

TRAUUSMEDIA

your neighborhood news source

trusted by the community since 1939

THE WESTSIDER

and Peaches Presents Be...

process Shakespeare has something for everyone



Eric O'Connell on Fox Government of Illinois

any change or improvements that would address the needs of the community. The Police advised that the action breaking the fourth wall directly addressing and even making eye contact with the audience.

The goal of this site is to let its readers know about the work being done in the neighborhood. It's a reader, complete, accurate story, and it's a reader's choice.

But the site is not just about the work being done in the neighborhood. It's also about the people who are making it happen. It's about the people who are making it happen.

For more information contact Lisa Connor at 212.268.8000 or Connor@trauusmedia.com or Jessica Ramos at 212.268.2111

CHELSEA CLINTON NEWS

Since 1939

Hundreds Swarm Neighborhood To

Police commander says Occupy Wall Street effort limits Upper West Side resources

BY JESSICA RAMOS

When Occupy Wall Street came out in full force and crowded the sidewalks of the Jewish Community Center for a chance to speak their minds to elected officials at a Nov. 21 Times Ball meeting, City Council Member John Rivera, who organized the event, kept the question of how to handle the crowd in mind. He said that 300 people who packed the room, there were hundreds more that when the room reached its full capacity.

The event covered a wide range of issues, making it clear that local residents are more than willing to host their elected officials accountable.

City Council Member Christine Quinn made an appearance to host the event. The changes include reorganizing and controlling the system, making it much simpler and easier for New Yorkers to apply for affordable housing programs. She explained Rivera and those in attendance are cutting their own community but don't take away from the community.

Other elected officials, including Assembly Member Richard Gottfried, Deputy Mayor and Deputy Mayor, have been updated and then returned the line back to the public for questions. Representatives from many city agencies, including the departments of Buildings, Education, Transportation, Housing and Maintenance as well as the New York City Housing Authority were also present to answer questions.

One of the first things that Rivera said was about a well-known local vendor who was talking to the neighborhood about the community. Many in the neighborhood have complained that his sales were a sidewalk nuisance and were not incident reported since 2005. Quinn said that she would be looking at the problem to make sure the need for planning for the future of the city's growing population, as well as the need to keep

Others more sympathetic to the Occupy Wall Street movement asked the elected officials present to declare their opposition to unnecessary police violence against protesters. NYU the area more the city's which the neighborhood, explained her proposal to police officers with long-haired and covering about 100 of the main process.

Several local parents of children at the Upper West Side's Academy continued Rivera for not reporting or letting the area about school, they said they were at the Times Ball to make the community aware of the good things that were being done by the community's children, and will hold Rivera

For more information contact Lisa Connor at 212.268.8000 or Connor@trauusmedia.com or Jessica Ramos at 212.268.2111

EAST SIDE OURTOWN

INSIDE THE THROAT OF GREENWICH VILLAGE

NYPRESS.COM • THE LARGEST PAPER ON THE EAST SIDE • AUGUST 2, 2012

BREEDING GROUND FOR CRIME

IS SECOND AVENUE SUBWAY CONSTRUCTION RESPONSIBLE FOR AN INCREASE IN CRIME? P. 6

CULTURE CLASHES

ARMOND WHITE ON 'DARK NIGHT RISES' AND AURORA SHOOTINGS P. 11

Nominate your favorite doorman, office or school cleaner!

For more information contact Lisa Connor at 212.268.8000 or Connor@trauusmedia.com or Jessica Ramos at 212.268.2111

WEST SIDE SPIRIT

INSIDE CULTURE CLASHES

NYPRESS.COM • THE LARGEST PAPER ON THE WEST SIDE • JULY 16, 2012

ROOT GLOBE THINK LOCAL

CENTRAL PARK IS THE TRAINING GROUND FOR THIS YEAR'S OLYMPICS P. 14

WEST SIDE OLYMPIANS FIND TRUE LOVE P. 16

GREG LOUISIANS ON OLYMPICS 2012 P. 15

NEW CHARTER SCHOOL OPENS DOORS ON T10TH P. 14

THE BIRDS OF CENTRAL PARK P. 16

CLIMBING MOUNTAINS WITH MS P. 17

Nominate your favorite doorman, office or school cleaner!

