2"

Cover Strip



6.163" x 1.5"

1/4 Page



5.081" x 5.416"

1/6 Page



5.081" x 3.555"

1/8 Page H



5.081" x 2.64"

1/8 Page V



3.332" x 4.12"

1/16 Page



3.33" x 2.06"

Acceptable Formats

InDesign CS5, Illustrator, Photoshop, Acrobat PDF (Please embed all fonts.)

PDFs

All fonts must be embedded. All images and artwork must be CMYK. Do not use compression on images. Please make pdf files Acrobat 4.0 compatible as transparencies in higher versions are unstable. If you send Word files, they will have to be recreated. Please send any artwork or photos separately as they get embedded into the Word doc.

Line Screen

85 LS for B/W ads and 100 LS for color. Unfortunately, web images are not high enough resolution for newsprint – Minimum resolution for photos is 300 dpi, minimum resolution for text is 170 dpi.

Email Ads

Please include the advertiser's name and run date in the subject line of the email. In the body of the email please include contact information, should there be a problem with the ad. Please make sure to email ads to your sales representative and graphics@strausnews.com



2015 SPECIAL SECTIONS

PUB DATE		AD DEADLINE	PUB DATE		AD DEADLINE
JANUARY			JULY		
1	Pets, Camp	12/24	2	Pets	6/26
8	Health	1/2	9	Health	7/2
15	Continuing Ed, Camp, WESTYs	1/9	16		7/10
22	Camp Guide	1/16	23		7/17
29	Senior Living	1/23	30	Senior Living	7/24
FEBRUARY			AUGUST		
5	Pets, Camp	1/30	6	Pets	7/31
12	Health	2/6	13	Health, City Arts Fall Arts Guide	8/7
19	Camp	2/13	20	Fall Education/School Rankings	8/14
26	Teen Life, Senior Living	2/20	27	Senior Living	8/21
MARCH			SEPTEMBER		
5	Pets, Camp	2/27	3	Pets	8/28
12	Health, OTTYs	3/6	10	Health	9/3
19	Camp	3/13	17		9/11
26	Senior Living	3/20	24	Senior Living	9/18
APRIL			OCTOBER		
2	Pets, City Arts Spring Arts Guide	3/27	1	Pets	9/25
9	Health	4/3	8	Health, Art of Food	10/2
16	Camp	4/10	15		10/9
23	Senior Living	4/17	22		10/16
30		4/24	29		10/23
MAY			NOVEMBER		
7		5/1	5	Building Service Worker Awards	10/30
14	Health	5/8	12	Health	11/6
21	Camp	5/15	19		11/13
28	Senior Living	5/21	26	Senior Living	11/19
JUNE			DECEMBER		
4	Summer Guide, Pets	5/29	3	Pets, Our Town 45 Years & Counting	11/27
11	Health	6/5	10	Health	12/4
18		6/12	17	Continuing Education, Best of Manhattan	12/11
25	Senior Living	6/19	24	Senior Living	12/18
			31		12/24

DIGITAL

Digital Advertising Opportunities

All digital ads are limited to 5 advertisers at a time to give you the best bang for your buck.

Leader Board

728 x 90 px

Join us & make Elizabeth H. Berger Plaza

BLOOM

SATURDAY, MAY 16, 2015
Noon - 2 P.M. (Rain or shine)
Elizabeth H. Berger Plaza
(at Edgar Street and Trinity Place)

Rectangle Ad

300 x 250 px

Appreciate the Hudson Valley.

see travel itineraries

Distinctly Dutchess

DUTCHESS TOURISM I LOVE NY

Fisher Center for Performing Arts

In Story Ad

300 x 250 px

HUDSONWAY IMMERSION SCHOOL
Formerly BILINGUAL BUDS

Spaces still available for Preschool & K-5

- Starting as early as age 2
- 100% in Mandarin
- All language levels welcome

Preschool • Day School (K-5) • After School • Summer Camp
Mandarin Chinese • Spanish • English

Upper West Side, NYC Learn More at www.hwis.org

Newsletter Sponsorship - 16,000 Subscribers

Banner on our popular newsletter

633 x 90 px

OURTOWN

Having trouble viewing the email? [Click here to view this email as a web page.](#)

Send: April 23, 2015

City Arts News

Must Read Local News

- Landry (Mish) Taylor: Our Culture Capital**
Last night officials already gearing up to fight the project [read more](#)
- Top-5 for the Week**
Corporate logos on and 't'street' signs [read more](#)
- No Not Dog Day At This School**
Franklin School becomes one of several public schools to transition to vegetarian lunches, and students urge the change [read more](#)
- Mr. Mayor: Find Money For Libraries**
While the library system is looking for all, no one is there for it [read more](#)

AlphaBloss

FREE web event for ages 6-12

APRIL 25, 2015

7:00 PM Avenue of the Arts

REGISTER

Dedicated e-Blast

Dedicated e-blast to our engaged subscribers

What does it take to move ahead?

Determination, discipline, and the hunger to succeed. An understanding of what came before and the ability to anticipate what's coming next. The acquisition of new knowledge and the cultivation of new connections.

For 90 years, the NYU School of Professional Studies has delivered world-class, innovative programs that push boundaries, challenge horizons, and provide outstanding education in a way that only NYU can.

That's what it takes.

NYU 1800s 2000s 21st Century

There's still time to register for fall. Choose from on-site and online courses and activities that offer convenient schedules to fit your busy lifestyle.

Areas of Study:

- Accounting
- Business Management
- Creative Arts and Expression
- Design
- Entrepreneurship
- Finance and Law
- Foreign Language, Literatures, and Cultures
- Health and Wellness
- Cultural Affairs

Register Online or Call 212-998-7160

NYU School of Professional Studies

NYU School of Professional Studies

7 East 10th Street, Suite 603, New York, NY 10003

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