

## About Examiner Media

### Examiner Media: Westchester and Putnam's Fastest Growing Publishing Company Continues Rapid Rise

*Examiner Media*, a group of independent weekly publications, has successfully proven since its birth that print newspapers remain not just viable, but also an unmatched outlet for readers to learn about local news and for advertisers to reach targeted markets.

Started in September of 2007 by a group of award-winning local journalists, *Examiner Media* now circulates 25,000 papers weekly, reaching approximately 65,000 readers.\*

"*The Examiner* proves that even in the Internet age, there is still a deep craving in suburban villages for a newspaper made of actual pulp that has stories about zoning and parking controversies, features photographs of high school athletes, and allows Main Street merchants and politicians to advertise," states an article in *The New York Times*, written by columnist Joe Berger two months after *The Examiner's* first print.

*The Examiner*, headquartered in Mount

Kisco, NY, circulates in several central Westchester communities north of Manhattan. In March, 2009 Examiner Media launched *The Putnam Examiner*, which serves all of Putnam County. In December of 2009, the company started *The Yorktown Examiner*, which was renamed *The Northern Westchester Examiner* in April, 2011 to better reflect its expanded coverage area. Also in 2011, *Examiner Media* unveiled its fourth print publication, debuting *The White Plains Examiner* in August. Additionally, 2011 marked the rapidly evolving company's foray into online publishing: *TheExaminerNews.com* features breaking news from across the region and also hosts columns from top local bloggers, among other editorial features, and also showcases ads from local and national advertisers. Examiner Media's digital footprint has also expanded as the company has developed a dynamic social media presence.

In its opening editorial, *The Examiner* pledged to "tell you what's happening within the

corridors of your village or town hall. To tell you what's happening within the doors of your school buildings. Within the white lines of your athletic fields. To tell you what's happening within the unchecked crevices of your neighborhoods."

Since its launch, *Examiner Media* has expanded its circulation, staff, coverage area, and also shown growth in pages, readers and advertisers, dismantling the notion that "print is dead."

"Newspapers aren't dead," the opening editorial also asserted. "They'll only perish if those who run them suffocate them."

*Examiner Media* has breathed new life into a great American tradition – vibrant local newspaper publishing.

\* New York Press Association/Marist Poll

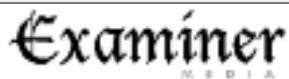
**77%** of newspaper readers took an action as a result of a print newspaper ad in the past 30 days. 59% clipped a coupon, 52% bought something advertised and 45% visited a store.

Source: Newspaper Association of America



# Community Newspapers

## Community Newspaper Readership is Rapidly Growing



Examiner Media is expanding...

**We are distributing 25,000 copies  
in Westchester and Putnam every week**

*With the New York Press Association estimating 2.6 readers per copy, Examiner Media's newspapers reach approximately 65,000 people each week. Our local news website, [TheExaminerNews.com](http://TheExaminerNews.com), also enjoys thousands of visitors from across our print coverage area and beyond!*

*"MKMG has definitely benefited from advertising in The Examiner. With the different editions, we are able to reach patients and potential patients in Putnam and Westchester Counties. The Examiner is a GREAT paper with GREAT people behind it!" - Jennifer Bohlk - Mount Kisco Medical Group*

No other medium delivers the loyal, local and repeat audience provided by community newspapers such as those in the **Examiner Media** group. Community newspaper readers buy locally and are interested in local advertising. They look for restaurant ads and coupons. They buy appliances, electronics and furniture locally. They look for sales and specials at local stores. They bank locally, visit local shopping centers, and purchase cell phones and sporting goods locally. They also shop locally for groceries more than once per week.

Community newspaper readers are most interested in local news, the kind of local news available ONLY in community newspapers. These readers are interested in local schools, local sports, local crime and safety information, neighborhood events and local business news. **Examiner Media** fills this need in your community.



The Examiner

The Westchester  
Examiner

The Northern Westchester  
Examiner

The  
Putnam Examiner

**60%** of newspaper readers followed up a newspaper ad online in some way. 44% went to a website after seeing a print newspaper ad and 28% conducted an online search after seeing a newspaper ad.

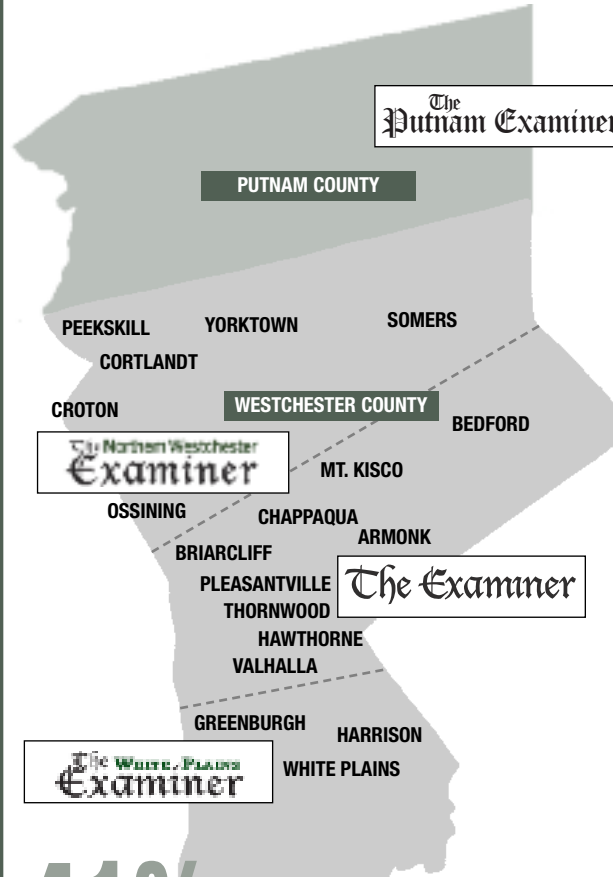
*Source: Newspaper Association of America*