For more information contact Lisa Connor at 212.268.8000 or Connor@trauusmedia.com or Jessica Ramos at 212.268.2111

OUR TOWN DOWNTOWN

INSIDE CULTURE CLASHES

NYPRESS.COM • COMMUNITY NEWS BELOW 14TH ST

THE FUTURE(S) OF GREENWICH VILLAGE

Real estate, faculty and politicians predict what their neighborhood will look like once NYU's expansion plan has been completed

Nominate your favorite doorman, office or school cleaner!

For more information contact Lisa Connor at 212.268.8000 or Connor@trauusmedia.com or Jessica Ramos at 212.268.2111

Reach over 150,000 weekly readers in print and over 1,000,000 annual unique visitors online

EAST SIDE OURTOWN

OUR TOWN DOWNTOWN

WEST SIDE SPIRIT EVERY THURSDAY

CHELSEA CLINTON NEWS

THE WESTSIDER

NYPRESS.com

About Straus News - Manhattan



Published since 1970, Our Town is the East Side's largest community newspaper, read from Gramercy to Carnegie Hill — the wealthiest neighborhoods in the city. With vital community news that is covered by no other newspaper in the city, Our Town has become a must-read for all East Siders — from the affluent Fifth Avenue executive to the Lenox Hill mom.

Readership: 50,000

The West Side Spirit, Manhattan's beloved West Side community weekly, has been distributed from Clinton to Columbia University since 1985. From Riverside Drive families to the film stars on Central Park West, The West Side Spirit is the award-winning newspaper residents rely on for the news and views of their neighborhood.



Readership: 50,000



Our Town Downtown is a merry hybrid of traditional community newspaper and lifestyle magazine. Our Town Downtown is a local newspaper, published weekly, with a flair for design and an emphasis on dining, real estate, education and the goings-on around town. It was merged with New York Press for the arts and listings coverage to present the best picks of the week within walking distance: from Chinatown to Soho to FiDi and many other neighborhoods, our coverage area has it all.

Readership: 50,000

Since 1972, The Westsider has reported the community news between 60th and 125th streets, from Central Park to the Hudson River, to an exclusive group of subscribers. For individuals and business owners, The Westsider is a must-read to stay in touch with the neighborhood.



Readership: 1,200



One of the oldest weekly newspapers in Manhattan, Chelsea Clinton News has been published since 1939. It covers the upscale neighborhoods between 14th Street and 59th Street from Fifth Avenue to the Hudson River. Its affluent and influential subscribers rely on us to keep them informed about local news and cultural events.

Readership: 1,000

A WEEKLY SPECIAL ARTS FEATURE SECTION

cityArts

new york's review of culture

As "New York's Review of Culture" **CityArts** is leading the way in both print and online to spearhead critical thinking about Film, Museums, Music, Art, Theatre, Dance, Opera, Games, and Television enriching and enlivening New York's arts scene. "We're bringing thinking back to culture," **CityArts** Editor Armond White has proclaimed.



CityArts appears as a special section each week in *Our Town*, *West Side Spirit*, and *Our Town Downtown* and gives advertisers direct access to more than **150,000** readers who are educated, affluent and arts-oriented.



CityArts is an essential part of New York's cultural landscape-- the first word on the city's best sights, sounds and experiences. We are affordable and flexible. Advertisers reach an affluent mix of readers and appear in an attractive and upscale setting.



