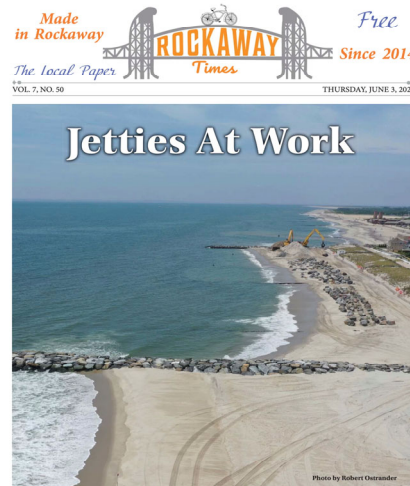
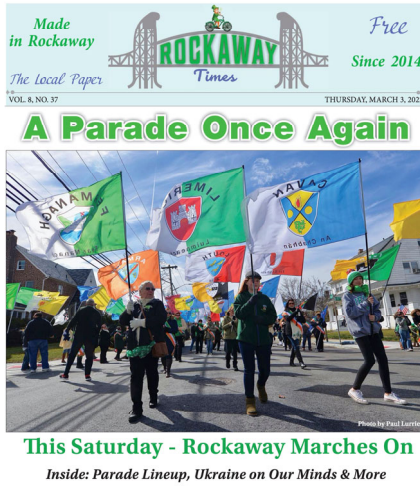




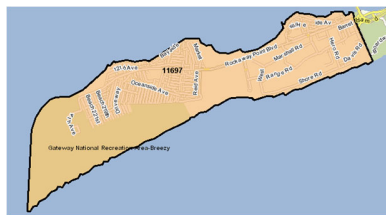
2022 ADVERTISING



THE ROCKAWAY TIMES

The best market penetration in Rockaway. We publish more copies than any newspaper in Rockaway. It's a **FREE paper** reaching more people than any other newspaper on the west end of Rockaway.

We deliver **door to door in the most affluent neighborhoods** and make the paper available at more than 70 locations, including in nearby Brooklyn.



Competitive Rates: We'll say! Our cost per thousand is a bargain compared to newspapers of our size and reach.

We're a weekly. Your ad will seem as fresh as our content. Your ad will be available all week long.





RockawayTimes.com is updated continuously and like the paper, it's free! We promote ourselves and advertisers on Facebook and Twitter and Youtube (we make videos, too).

Distribution

Circulation: 10,000-12,000

Readership is over 20,000

And we email the full version of the paper to more than 3000 people!

And we don't charge extra for color ads!

Areas include:

Rockaway – Rockaway Beach, Belle Harbor, Breezy Point, Arverne, Broad Channel, Far Rockaway – (Zip codes: 11697, 11694, 11693, 11692, 11691)

Readership Demographics of the top three zip codes we deliver to: (11694, 11697, 11693 – info on other areas available upon request)

11694

Population: 21,241

Median Age: 45.6

Median Income: \$69,600

Consumer Spend: \$503 MM

Consumer Spend (\$/HH): \$58,648

11697

Population: 4,160

Median Age: 49.9

Median Income: \$87,500

Consumer Spend: \$117 MM

Consumer Spend (\$/HH): \$66,515

11693

Population: 12,614

Median Age: 38.8

Median Income: \$54,300

Consumer Spend: \$238 MM

Consumer Spend (\$/HH): \$47,263

11692 and 11691





We hand deliver to some locations and **The Rockaway Times IS OFFERED FREE** and is available for pickup at:

- High Volume Retail Establishments
- Office buildings
- Co-op buildings and Condos
- Libraries
- Restaurants
- Schools
- Subway stations

Recognition and Credibility

For seven years in a row, The Rockaway Times has won awards at the New York Press Association Contest, most recently for *Best Use of Social Media*.

Publisher Kevin Boyle has won numerous awards at the annual New York Press Association convention. His managing editor, Katie McFadden, has won honors every year since joining the paper in 2016.

The Rockaway Times is recognized by other media thereby bolstering its brand. The New York Times, The Daily News and The NY Observer have written articles about us. We are featured weekly on Time Warner's NY1 *In The Newspapers* segment.

Our stories have been picked up by The Washington Post, New York Post, CBS-TV, Fox-News and many other media outlets.

Testimonials

The Rockaway Times got us the best response we've ever had in Rockaway.
-Peri Robinson, Loconsolo, Paint Store of Avenue U

Your upbeat tone in the paper is making a difference! We're getting new customers all the time because people love The Rockaway Times! We'll be advertising for a long time!
-Helen Kilgallen, Ocean Bliss Yoga, Rockaway Park, Queens

The ad's doing unbelievable. Seriously, we couldn't be happier.
-Joe, Thrifty Beverage, Coyle Street, Brooklyn, NY





Display Ad Information

****NO EXTRA CHARGE FOR COLOR ADS!****

- Formats: PDF, PSD, JPG, INDD, AI, (300dpi)
- Ads Email to: Ads@RockawayTimes.com

RATES

Ad Rates – One time:	Color
Full Page:	\$650
Half:	\$375
Quarter:	\$200
Eighth:	\$125

Great Discount Rates Available For Multiple Weeks.

4-8 consecutive weeks:

Full Page:	\$500
Half:	\$300
Quarter:	\$175
Eighth:	\$75

****NO EXTRA CHARGE FOR COLOR ADS!****

******PAY IN ADVANCE BONUS – PAY 20 WEEKS UPFRONT****
WEEK 21 IS FREE!!!**

Ad Dimensions:

Full	9.5"w x 10.625" h
Half Horizontal	9.5"w x 5.24" h
Half Vertical	4.6875 x 10.625
Quarter	4.6875 x 5.24



Digital/Banner Ads on Rockawaytimes.com – rates available upon request. Subject to availability.



And
SANDCASTLE CONTEST
Winners Too!



CONTACT: Mary at Mary@RockawayTimes.com

718-634-3030