



MEDIA KIT

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**THE MONSEY VIEW IS A WEEKLY
HIGH-END MAGAZINE DESIGNED FOR
EVERY SEGMENT AND AGE GROUP OF
OUR DIVERSE COMMUNITY.**



INTRODUCTION //

You've heard the buzz around town and even beyond Monsey's borders. They're all talking about us.

It makes sense, because we've made a huge splash in the new era of advertising.

With exciting articles on timely issues, a forum for community discussion, and up-to-date graphics, The Monsey View has it all.

Once upon a time there were two types of publications: those that featured ads and those that featured engaging content.

And then The Monsey View came along.

We took the best of both worlds to bring you a content-packed platform to promote your brand.

Walk into any Monsey home, and you'll find families gathered around The Monsey View, or The Monsey View lying

prominently on the table. You'll hear articles being discussed, and see every reader slowly absorbing every single page.

EVERY. SINGLE. PAGE.

We've slowed down the pace in this super-speed world by engaging the mind and not just the eyes. When readers see what we have to offer, they stop and look at what you have to offer, too.

Doesn't that sound amazing?



FAQ //

1. WHAT MAKES THE MONSEY VIEW DIFFERENT FROM THE TYPICAL WEEKLY?

Unlike other free periodicals, The Monsey View is a well-designed platform for both content and advertisement. We offer readers a range of engaging articles and information alongside relevant advertisements in a magazine format, complete with glossy pages.

2. HOW OFTEN IS THE MONSEY VIEW PUBLISHED?

The Monsey View is a weekly publication distributed on Wednesdays.

3. IS THE MONSEY VIEW AVAILABLE ONLINE?

Yes. The Monsey View is accessible online every Wednesday at www.themoneyview.com, and is sent out to thousands of email subscribers.

4. WHAT IS THE ADVERTISING DEADLINE?

All ads must be submitted by Monday 5:00 p.m. before intended publication.

5. DOES THE MONSEY VIEW OFFER ADJUSTED RATES FOR LONG-TERM ADVERTISING?

Yes. The Monsey View values the relationship between our team and your business. Contact us directly to discuss rate details.

6. WHAT ARE THE PAYMENT OPTIONS?

The Monsey View accepts all major credit cards. Please note: Full payment is required to reserve ad space.

WHY YOU SHOULD ADVERTISE IN THE MONSEY VIEW: YOUR BUSINESS DESERVES:

1. TO REACH A GROWING READERSHIP.

With thousands of young families moving to Monsey every year, you can be sure that your ad will be seen and savored in our popular publication.

2. TO GO WHERE YOUR CUSTOMERS ARE.

Local businesses and service providers need local customers. The Monsey View's targeted distribution means your ads are seen by customers that are nearby and ready to spend.

3. TO KEEP CONNECTED.

Building a consistent relationship with your customers is key to successful advertising. The Monsey View's weekly distribution to over 40 local stores, schools, shuls and convenience shops ensures that your ads are seen consistently by those who matter.

4. TO BE SEEN AGAIN AND AGAIN.

Your ads shouldn't go to waste. With our world-renowned writers, weekly columns and exciting children's section, The Monsey View is one of those publications that readers save to read again and again.

5. TO STICK TO YOUR BUDGET.

The Monsey View is committed to creating a custom advertising package for every business and service provider. Advertising rates start at only \$50 and are geared toward fitting your budget and reaching your customer.

ARE YOU READY TO GIVE YOUR BUSINESS WHAT IT DESERVES?

CALL TODAY 845.600.8484 OR EMAIL ADS@THEMONSEYVIEW.COM

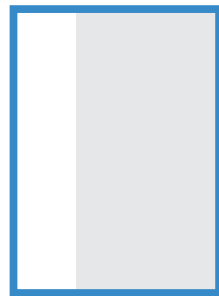
AD SIZES //



**FULL
PAGE**

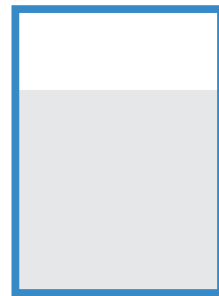
7.88" x 10.88"

Add .25" bleed to all sides



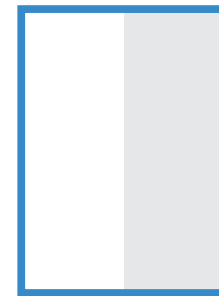
**TWO THIRDS
VERTICAL**

4.70" x 9.87"