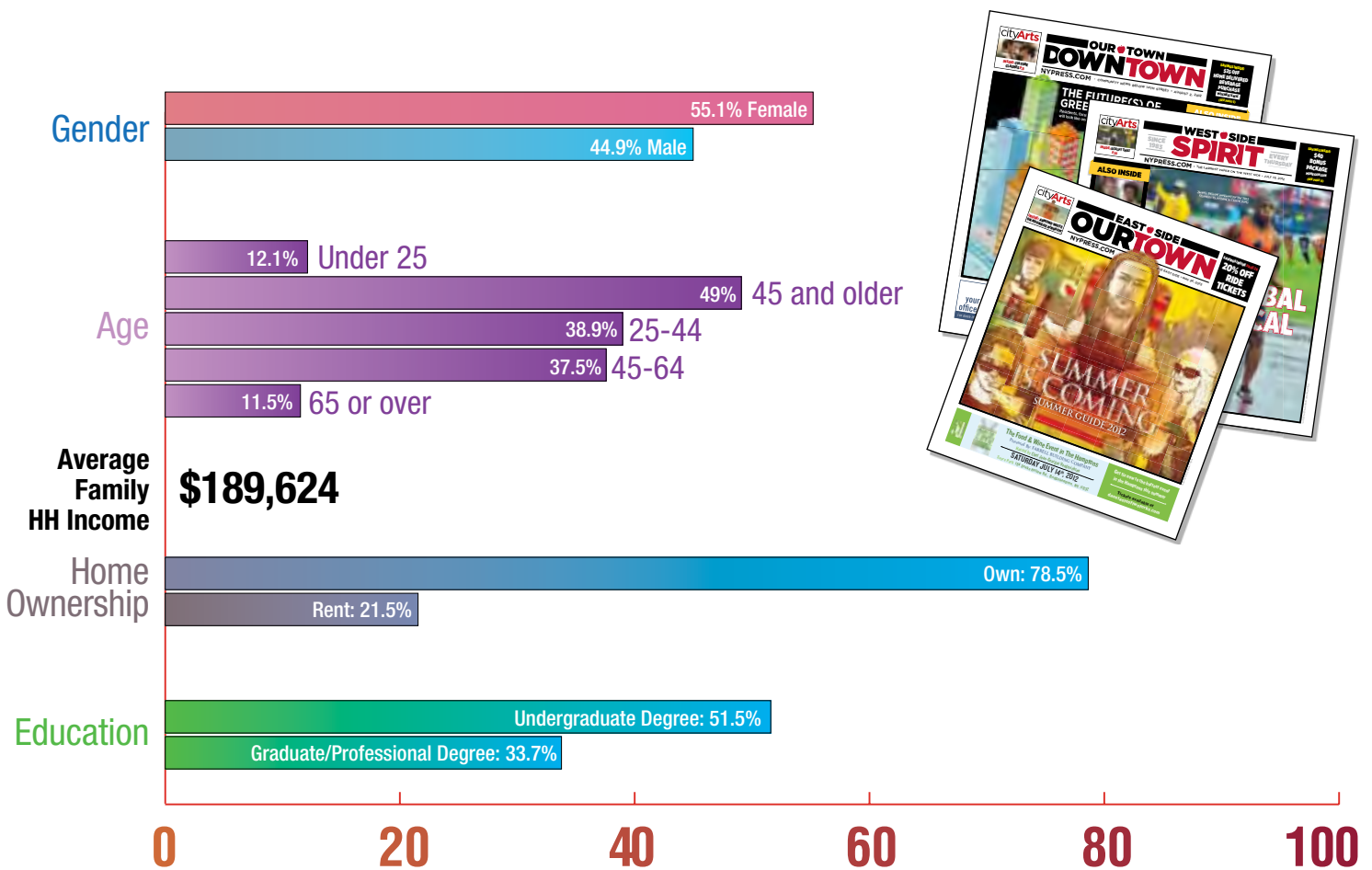
Our Readers



No other media group in New York can reach the Upper East Side, Upper West Side and Downtown like Straus News - Manhattan.

