

Our new 'State of the Art' news and community social networking site allows business to take advantage of our local reach. Our site has had thousands of visitors a day - and with a Platinum package you will be able to become part of the most local community website available. From local event calendars, free local classified ads, local real estate ads to our database of 45,000 searchable businesses - we are ready for you.... are you ready for the next step into web 2.0?

# Platinum Package Upgrade e-commerce



## A Little Ditty



### A Little Ditty

Find just that right fashion accessory for you or as a gift for your friends and family. Custom designed bracelets, watches, pacifier clips, headbands, earrings, and much more!! Tell us the color of clothing you want to coordinate with and we will design the accessory to that will be unique to you. Here are some samples please email me for any requests or questions  
The Bracelets on the top row are \$17  
The Bracelets on the second row are \$12  
Watches are \$25  
Headbands \$7 - \$10  
Binky Clips are \$8

### References

I bought The baby binky holder and I love it. No more looking around for one in my diaper bag. Thanks you have a customer for life.  
-Amy Allred



### Corporate Headquarters

Address: 420 W. 1500 S. STE 200  
Bountiful, UT 84010  
USA  
Phone: 801-797-8329  
Fax: 801-7978360  
Hours: 8:00 am MT to 10:00 pm MT

### click on the button to buy a product

Custom Designed Bracelets - Great Christmas Gifts total: \$15

Buy now

Unique custom designed bracelets, made and one of a kind. High quality prices! 10mm round cream coral spacers. This bracelet is approx. 7 1/2" average woman wrist.

Spend \$50 Save 10%



Spend \$50 Save 10%

This offer expires 03/01/09.

### Coupons

Spend \$50 Save 10%

# You Can Reach All of Queens & Brooklyn



• 8 community based social networking websites with local news - featuring dozens of writers, hundreds of contributors, video, blogs, e-commerce & a database of 45,000 businesses. Thousands of visitors a day. Weekly columns, organizations as our online partners, event calendars, web advertising, search optimization for our advertisers and more... at affordable rates. •



### This Kit Includes Information on:

- \* ONLINE Packages
- \* Readership
- \* Major Client List
- \* Advertising Specifications
- \* Distribution Maps

## 718-639-7000



## Eight Weekly Newspapers & Web Sites Covering all of Queens AND Brooklyn

- **QUEENS LEDGER** established 1873 • [www.queensledger.com](http://www.queensledger.com)
- **LEADER/OBSERVER** of Woodhaven & Richmond Hill established 1909 • [www.LeaderObserver.com](http://www.LeaderObserver.com)
- **Glendale REGISTER** established 1935 • [www.glendaleregister.com](http://www.glendaleregister.com)
- **LIC/Astoria/Jackson Heights JOURNAL** established 1986 • [www.LICJournal.com](http://www.LICJournal.com)
- **Forest Hills/Rego Park TIMES** established 1995 • [www.ForestHillsTimes.com](http://www.ForestHillsTimes.com)
- **Queens EXAMINER** established 1999 • [www.QueensExaminer.com](http://www.QueensExaminer.com)
- **Greenpoint STAR & Brooklyn Northside News** originally established 1898 • [www.GreenpointStar.com](http://www.GreenpointStar.com)
- **Brooklyn Downtown STAR** originally established 1841, re-established 2004 • [www.BrooklynDowntownStar.com](http://www.BrooklynDowntownStar.com)

Member:  
New York Press Association

Published by Queens Ledger / Greenpoint Star Inc.  
main offices: 69-60 Grand Avenue, Maspeth, NY 11378

Phone: (718) 639-7000 • FAX: (718) 429-1234 • email: [ads@queensledger.com](mailto:ads@queensledger.com)  
Conference Studio & Corporate Sales office: 86-16 Queens Blvd., Elmhurst, NY 11373

# Star Weekly Newspapers

## Brooklyn

also called Kings County

To Manhattan

To Queens

### Greenpoint Star & News of the Northside

With a circulation of 15,000, the Greenpoint Star and News of Williamsburg's Northside is a staple in Greenpoint and Williamsburg. We are available at more than 100 stores and news boxes throughout the area and we primarily serve zip codes 11222, 11211 and 11206.