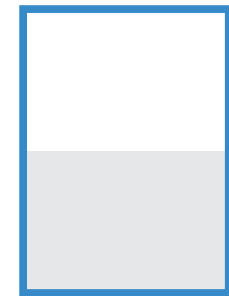
**TWO THIRDS
HORIZONTAL**

7.14" x 6.49"



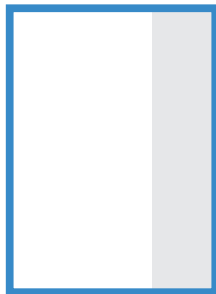
**HALF PAGE
VERTICAL**

3.47" x 9.87"



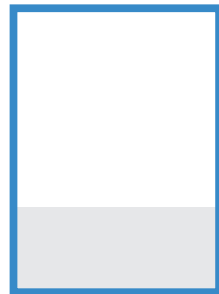
**HALF PAGE
HORIZONTAL**

7.14" x 4.82"



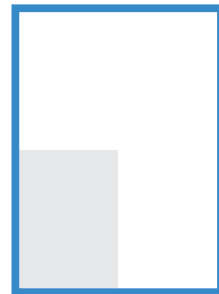
**ONE THIRD
VERTICAL**

2.26" x 9.87"



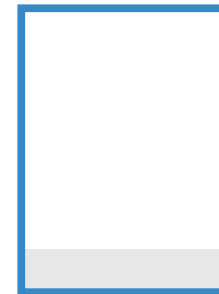
**ONE THIRD
HORIZONTAL**

7.14" x 3.12"



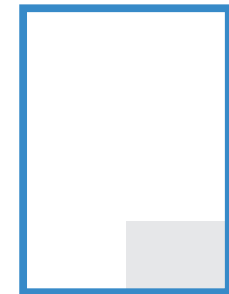
**ONE
QUARTER**

3.47" x 4.83"



**BANNER
HORIZONTAL**

7.14" x 1.46"



**ONE
EIGHTH**

3.47" x 2.31"

PRICE SHEET

full color - glossy page

| | 1 WEEK | 15% OFF 5 WEEKS | 20% OFF 12 WEEKS | 25% OFF 25 WEEKS | PRIMARY SPOTS |
|-----------------------------|--------|--------------------|---------------------|---------------------|---|
| FULL PAGE | \$375 | \$325 | \$300 | \$280 | BACK COVER \$895 |
| TWO THIRDS | \$280 | \$238 | \$225 | \$210 | PAGE 3 \$575 |
| HALF PAGE VERTICAL | \$220 | \$190 | \$175 | \$165 | INSIDE FRONT/BACK COVER \$450 |
| HALF PAGE HORIZONTAL | \$200 | \$170 | \$160 | \$150 | FIRST 32 PAGES +\$30 |
| THIRD PAGE | \$150 | \$130 | \$120 | \$110 | BUSINESS ADVERTORIAL \$1,995 |
| QUARTER PAGE | \$120 | \$100 | \$95 | \$90 | |
| EIGHTH PAGE | \$75 | \$65 | \$60 | \$55 | |
| BANNER | \$100 | \$85 | \$80 | \$75 | |

GRAPHIC DESIGN

MEDIA KIT

where the
impossible
becomes
possible





Contact us for details:
ads@themonseyview.com
845.600.8484



CREATIVITY //

It's not just a pretty picture you're after.

It's a way to sell your product.

It's not just an ad you seek.

It's an expression of who you are as a business.

That's where the design team at The Monsey View comes in.

We offer full creative services at a price that can't be beat.

Get high-quality graphics designed with creativity to guarantee your success.

Just give us a call. We're waiting to work with you.

PRICE SHEET

// for graphic design

**FULL, HALF, THIRD, AND
QUARTER PAGE**

\$250

**EIGHTH PAGE AND
SMALLER**

\$65

BANNER

\$110

RESIZE AD designed by The Monsey View
TO SIMILAR DIMENSIONS

\$45

RESIZE AD designed by The Monsey View
TO OTHER DIMENSIONS

\$85

**RUSH CHARGE
(AFTER DEADLINE)**

\$75

- 1.** Customer is required to supply all text and photos for ad.
- 2.** Price is for ad design and up to two minor changes. After that, customer will be billed at a rate of \$75 per hour.
- 3.** Deadline to order ad design is Thursday at 1:00 p.m. before publication of that issue.
- 4.** Deadline for resizing is Monday at 10:30 a.m.
- 5.** The Monsey View is not responsible for typographical errors in advertisements.
- 6.** All ad design charges are required to be paid in advance, before work has begun on the ad.



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Phone: 845.600.8484 \\ Fax: 845.600.8483 \\ Email: ads@themonseyview.com \\ Website: www.themonseyview.com