Our readers are community-conscious decision makers with real spending power. They are information-hungry New Yorkers with expendable income that mirror the city's diverse demographic landscape.

Total Readership: 150,000

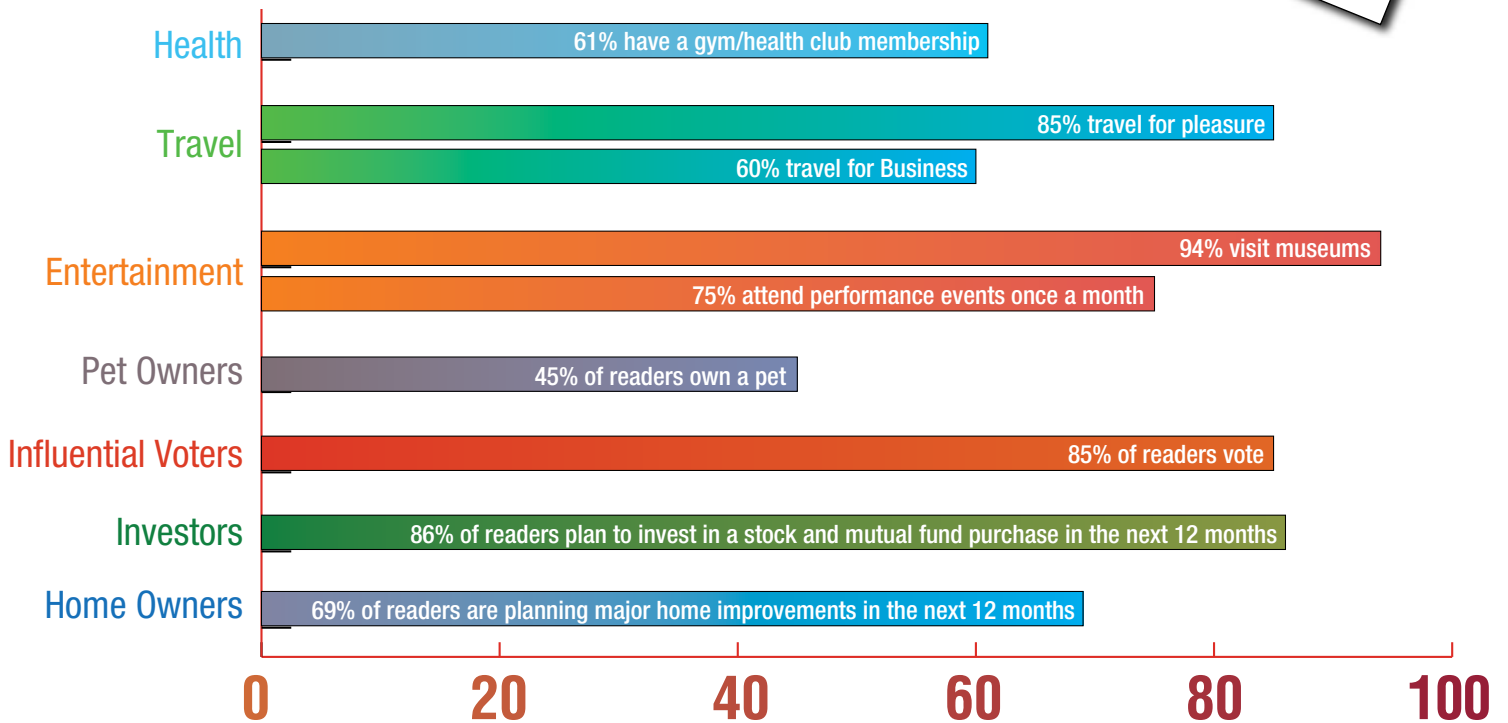


*Source: 2010 Census

Our Readers

Our readers are active New Yorkers.

Reach an exclusive audience that values New York's rich cultural & entertainment scene. Our readers are active and engaged.



*Source: Marist Poll, 2009 & CityArts 2010 readership survey

Reach our readers where they live.