[www.Greenpointstar.com](http://www.Greenpointstar.com)



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Phone: (718) 426-7200 • FAX: (718) 429-1234

### Check out our web 2.0 "online community based" web sites!

The more than 71 square miles in Brooklyn are home to more than 2.5 million people. Together with its size and population, Brooklyn is the fourth largest city in the U.S.A. Downtown Brooklyn is a short 10 minute drive and train ride to Manhattan and there are nearly 40,000 companies within the Borough. Brooklyn has a wonderful mix of residential, industrial and commercial properties which make it a great place to live and work. There are a multitude of activities ranging from street fairs to recreational activities, to parks and cultural centers, which are available every day. Our papers cover events, meetings and news which shape the quality of life throughout Brooklyn.

655,733... That's how many hits our web site got in May 2007.



### Brooklyn Downtown Star

The Brooklyn Downtown STAR has a circulation of 15,000, The STAR is available at more than 150 locations in Downtown, Fort Greene, Cobble Hill, Boerum Hill, Clinton Hill, Brooklyn Heights, Park Slope and Bushwick. We are circulated primarily in zip codes 11205, 11217, 11238 and 11201. The Brooklyn Downtown STAR also covers news important to the entire borough of Brooklyn like no other weekly newspaper.

[www.brooklyndowntownstar.com](http://www.brooklyndowntownstar.com)



### LIC / Astoria JOURNAL

The Long Island City/Astoria Journal covers LIC, Astoria, Jackson Heights, Sunnyside, Corona, Ditmars and Woodside with a circulation of 23,000. It serves zip codes 11102, 11105, 11105, 11106, 11372, 11373 and 11368.

[www.LICJournal.com](http://www.LICJournal.com)



### Queens EXAMINER

The Queens Examiner covers the affluent areas of Eastern Queens including Bayside, Flushing, Douglaston, College Point, Fresh Meadows Bay Terrace, as well as the diversified areas of Jamaica and South Queens. It has a circulation of 16,000 and goes to zip codes 11355, 11354, 11356, 11357, 11358, 11360, 11361, 11362, 11363, 11364 and 11365.

[www.queensexaminer.com](http://www.queensexaminer.com)

### Queens Ledger

Established in 1873, the Queens Ledger is our flagship paper with a circulation of 30,000. The Ledger is sold at more than 160 newsstands and newsboxes in the Queens communities of Maspeth, Middle Village, Woodside, Elmhurst and Ridgewood. It primarily serves zip codes 11378, 11379, 11373, 11385, 11377, and is mailed throughout all the Queens zip codes. It is also the official "legal" newspaper of Queens, carrying more legal advertisements than any other in the Borough.

[www.queensledger.com](http://www.queensledger.com)

### Glendale Register

The Glendale Register was established in 1935. It is sold at 50 newsstands and news boxes throughout the neighborhoods of Glendale, Ridgewood and Liberty Park. It serves zip code 11385 and has a circulation of 8,000.

[www.glendaleregister.com](http://www.glendaleregister.com)



### LEADER/OBSERVER

The oldest newspaper in South Queens, The Leader Observer has a circulation of 25,000 per week. The Leader is sold on more than 50 newsstands and news boxes in communities of Woodhaven, Richmond Hill, Ozone Park, Howard Beach and Jamaica. Its extensive mailing lists reaches paid subscribers throughout Queens as well. We primarily serve zip codes 11414, 11416, 11418, 11419, 11420 and 11421.

[www.leaderobserver.com](http://www.leaderobserver.com)

