

# MEDIA KIT



THE MONSEY  
*View*



**THE MONSEY VIEW IS A WEEKLY  
HIGH-END MAGAZINE DESIGNED FOR  
EVERY SEGMENT AND AGE GROUP OF  
OUR DIVERSE COMMUNITY**

# INTRODUCTION:

Dear Advertisers,

Welcome to Monsey, the flourishing Jewish community that has almost everything... except for a quality free periodical tailored to Monsey's unique demographic. With our engaging content and elegant design, The Monsey View offers an informative and entertaining read for a highly-localized audience.

The Monsey View is going beyond the status quo of low-quality printing and ad-saturated content that send most periodicals straight to the trash. With our magazine-style format and bilingual articles aimed at every age, The Monsey View offers readers a local publication that can be read again and again.

The Monsey View offers readers and business alike the opportunity to stay connected, get informed, and be entertained. Our weekly local distribution and commitment to providing a broad range of content ensures that your advertisements will reach your targeted customers.



**INTRODUCING THE MONSEY VIEW, THE LOCAL WEEKLY FOR EVERYONE. AS DIVERSE AS MONSEY ITSELF, THE MONSEY VIEW OFFERS A VARIETY OF YIDDISH AND ENGLISH ARTICLES, OPINIONS, AND THOUGHT-PIECES TO EDUCATE AND ENGAGE THE ENTIRE COMMUNITY.**



**EASY PAYMENTS**

Payment Plans Available



**24/7**

Your Advertisement at Work Around the Clock

# F.A.Q.

1

## WHAT MAKES THE MONSEY VIEW DIFFERENT FROM ITS COMPETITORS?

Unlike other free periodicals, The Monsey View is a well-designed platform for both content and advertisement. We offer readers a range of engaging articles and information alongside relevant advertisements in a magazine format, all glossy pages.

2

## HOW OFTEN IS THE MONSEY VIEW PUBLISHED?

The Monsey View is a weekly publication distributed on Wednesdays.

3

## IS THE MONSEY VIEW AVAILABLE ONLINE?

Yes. The Monsey View is accessible online every Friday at [www.themonseyview.com](http://www.themonseyview.com)

4

## WHAT IS THE ADVERTISING DEADLINE?

All ads must be submitted on Monday 5:00p.m. before intended publication.

5

## DOES THE MONSEY VIEW OFFER ADJUSTED RATES FOR LONG-TERM ADVERTISING?

Yes. The Monsey View values the relationship between our team and your business. Contact us directly to discuss rate details.

6

## WHAT ARE THE PAYMENT OPTIONS?

The Monsey View accepts all major Credit Cards. Please note: full payment is required to reserve ad space.

## WHY YOU SHOULD ADVERTISE IN THE MONSEY VIEW:

### YOUR BUSINESS DESERVES...

1

#### TO REACH A GROWING READERSHIP.

Don't be discouraged by falling magazine circulation. In the era of Internet and smartphones, local periodicals are gaining popularity as readers choose publications tailored to their community needs. The Monsey View will be enjoyed by nearly 30,000 Jewish Monsey residents.

2

#### TO GO WHERE YOUR CUSTOMERS ARE.

Local businesses and service providers need local customers. The Monsey View's targeted distribution means your ads are seen by customers that are nearby and ready to spend.

3

#### TO KEEP CONNECTED.

Building a consistent relationship with your customers is key to successful advertising. The Monsey View's weekly distribution to over 40 local stores, schools, synagogues and convenience shops ensures that your ads are seen consistently by those who matter.

4

#### TO STAY FRESH.

Your ads shouldn't go to waste.. With our world-renowned writers, weekly columns, and exciting children's section, The Monsey View keeps readers turning pages and ensures that your ad is seen and remembered.

5

#### TO STICK TO YOUR BUDGET.

The Monsey View is committed to creating a custom advertising package for every business and service provider. Advertising rates start at only \$50 and are geared towards fitting your budget and reaching your customer.

### ARE YOU READY TO GIVE YOUR BUSINESS WHAT IT DESERVES?

CALL TODAY 845-600-8484 OR E-MAIL [ADS@THEMONSEYVIEW.COM](mailto:ADS@THEMONSEYVIEW.COM)  
TO TRANSFORM YOUR ADVERTISING EXPERIENCE WITH THE MONSEY VIEW.

# AD SIZES

<b>FULL PAGE</b> 7.875 x 10.875 Add .25" for Bleed to all sides	<b>TWO THIRDS</b> 5 x 10.625	<b>HALF PAGE VERTICAL</b> 3.5 x 10.625
<b>HALF PAGE HORIZONTAL</b> 7.625 X 5.125	<b>ONE THIRD VERTICAL</b> 2.5 X 10.625	<b>ONE THIRD HORIZONTAL</b> 7.625 X 3.5
<b>ONE QUARTER</b> 3.68 X 5.29	<b>BANNER</b> 7.62 X 1.75	<b>ONE EIGHTH</b> 3.6 X 2.45

# PRICE SHEET

FULL COLOR - GLOSSY PAGE

	15% DISCOUNT		20% DISCOUNT		25% DISCOUNT	
	1 WEEK	5 WEEKS	12 WEEKS	25 WEEKS	1 WEEK	5 WEEKS
<b>FULL PAGE</b>	\$375	\$325	\$300	\$280	\$375	\$325
<b>2/3 PAGE VERTICAL</b>	\$280	\$235	\$225	\$210	\$280	\$235
<b>1/2 PAGE VERTICAL</b>	\$220	\$190	\$175	\$165	\$220	\$190
<b>1/2 PAGE HORIZONTAL</b>	\$200	\$170	\$160	\$150	\$200	\$170
<b>1/3 PAGE</b>	\$150	\$130	\$120	\$110	\$150	\$130
<b>1/4 PAGE</b>	\$120	\$100	\$95	\$90	\$120	\$100
<b>1/8 PAGE</b>	\$75	\$65	\$60	\$55	\$75	\$65
<b>BANNER</b>	\$100	\$85	\$80	\$75	\$100	\$85
<b>PRIMARY SPOTS</b>						
<b>FIRST 18 PAGES</b>	<b>BACK COVER</b>	<b>INSIDE FRONT COVER</b>	<b>BUSINESS ADVERTORIAL</b>			
\$395	\$895	\$450	\$1,995			



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