How are the papers distributed?

West Side Spirit, Our Town Downtown and Our Town are distributed to 3,000 doorman buildings, street news boxes, local cafes and merchants, schools and banks. Chelsea Clinton News and The Westsider are home delivered to subscribers each week.

- **Unique Audience:** 49% of New Yorkers report they do not read a daily newspaper. Weekly community newspapers reach **47%** of New Yorkers who do not read a daily newspaper.

- **Retention:** In **86%** of the households that receive a weekly community newspaper, the newspaper is read every week.

- **High Reference Rate:** Almost half of weekly community newspaper readers (**45%**) keep each issue of the newspaper in their home until the next issue arrives, referring to each issue twice on average.

THE WESTSIDER

Profile:

Readership: 1,200
The Westsider reports the community news between 60th and 125th streets, from Central Park to the Hudson River.

CHELSEA CLINTON NEWS

Profile:

Readership: 1,000
Chelsea Clinton News covers the upscale neighborhoods between 14th Street and 59th Street from Fifth Avenue to the Hudson River.

WEST SIDE SPIRIT

Profile:

Readership: 50,000
West Side Spirit is distributed from W. 28th Street to W. 125th Street.

Distribution:

75% Doorman buildings
11% Newsboxes
14% Retail locations

EAST SIDE OURLTOWN

Profile:

Readership: 50,000
Our Town is distributed from E. 34th Street to E. 96th Street.

Distribution:

75% Doorman buildings
11% Newsboxes
14% Retail locations

OUR TOWN DOWNTOWN

Profile:

Readership: 50,000
Our Town Downtown is distributed from 23rd St. down to Battery Park City

Distribution:

75% Newsboxes
11% Retail locations
14% Doorman Buildings

Our Papers Get Results

We had a nice turn-out at our most recent Information Session, and many of the attendees cited one of the Straus News - Manhattan papers as the source of their hearing about us. Because we are pleased with the results of the ads we placed, **we are considering a more long term arrangement.**

- NYU Division of Vascular Surgery



Our **registration for our current fall semester of courses is up 33-1/3 percent** from the last semester, and Straus News - Manhattan played a big role in helping us make that happen.

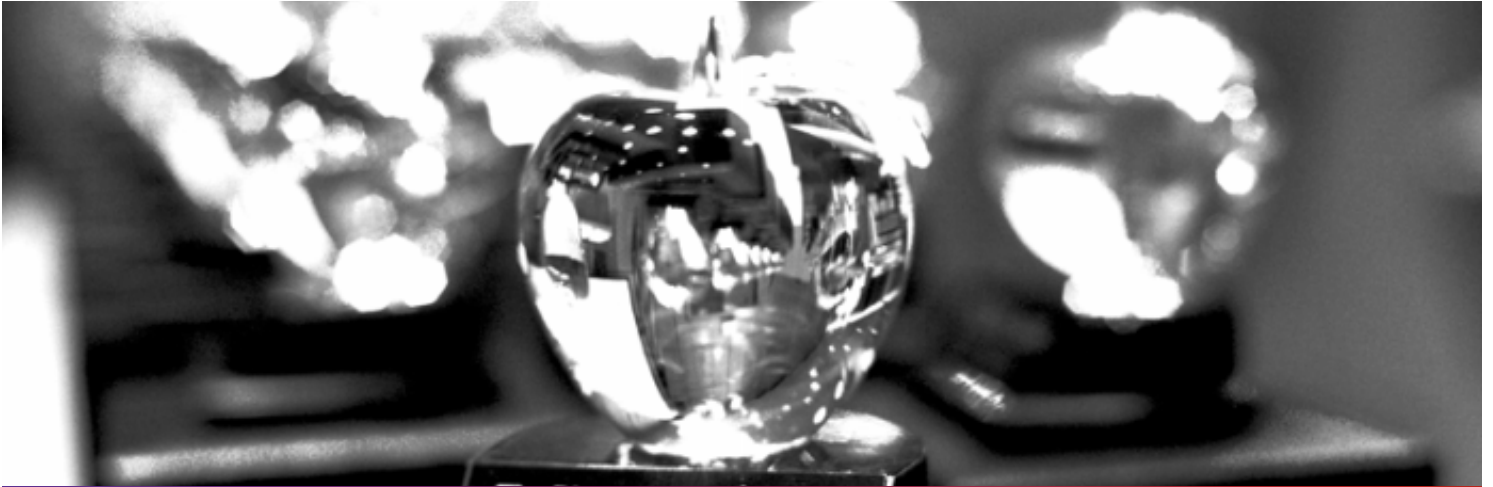
- Jewish Association for Services for the Aged (JASA)