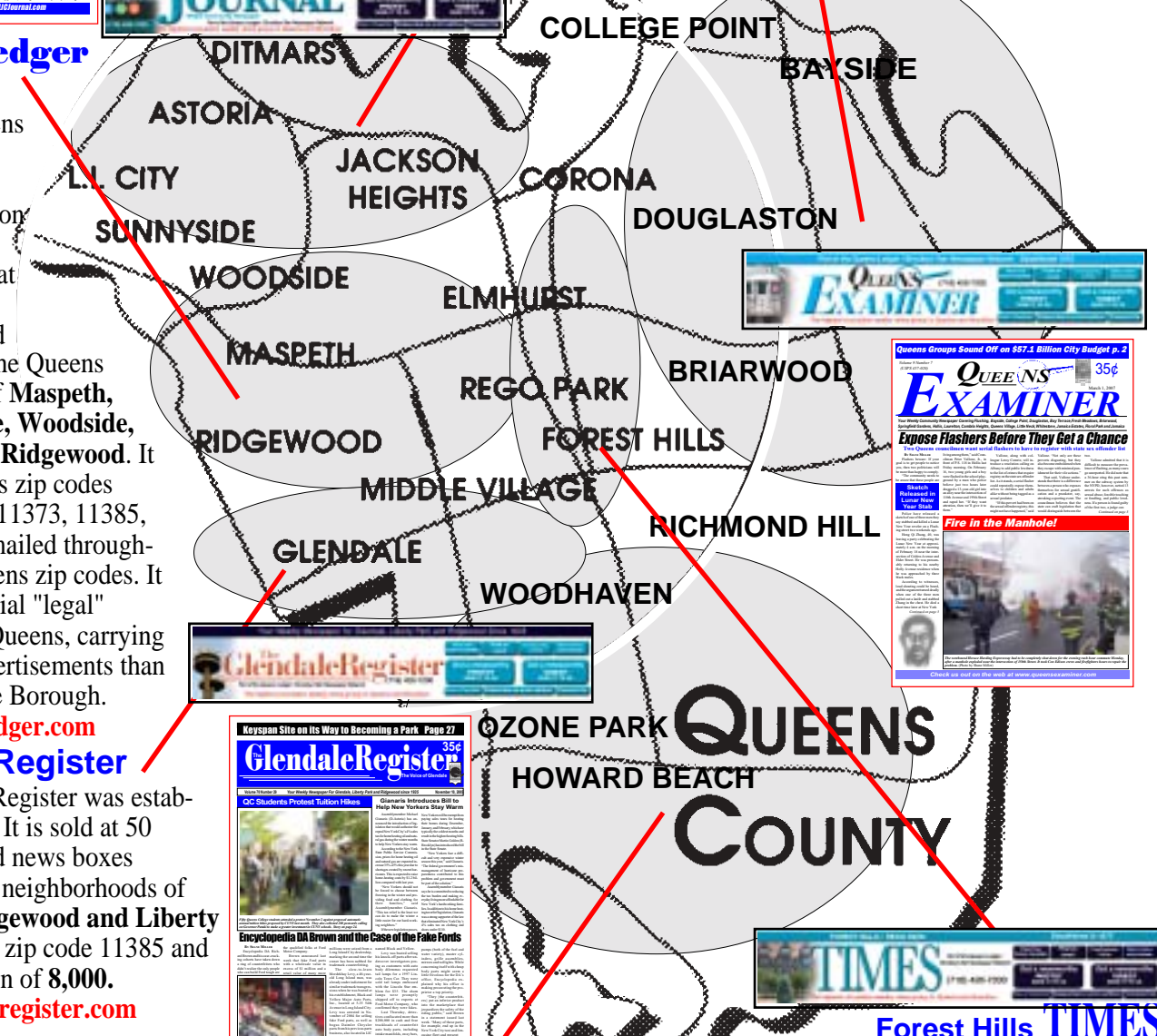


### Forest Hills TIMES

The Forest Hills Times serves zip code 11374, 11375 and 11367 in Forest Hills, Rego Park and Kew Gardens. It is available at more than 60 locations and has a circulation of 18,000 every week.

[www.foresthillstimes.com](http://www.foresthillstimes.com)

Check out our exciting 'local social networking' web sites!



# Gold Package Upgrade

complete web site



Outstanding search placement & more

business directory   silver   **gold**   platinum

**GOLD BUSINESS DIRECTORY LISTING**

Upgrade to a Gold Business Directory Listing and feature your business with its own customized Web page. You receive all that the silver package has to offer plus premium placement above Silver Listings, testimonials, coupons and more.

The Gold Business Listing is loaded with these options:

**Priority Placement** – Purchasing the Gold Package makes your business listing appear above all free/Silver listings in your category.

**Bolded Listing** – Your listing will stand out from the rest. All upgraded packages include a **bolded** listing in the Business Directory.

**Attributes** – Attributes are descriptors of your business loaded in our system. They are search criteria that help customers pin-point your business. You choose the characteristics that best describe your business.

