

GRAND STREET NEWS

Nancy J. Kramer
Director of Marketing

ABOUT GRAND STREET NEWS

A new, affluent community is emerging on the Lower East Side, with higher income and divergent interests. New gourmet restaurants, live music clubs and rising real-estate prices are marking this growth in affluence. Since January, 2004, **Grand Street News** has been an inseparable part of the culture of this new population, as well as the traditional population of home owners in the neighborhood.

Grand Street News is a public affairs and culture monthly, covering the Lower East Side of Manhattan, from Chinatown to the East River. An ad-driven, free distribution monthly, **Grand Street News** is direct-mailed to more than 10,000 households in the co-ops and condominiums as well as public housing north and south of Grand Street. It is also carried by many of the businesses in the area.

Grand Street News is a non-denominational, multi-ethnic publication, embracing all the exciting endeavors taking place on the Lower East Side. Our aim is to become an inseparable component of life in our neighborhood, contributing as best we can to improve and enhance the quality of all our lives.

Sincerely,



Nancy J. Kramer, Director of Marketing
Grand Street News

ADVERTISING RATES

The Grand Street News dimensions are 8.5 by 5.5 inches. (The size of a Playbill)

It is printed on white stock; ads are available in black and white or color glossy.

Please call for prices on Glossy Color Centerfold, a banner on front cover or any other special features

Full page (4.5" wide X 7.5" long)

1 issue: \$600.00
3 consecutive issues: 575.00 per issue
6 consecutive issues: 550.00 per issue
12 consec. issues: 525.00 per issue
Color Glossy: \$200 Additional per Issue

Half page (4.5" wide X 3.5" long) horizontal only

1 issue: \$350.00
3 consecutive issues: 325.00 per issue
6 consecutive issues: 315.00 per issue
12 consec. issues: 300.00 per issue
Color Glossy: \$100 Additional per Issue

Quarter page (2.25" wide X 3.5" long)

1 issue: \$200.00
3 consecutive issues: 185.00 per issue
6 consecutive issues: 175.00 per issue
12 consec. issues: 165.00 per issue
NO Color Glossy on Quarter Pages

Dimensions

GRAND STREET NEWS

Full Page: 4.5" x 7.5"

Half Page Wide: 4.5" x 3.5"

Quarter Page,
Long Only:
2.25" x 3.5"