Straus News - Manhattan spreads Animal League America's mission Uptown, Downtown & All Around Town. **A trusting source for our advertising campaigns** for Pet Adoption here at our Port Washing, NY Campus; Adoption Events taking place throughout NYC; and Special Events taking place to enhance our mission to rescue, nurture & adopt nearly 20,000 animals annually.

- North Shore Animal League America



Live Events



STRAUS NEWS MANHATTAN OFFERS A WIDE ARRAY OF OPPORTUNITIES AT HIGH-PROFILE EVENTS.

Downtown OTTY Awards

Our Town Downtown thanks the people who make Lower Manhattan spectacular. The Downtown OTTYs honor a diverse group of amazing people from all neighborhoods, professions and backgrounds but the one thing they have in common is their commitment to making downtown an incredible place.

OTTY Awards The OTTY Awards (Our Town Thanks You) salute New Yorkers who live and work on the East Side. The awards aim to highlight the energy and imagination of people whose accomplishments have improved the neighborhood. The well-attended event draws in a crowd of merchants, authors, actors, businessmen and businesswomen and more.

Building Workers of the Year Awards Straus News is partnering with SEIU 32BJ, the building service workers union, to honor the workers who keep the city's commercial buildings running smoothly. The awards ceremony highlights building service workers in NYC with special awards for emergency life-savers, good Samaritans and lifetime service awards.

WESTY Awards Each year, West Side Spirit community newspaper salutes New Yorkers who live and work on Manhattan's West Side. Awards are given to honor members of the West Side community whose accomplishments have improved the neighborhood. The event draws a large audience of authors, actors, educators, merchants and more.

**DOWNTOWN
OTTY AWARDS 2012**
Downtowners of the Year



Our Town Thanks You

**BUILDING
SERVICE WORKERS
AWARDS**



Email Advertising

NEARLY 16,000 READERS SUBSCRIBE TO OUR WEEKLY NEWSLETTER

On Fridays we send out NYPress' Best of the Week featuring stories, news and events covering the Upper East, Upper West and Downtown neighborhoods of Manhattan.

The screenshot shows a newsletter layout for New York Press. At the top, it says "New York Press" and "Home of: CityArts, West Side Spirit, Our Town, DT Downtown". Below this is an "Editor's Note" and a "Blackboard Awards" section. The "The Latest" section features articles like "Getting Down to Business with Henry Winkler", "Locals Say Hurricane Shows 91st Street Dump Not Safe", "Ian Frazier Explores His Feminine Side in New Novel", and "Of Mice and Floods". There is a "Sponsored Post" for "New York Family Camp Fair Series". The "City Arts: The Pageantry of Rhetoric" section is also visible. At the bottom, there is a "Pressed for Time" section with a grid of events. Callout boxes point to a "Mitzvah" ad (160x480), a "Black Friday" ad (160x240), and the "Sponsored Post" area.

160x480 - \$425/week

160x240 - \$425/week

Sponsored Post - \$600/week
- 50 word maximum
- Photo may be included

- Please submit jpeg, gif, or animated gif files
- Please send your destination link along with your ad
- Max file size: 300kb
- Art Deadline is Wednesday prior to deployment

Dedicated Blasts featuring only your targeted and tailored message available to 16,000 opt in subscribers for only \$995.