**Web Site Links** – Provide a link to Web pages of your choice.

- 1 Contact Information – Include business name, address, phone number, URL and other information that will allow your customers to reach you.
- 2 Profile – Add a detailed description about the business, including services/products offered.
- 3 Photo Gallery – Upload images to allow consumers to visualize the business.
- 4 Map – Google maps are employed to allow users to pinpoint the exact location of the business.
- 5 Hours of Operation – Post the hours the business is open each day. Also, add any special information about the hours.
- 6 Unique URL ([www.YourSiteName.com](http://www.YourSiteName.com)) – Select a unique domain name that directs to the custom Web page the gold listing provides. This assists customers to find information about your business and ties all other promotional efforts together.
- 7 File Showcase – Showcase various documents such as menus, product lists and more.
- 8 Graphic Coupons – Provide discounts and incentives to bring potential clients to you, allows for expiration dates and a detailed description of the discount. Coupons may be changed as often as you like.
- 9 Testimonials – Allows you to post testimonials from satisfied clients who have used your product or service giving potential customers unique insight into what to expect from your company.
- 10 Header for Logo – Space is provided in the header of the page to upload the logo or image that best suites the business.

★ = Specific to Gold Package

8 Weekly Community web sites & papers For Your Advertising Needs © Sept 2008

## Some of our Regional and National Advertising Clients

State Farm • All State  
 Jackson Hewitt  
 GHI • HIP  
 Affinity Health Plan  
 Health Plus  
 New York Hospital  
 St. John's Hospital  
 Con Edison • Keyspan  
 JFK Airport • AirTran  
 Chase Bank  
 Citibank • State Bank  
 Commerce Bank  
 Banco Popular • HSBC  
 Time Warner • Holiday Inns  
 Marriot Hotels  
 Howard Johnson  
 Major Auto Group  
 Century 21  
 Coldwell Banker  
 DY Realty  
 UPS • Comfort Inn  
 Federal Express  
 Petland Discounts  
 Yellow Book  
 Ambassador Yellow Pages  
 West Side Tennis Club

Countless Broadway Shows  
 CordMeyer Development  
 DeStefano's "Dee Brooklyn Steakhouse"  
 Madison Square Garden  
 Radio City Music Hall  
 Jacob Javitz Convention Center  
 Long Island University  
 St. John's University  
 St. Joseph's College  
 Brooklyn College  
 St. Francis College  
 Queens College  
 J&R Music  
 ebay • Home Depot  
 YMCA • Chili's  
 Boy Scouts of America  
 Ikea • McDonald's  
 Weisman Discount Home Center  
 Marshalls • Unified Windows  
 Outback Steakhouse  
 Discovery Zone Diet  
 Curves • Cold Stone Creamery  
 Port Authority of NY & NJ  
 World Famous Junior's Cheesecakes  
 NYC Police & Fire Recruiting Services  
 Valley National Bank

Check out our exciting web sites!

- **The Queens LEDGER** [www.queensledger.com](http://www.queensledger.com)
- **The Queens EXAMINER of Eastern Queens** [www.queensexaminer.com](http://www.queensexaminer.com)
- **The Forest Hills/Rego Park TIMES** [www.foresthillstimes.com](http://www.foresthillstimes.com)
- **The Glendale REGISTER** [www.glendaleregister.com](http://www.glendaleregister.com)
- **The LEADER/OBSERVER of Woodhaven, Richmond Hill & Howard Beach** [www.leaderobserver.com](http://www.leaderobserver.com)
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# Web Products For Businesses

## Standard Package

The screenshot shows the 'Standard Package' web product interface. At the top, there's a search bar with 'ristorante angelina' entered. Below the search bar, there are several sections:

- Business Listing:** A listing for 'Ristorante Angelina' with details like address (420 W. 1500 W. Bountiful UT 84010), phone number (1-801-555-1212), and a photo of a pasta dish. It also includes a 'Hours' section listing operating times from Monday to Sunday.
- MacBook Air Advertisement:** A promotional banner for the MacBook Air, highlighting it as 'The world's thinnest notebook' and 'Now shipping'.
- iPod touch Advertisement:** A promotional banner for the iPod touch, stating 'The funnest iPod ever. Now from \$229'.

The interface also features a sidebar with navigation options like 'home', 'news', 'sports', and 'business', and a footer with links for 'help', 'products', 'about us', and 'contact us'.

