

## Shelter Island Gazette PRIMARY SITE 2023

	TYPE	SIZE	NOTES	MONTHLY	6 MONTHS** PER MONTH	FULL YEAR** PER MONTH	WEEKLY
HEADER 6 MONTH MINIMUM	Header	728 x 90	under main menu	n.a.	n.a.	\$361	n.a.
SIDEBAR TOP 6 MONTH MINIMUM	Standard	300 x 250	sidebar top; in mobile view, first after FEATURES	n.a.	n.a.	\$361	n.a.
IN-ARTICLE TOP	Standard	300 x250	After third text paragraph	\$440	\$396	\$352	\$112
IN-ARTICLE FOOTER	Standard	300 x 250	Above footer	\$396	\$356	\$317	\$101
SIDEBAR 2	Standard	300 x 250	below top sidebar	\$357	\$321	\$286	\$91
SIDEBAR 3	Standard	300 x 250	below sidebar 2	\$321	\$289	\$257	\$81
SIDEBAR 4	Standard	300 x 250	below 3	\$289	\$260	\$231	\$73
SIDEBAR FLYER	Double	300 x 500	in 2, 3 or 4 only	rate x 2	rate x 2	rate x 2	rate x 2
<b>HALF-SIZE OPTIONS</b>	<b>1/2 monthly rate + 10%</b>						
IN-ARTICLE TOP	Half Size	300 x 125	After third text paragraph	\$242	\$218	\$194	\$62
IN-ARTICLE FOOTER	Half Size	300 x 125	Above footer	\$218	\$196	\$174	\$52
SIDEBAR 5	Half Size	300 x 125	below 4	\$159	\$143	\$127	\$40
SIDEBAR 6	Half Size	300 x 125	below 5	\$143	\$129	\$114	\$36
<b>MEMBERSHIPS</b>							
ISLAND DIRECTORY	Basic Listing	descriptive post; featured images; contact details; social media and website links; call to action & map	Alphabetical by category; featured posts, calendar listings, ad discounts & free business classifieds	\$30	n.a.	\$260	n.a.
DIRECTORY DELUXE	Custom	We can design and host a mini webpage for your business on our site; lots of custom features with on-going support to help keep your page looking its best.					
<b>NEWSLETTERS</b>			<b>NOTES</b>	<b>ONE WEEK</b>	<b>TWO WEEKS</b>	<b>THREE WEEKS</b>	<b>FOUR WEEKS</b>
One ad per week; no sponsor for more than 4 weeks in a row; then 2 weeks off	Standard	300 x 250	Tuesday = Life Between the Ferries Thursday = Local Matters	\$115/ publication	\$219/ publication	\$311/ publication	\$391/ publication
<b>CLASSIFIEDS</b>					<b>ADD IMAGES</b>	<b>DISCOUNTS</b>	
	\$25/week	Title = up to 100 characters; Text = up to 700 characters; no PETS, FIREARMS/WEAPONS, PERSONALS (see TERMS OF USE for details)			+ \$5/week/ image max = 5	2nd week = 5% 3rd = 10% 4th = 15%	Discounts in advance only.
* Weekly rate	1/4 monthly rate + 10%						
** Volume discount rates	For six months, savings of about 10 percent; for full year, savings of about 20 percent						
<b>NOTICES</b>	To ensure diversity, no advertiser may occupy the header, sidebar top and in-article ad simultaneously. Those advertisers with year-long contracts have first right of refusal for the same period the following year. Advertisers with six-month contracts have first right of refusal for the same period, unless another advertiser wants to contract the location for the full year. In such instances, the six-month advertiser will be offered an opportunity to extend to a year-long contract. All other locations are offered as indicated, as space permits. Non-profits and owners of multiple businesses enjoy a further 10% discount. We reserve the right to post nonprofit events flyers to fill empty ad spaces at no charge. NO shared spaces.						

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