Website Advertising

NYP **Press.com** Guarantees Over
1/2 Million Visitors During Your Ad Run

Leaderboard ad units (728 x 90)
are site wide and limited to five advertisers

6 months - \$750 per month, plus
two bonus months

The image shows a screenshot of the NYP.com homepage. At the top, there are several banner ads, including one for 'ANIMAL MEDICAL CENTER' and another for 'SIGN UP HERE FOR ESSENTIAL NYC NEWSLETTERS'. Below the ads, there's a navigation bar with links like 'Best of Manhattan', 'Events', 'Neighborhoods', 'Real Estate', 'Jobs', 'Business', and 'Education'. The main content area is divided into several sections: 'Exclusive from NYP' with a large photo of a woman wearing sunglasses; 'Breaking News' with several news items; 'Politics' with news about 'Two Women Nominated as Next Brooklyn Dem Chair'; 'Best of the Press' with articles like 'The Wild Woman of East 77th Street'; 'Family' with articles like 'Smart Shopping: Stock Up on Sensible and Sharp Back-to-School Items'; 'Sex & Relationships' with 'Flower of the Week: The Crash of 69'; and 'Lifestyle' with 'Recipes: This toon Tomato and...'. On the right side, there are several vertical ads, including one for 'Apple Visual Graphics' and another for 'WORDPRESS HOSTING'.

Rectangle ad units (300 x 250)
are site wide and limited to fifteen
advertisers at any given time.

6 months - \$650 per month, plus
two bonus months

Content centered ads (180 x 150)
are only on the homepage and limited
to 3 exclusive advertisers

6 months - \$500 per month, plus
two bonus months

ALL SIZES ARE WIDTH BY HEIGHT • ALL AD CAMPAIGNS ARE PRE-PAID

New York, NY | 212.868.0190 | NYP.com

2013 Retail Rate Card

1 Newspaper

(Our Town, West Side Spirit or Our Town Downtown)

	Open	8x	13x	26x	40x	52x
Cover Strip	1,140	1,050	1,000	850	690	630
Back Page	2,500	2,450	2,400	2,350	2,300	2,100
Pg 3 & 5	2,100	1,940	1,830	1,560	1,260	1,160
Centerfold	3,960	3,650	3,450	2,940	2,380	2,180
Full Page	1,880	1,730	1,640	1,400	1,130	1,040
Junior Page	1,660	1,530	1,450	1,230	1,000	920
1/2 Page	1,330	1,230	1,160	990	800	740
1/3 Page	970	900	850	720	590	540
1/4 Page	790	730	690	590	480	440
1/6 Page	550	510	480	410	330	310
1/8 Page	440	410	390	330	270	250

3 Newspapers

(Our Town Downtown, Our Town & West Side Spirit)

	Open	8x	13x	26x	40x	52x
Cover Strip	2,880	2,650	2,510	2,140	1,730	1,590
Back Page	6,750	6,615	6,480	6,345	6,210	5,670
Pg 3 & 5	5,300	4,880	4,620	3,930	3,180	2,920
Centerfold	9,990	9,200	8,700	7,400	6,000	5,500
Full Page	4,750	4,370	4,140	3,520	2,850	2,620
Junior Page	4,190	3,860	3,650	3,110	2,520	2,310
1/2 Page	3,360	3,100	2,930	2,490	2,020	1,850
1/3 Page	2,450	2,260	2,140	1,820	1,470	1,350
1/4 Page	2,000	1,840	1,740	1,480	1,200	1,100
1/6 Page	1,390	1,280	1,210	1,030	840	770
1/8 Page	1,120	1,040	980	830	680	620

2 Newspapers (choose any two)

(Our Town, West Side Spirit or Our Town Downtown)