# Demographics & Numbers You Should Know

## About Our Newspapers & Demographics

We currently publish eight weekly newspapers in Queens County and Brooklyn, with a combined total circulation of 150,000. Our circulation is primarily paid (combination newsstand and mailed by subscription, as well as bulk drops) and available at more than 700 newsstands. Our readership is made up of community residents who need weekly information which shapes their local lives.

From local environmental issues, to our school boards to local youth and adult sports reporting, the Queens Ledger / Greenpoint Star Community Newspaper Group is serious about informing our readers about; 1. **what is happening on their block**, 2. **what is happening in their neighborhood**, and 3. **what is going on in the boroughs of Queens and Brooklyn which affects their lives**. Our readership is heavily made up of civic members, families with children in schools, people who attend religious services and people involved in community sports. We have **subscription programs for organizations** in our communities, because those people are the ones who are active. They are the ones with the purchasing power who support our merchants.

**Queens County** is made up of a series of towns broken into THREE distinct areas. **Established in 1873**, the Newtown Register (from which we evolved) covered the local news for the Western Queens community. Today four of our newspapers cover this diverse area. They are the **Queens Ledger**, the **Glendale Register**, the **Forest Hills/Rego Park TIMES** and the **Astoria/Long Island City/Jackson Heights JOURNAL**.

**Established in 1909**, the **Observer** weekly newspaper of Richmond Hill published weekly for that town in South Queens. In 1912, the **Leader** weekly newspaper of Woodhaven combined with the Observer newspaper and the **LEADER/OBSERVER** newspaper of South-Queens was formed. Today this newspaper is the premier paid weekly community newspaper in South Queens covering Woodhaven, Richmond Hill, Ozone Park, Jamaica and Howard Beach.

In Eastern Queens we publish the **Queens Examiner**. Our motto; **"we not only cover the news, but we are part of the communities we serve"** sets us apart from any news agency which touches the area. Our rich history and passionate positive coverage allows us to be part of everything which happens in the towns we cover. We are the best advertising medium you could possibly choose.

In Brooklyn the **Greenpoint STAR** and **Brooklyn Northside NEWS** covers those great neighborhoods in Brooklyn which are vibrant and growing. The **Brooklyn Downtown STAR** covers central Brooklyn like a glove.

## Our readership survey shows

- 68% have 3 or more people in the household
- 86% of households have an automobile
- 42% of households have 2 or more automobiles
- 72% own their own home
- 82% have lived in the same town for more than 5 years
- 78% have school aged children living at home
- 72% have a household income level above \$50,000

## 8 Weekly Newspapers Covering Queens AND Brooklyn

as of 9/20/2008

# Display Advertising Rates

Rates are per paper

One Paper	Open	6weeks	13weeks	26weeks
Full page	\$709	\$510	\$456	\$435
1/2 page	362	261	252	228
1/4 page	202	148	130	119
1/8 page	104	75	68	65
<i>Contract Rates</i>				
Ask about custom sizes, custom contracts and package rates				

- Rates specified are per paper, but discount package rates are available for multi-paper buys •

Questions?: email us at [Ads@queensledger.com](mailto:Ads@queensledger.com)

4 columns per page, 14" high.

- Full pg. = 56 col."
- Half pg. = 28 col. "
- 1/4 pg. = 14 col. "
- 1/8 pg. = 7 col. "

- Columns are 2 3/8 " wide
- Full page width is 10"

# CLASSIFIED & SPECIALIZED ADVERTISING SPECIFICATIONS

## ONLINE ADS ARE NOW FREE

• Classified Ads Appear in All Eight Community Weekly Newspapers AND On all 8 of our web sites. Online ads are FREE to all. Ads in the newspapers AND our web site are at a price anyone can afford.

### • Classified Advertisement Specifications

5 columns per page, 1 7/8" per column. **\$25. per column inch** (up to 25 words per inch). Half price for each additional consecutive week. **150,000 readers every week.** Ads to be paid by Visa/MC or American Express on our secure web site. Go To **www.queensledger.com** and hit the "POST A CLASSIFIED AD" button. For ads in the print publication the number of weeks the ad should run needs to be taken upon the initial order.