# Demographics

*Examiner Media* reaches out to readers who are committed to their community, eager to shop locally and support businesses advertising in their local newspaper. **This very desirable customer is targeted in some of the most affluent communities:**

Location	Total Households	Avg. Household Size	Median Household Income
<b>CENTRAL WESTCHESTER Edition</b>			
Armonk	2,315	3.1	\$148,286
Bedford	5,731	2.8	\$165,302
Briarcliff	3,227	2.8	\$186,601
Chappaqua	3,820	3.1	\$218,002
Hawthorne	1,581	3.0	\$108,738
Mt. Kisco	5,810	2.7	\$73,510
Pleasantville	4,221	2.8	\$113,376
Thornwood	1,666	3.0	\$122,086
Valhalla	1,847	2.8	\$107,850
<b>NORTHERN WESTCHESTER Edition</b>			
Cortlandt	13,517	2.75	\$91,587
Croton	2,798	2.65	\$113,875
Ossining - Town	12,355	2.64	\$68,027
Ossining - Village	8,227	2.61	\$57,531
Peekskill	8,696	2.55	\$62,448
Somers	6,802	2.62	\$114,586
Yorktown	12,556	2.8	\$106,355
<b>WHITE PLAINS Edition</b>			
White Plains	24,496	2.4	\$74,469
Greenburgh	33,057	2.6	\$97,581
Harrison	8,394	2.7	\$101,490
<b>PUTNAM Edition</b>			
Putnam County	35,030	2.9	\$83,768



41%

say newspapers are the medium used most to check out ads, more than all electronic media combined. (TV, radio, internet)

Source: Newspaper Association of America



# Examiner

MEDIA

SMALL NEWS IS BIG NEWS • TheExaminerNews.com

## Advertising Rates - per edition

The Examiner

The White Plains Examiner

The Northern Westchester Examiner

The Putnam Examiner

SIZE	Full Price	4-7 week run 5% discount price/week	8-15 week run 10% discount price/week	16+ week run 15% discount price/week
Web Button Ad	\$55.00	\$52.25	\$49.50	\$46.75
Web Banner Ad	\$110.00	\$104.50	\$99.00	\$93.50
1/16 Page Black and White	\$55.00	\$52.25	\$49.50	\$46.75
1/16 Page Color	\$110.00	\$104.50	\$99.00	\$93.50
1/8 Page Black and White	\$110.00	\$104.50	\$99.00	\$93.50
1/8 Page Color	\$220.00	\$209.00	\$198.00	\$187.00
1/4 Page Black and White	\$220.00	\$209.00	\$198.00	\$187.00
1/4 Page Color	\$330.00	\$313.50	\$297.00	\$280.50
1/2 Page Black and White	\$330.00	\$313.50	\$297.00	\$280.50
1/2 Page Color	\$440.00	\$418.00	\$396.00	\$374.00
Full Page Black & White	\$550.00	\$522.50	\$495.00	\$467.50
Inside Full Page Color	\$660.00	\$627.00	\$594.00	\$561.00
Back Page Color	\$1,100.00	\$1,045.00	\$990.00	\$935.00
Front page banner	\$450.00	\$427.50	\$405.00	\$382.50
Back page banner	\$350.00	\$332.50	\$315.00	\$297.50
Insert	\$330.00	n/a	n/a	n/a
<b>Advertorials</b>				
Full page color	\$880.00	\$836.00	\$792.00	\$748.00
Full page B&W	\$770.00	\$731.50	\$693.00	\$654.50
1/2 page color	\$600.00	\$570.00	\$540.00	\$510.00
1/2 page B&W	\$500.00	\$475.00	\$450.00	\$425.00

Additional Premium Position As Placement \$100 • Pricing for Net Amount

Run your ad in 2 editions - receive a 10% discount, 3 editions - 15% discount, all four editions - 20% discount

Contact us for more information.

Our weekly newspapers offer a valuable opportunity to show off your business in a local light, where it matters most. Consistent advertising in EXAMINER MEDIA's publications give you continuous exposure to readers and potential customers across Westchester & Putnam

Call us today: 914-864-0878

### PUBLICATION TRIM SIZE 10.75X13

Standard ad size units: (width x height in inches)

Full Page (Vertical)	9.75" x 11.82"
Full Page/Back Cover (Vertical)	9.75" x 11.82"
1/2 Page (Horizontal)	9.75" x 5.8"
1/4 Page (Vertical)	4.7813" x 5.8"
1/8 Page (Horizontal)	4.7813" x 2.8"
1/16 Pages (Vertical)	2.2969" x 2.8"
Banner (Horizontal)	9.75" x 2"
Web Button Ad	160 px wide
Web Banner Ad	728 x 90 px

### DIGITAL AD SPECIFICATIONS

**Ads:** Submit as high-res PDF files or JPEG files, at 300 DPI.

**Color Ads:** Save color images in CMYK format. No matched Pantone colors.

**Proofs:** Please supply a color proof for all four color ads, or a laser print for black-and-white ads. If no proof is provided, the printer will print color according to SWOP color densities.

Examiner Media's newspapers are published every Tuesday

**59%** of adults rank newspapers first as the media used to help plan shopping or make purchasing decisions in the past 7 days. 80% of newspaper readers report looking at advertising when reading the paper.

Source: Newspaper Association of America