	Open	8x	13x	26x	40x	52x
Cover Strip	2,060	1,900	1,800	1,530	1,240	1,140
Back Page	4,500	4,410	4,320	4,230	4,140	3,780
Pg 3 & 5	3,780	3,480	3,290	2,800	2,270	2,080
Centerfold	7,130	6,560	6,210	5,280	4,280	3,930
Full Page	3,390	3,120	2,950	2,510	2,040	1,870
Junior Page	2,990	2,760	2,610	2,220	1,800	1,650
1/2 Page	2,400	2,210	2,090	1,780	1,440	1,320
1/3 Page	1,750	1,610	1,530	1,300	1,050	970
1/4 Page	1,430	1,320	1,250	1,060	860	790
1/6 Page	990	920	870	740	600	550
1/8 Page	800	740	700	600	480	440

5 Newspapers

(Our Town Downtown, Our Town, West Side Spirit, CCN & Westsider)

	Open	8x	13x	26x	40x	52x
Cover Strip	3,490	3,210	3,040	2,590	2,100	1,962
Back Page	12,490	11,025	10,800	10,575	10,350	9,450
Pg 3 & 5	6,410	5,900	5,590	4,760	3,850	3,530
Centerfold	12,090	11,130	10,520	8,950	7,260	6,650
Full Page	5,750	5,290	5,010	4,260	3,450	3,170
Junior Page	5,070	4,670	4,420	3,760	3,050	2,790
1/2 Page	4,070	3,750	3,550	3,020	2,440	2,240
1/3 Page	2,970	2,740	2,590	2,200	1,790	1,630
1/4 Page	2,420	2,220	2,100	1,790	1,450	1,330
1/6 Page	1,690	1,560	1,470	1,250	1,020	930
1/8 Page	1,360	1,260	1,190	1,010	820	750

Insert Rates \$75 per 1,000 inserts. (10,000 insert minimum)

Four Color **\$150** per Insertion per paper.

Ad Specs

Full Page



10.33" x 11"

Jr. Page



8.625" x 8.5"

1/2 Page V



5.081" x 11"

1/2 Page H



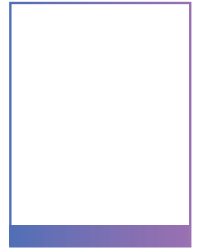
10.33" x 5.416"

1/3 Page V



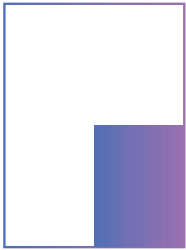
5.081" x 7.2"

Front Cover



10.33" x 1.5"

1/4 Page Sq



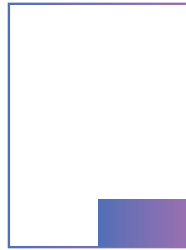
5.081" x 5.416"

1/6 Page



5.081" x 3.555"

1/8 Page H



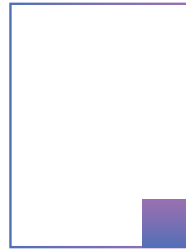
5.081" x 2.64"

1/8 Page V



3.332" x 4.12"

1/16 Page



3.33" x 2.06"

Acceptable Formats

InDesign CS5, Illustrator, Photoshop, Acrobat PDF (embed all fonts)

PDFS: All fonts must be embedded. All images and artwork must be CMYK. Do not use compression on images. Please make pdf files Acrobat 4.0 compatible as transparencies in higher versions are unstable.

Microsoft Word files will have to be remade.

Please do not insert pictures into Word documents if they can be sent separately.

Linescreen is 85 for Black and White, 100 for Color pages.

Web images are not acceptable for newsprint – Minimum resolution for picture is 300 dpi, minimum resolution for text is 170 dpi.

Emailed Ads

Please include the advertiser's name and run date in the subject line of the email. In the body of the email please include contact information, should there be a problem with the ad. Please make sure to email ads to your sales representative.

Email ads to: graphics@strausnews.com • Phone: 212.868.0190 Fax: 212.868.0198