### • Classified Advertisement Deadlines For Print Publication...

Classified ads appear immediately on our web site. Ads for the newspapers must be placed by Tuesdays 12 noon. If customer is supplying artwork it is needed by Mondays 5PM.

### • Legal Advertisement Specifications

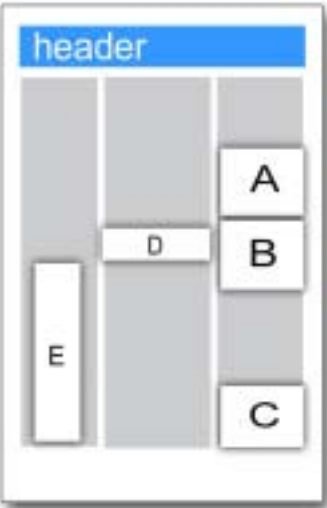
5 Columns per page 200 agate lines per column. Cost is **\$1.29** per agate line. Name changes cost **\$65.**

## Business Directory Upgrades

	business directory	silver	gold	platinum
Name of Business	x			
Contact Info	x			
Attributes	x			
Map/Directions	x			
Hours of Operation	x			
Profile Info				
Photo Gallery		(4 pics)		
Bidded Listing				
Reviews/Reviews				
Premium Placement in Searches				
Web Site Link(s)				
File Showcase				
Graphic Coupons				
Testimonials				
Unique URL (domain name not included)				
Header for Logo				
E-commerce				

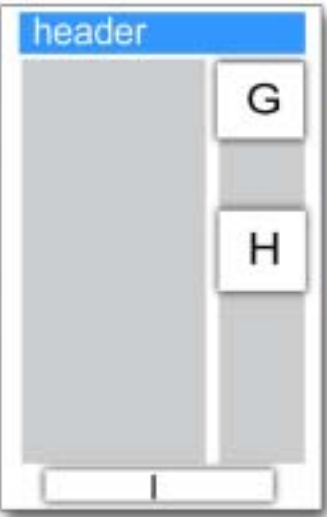
## Web Page Ads

### Home Page Opportunities



RATES				
Ad	Monthly	3 months	6 months	12 months
A	\$550	\$520	\$495	\$465
B	\$525	\$499	\$470	\$445
C	\$450	\$430	\$405	\$380
D	\$525	\$499	\$470	\$445
E	\$450	\$430	\$405	\$380
% off	0%	5%	10%	15%

### Throughout the Site (Home Page Excluded)



RATES				
Ad	Monthly	3 months	6 months	12 months
G	\$400	\$380	\$360	\$340
H	\$400	\$380	\$360	\$340
I	\$400	\$380	\$360	\$340
% off	0%	5%	10%	15%



# Silver Package Upgrade



Map, reviews, profile, links, blog & search

**SILVER BUSINESS DIRECTORY LISTING**

Provide the information the community needs to choose your business first. Packaged in an elegant layout, our Silver Business Directory Listing showcases your business to attract attention.

The Silver Business Listing comes packaged with these features:

- 1 Contact Information** – Provide a name, address, phone number, site link and other information that will allow customers to reach you.
- 2 Attributes** – Attributes are descriptors of your business loaded in our system. They are search criteria that help customers find your business in our directory. You choose the characteristics that best describe your business.
- 3 Profile** – Add a detailed description about your business, including services/products offered and additional information to encourage the community to frequent your business.
- 4 Link** – Provide a link to your Gold or Platinum Business Listing.
- 5 Photo Gallery** – Upload up to four images allowing customers to visualize the business.
- 6 Map** – Google maps are used to allow users pin-point the exact location of the business.
- 7 Reviews** – Allow consumers to give feedback about your company and the quality of service provided. Nothing sells your business like praise and insight from satisfied customers. (optional)
- 8 Hours of Operation** – Post the hours the business is open each day. Also, add any special information about the hours.

## Eight Weekly Newspaper web sites Covering all of Queens, Downtown Brooklyn and North Brooklyn

- **The Queens LEDGER** www.queensledger.com
- **The Queens EXAMINER** of Eastern Queens www.queensexaminer.com
- **The Forest Hills/Rego Park TIMES** www.foresthillstimes.com
- **The Glendale REGISTER** www.glendaleregister.com
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- **The Long Island City/Astoria/Jackson Heights JOURNAL** www.LICJournal.com
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