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THE Rye City REVIEW

April 26, 2016 | Vol. 4, Number 18 | www.rynecityreview.com

Gov. Cuomo reaffirms plans for Soundlink connection

By JAMES O'NEILL
Rye, N.Y. — Gov. Andrew Cuomo reaffirmed his support for the Soundlink connection between the Port Authority of New York and New Jersey and the New York State Thruway Authority on April 22, 2016. The governor said that the Soundlink project is a critical piece of infrastructure that will improve traffic flow and reduce travel time between the two states. He also announced that the state will be providing additional funding to support the project.

Officials speak out with Playford vote days away

By JAMES O'NEILL
Rye, N.Y. — As the 2016 municipal elections approach, officials in Rye are speaking out about the challenges they face. Mayor Robert Playford is facing a tough re-election campaign, and several council members are also up for election. The community is looking for strong leadership and solutions to the town's ongoing issues.

Walls of Fire

By JAMES O'NEILL
Rye, N.Y. — A major fire broke out in a residential area of Rye on April 20, 2016. The fire started in a house and quickly spread to neighboring properties. Firefighters worked for hours to contain the blaze, and several homes were damaged. The cause of the fire is still under investigation.

Times columnist talks moral fiber at Manhattan lecture

By JAMES O'NEILL
Rye, N.Y. — A prominent Times columnist gave a lecture at a Manhattan venue on April 21, 2016. The speaker discussed the importance of moral fiber in public life and the role of the media in holding leaders accountable. The lecture was well-attended and sparked a lively discussion.

FACE-OFF

By JAMES O'NEILL
Rye, N.Y. — A political showdown is brewing in Rye as the town prepares for its annual election. Several candidates are vying for key positions, and the race is expected to be close. The community is watching the developments with interest.

Village trustees debate highlights partisan dysfunction

By JAMES O'NEILL
Rye, N.Y. — A recent meeting of the Rye Village Trustees highlighted the partisan dysfunction that has plagued the town's governance. The trustees were unable to reach a consensus on several key issues, leading to a stalemate. The community is growing frustrated with the lack of progress.

ARCADEBOOKS.COM

Your Local Independent Book Store
15 Purchase Street, Rye NY 10580 | 914-967-0966 | 10:30am - 6pm Monday - Saturday

THE HARRISON REVIEW

March 4, 2016 | Vol. 4, Number 13 | www.harrisonreview.com

Walls of Fire

By JAMES O'NEILL
Harrison, N.Y. — A major fire broke out in a residential area of Harrison on March 3, 2016. The fire started in a house and quickly spread to neighboring properties. Firefighters worked for hours to contain the blaze, and several homes were damaged. The cause of the fire is still under investigation.

Zoning plan for quarry site leads to petition

By JAMES O'NEILL
Harrison, N.Y. — A proposed zoning plan for a quarry site in Harrison has led to a petition drive. The plan calls for increased residential development in the area, which has been primarily industrial. The petitioners are concerned about the impact on the local environment and the quality of life.

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Village trustees debate highlights partisan dysfunction

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Harrison, N.Y. — A recent meeting of the Harrison Village Trustees highlighted the partisan dysfunction that has plagued the town's governance. The trustees were unable to reach a consensus on several key issues, leading to a stalemate. The community is growing frustrated with the lack of progress.

PEGGY JACKSON

Your Independent Book Store
100 Main Street, Harrison NY 10529 | 914-325-0568 | 10:30am - 6pm Monday - Saturday

THE MAMARONECK REVIEW

November 4, 2016 | Vol. 4, Number 43 | www.mamaroneckreview.com

FACE-OFF

By JAMES O'NEILL
Mamaroneck, N.Y. — A political showdown is brewing in Mamaroneck as the town prepares for its annual election. Several candidates are vying for key positions, and the race is expected to be close. The community is watching the developments with interest.

Judge dismisses Roseblum lawsuit

By JAMES O'NEILL
Mamaroneck, N.Y. — A judge has dismissed a lawsuit filed by Roseblum against the town of Mamaroneck. The lawsuit alleged that the town had violated the plaintiff's constitutional rights. The judge found that the town's actions were justified and that the plaintiff had not provided sufficient evidence to support his claims.

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PEGGY JACKSON

Your Independent Book Store
100 Main Street, Mamaroneck NY 10604 | 914-325-0568 | 10:30am - 6pm Monday - Saturday

THE EASTCHESTER REVIEW

November 4, 2016 | Vol. 4, Number 43 | www.eastchesterreview.com

BUCKIN' BRONCS!

By JAMES O'NEILL
Eastchester, N.Y. — The Eastchester girls' soccer and field hockey teams celebrated their success at the state tournament on October 15, 2016. The girls' soccer team won the championship, and the field hockey team placed second. The coaches and players were proud of their hard work and teamwork.

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THE CITY REVIEW New Rochelle

September 9, 2016 | Vol. 4, Number 25 | www.cityreview.com

Flags for the Fallen

By JAMES O'NEILL
New Rochelle, N.Y. — A group of volunteers in New Rochelle has been working to create flags for fallen soldiers. The project is a tribute to the brave men and women who have served our country. The flags are being distributed to the families of the fallen and are a symbol of honor and respect.

New measures on campaign donors draw criticism

By JAMES O'NEILL
New Rochelle, N.Y. — New measures on campaign donors in New Rochelle have drawn criticism from some community members. The measures are intended to increase transparency and reduce the influence of money in politics. However, some people believe that the measures are too restrictive and will limit the ability of citizens to participate in the political process.

County officials confirm more cases of Zika in Westchester

By JAMES O'NEILL
New Rochelle, N.Y. — County officials have confirmed that there are more cases of Zika virus in Westchester County. The health department is urging residents to take precautions to avoid the virus, such as using mosquito repellent and wearing protective clothing. The county is also providing information on how to get tested for the virus.

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INSIDE WC

Insights of Westchester County | SEPTEMBER 2016 | VOL. 9, NO.7

FALL FOR THE ARTS

By JAMES O'NEILL
Westchester County, N.Y. — The Westchester County Office of Cultural Affairs is excited to announce the Fall for the Arts festival. The festival will feature a variety of art exhibits, performances, and workshops. It is a great opportunity for the community to enjoy the arts and celebrate the creativity of the county.

ArtsWestchester to host three live jazz concerts

By JAMES O'NEILL
Westchester County, N.Y. — ArtsWestchester is proud to announce that it will be hosting three live jazz concerts. The concerts will feature some of the best jazz musicians in the area and will be held at the County Office of Cultural Affairs. It is a great opportunity for the community to enjoy live jazz music.

ArtsFest returns to New Rochelle

By JAMES O'NEILL
New Rochelle, N.Y. — ArtsFest is returning to New Rochelle this year. The festival will feature a variety of art exhibits, performances, and workshops. It is a great opportunity for the community to enjoy the arts and celebrate the creativity of the county.

Cannoroom still has more to offer

By JAMES O'NEILL
New Rochelle, N.Y. — The Cannoroom in New Rochelle is still a great place to enjoy the arts. The room features a variety of art exhibits and performances. It is a great opportunity for the community to enjoy the arts and celebrate the creativity of the county.

A new season at the Emelin Theatre

By JAMES O'NEILL
New Rochelle, N.Y. — The Emelin Theatre in New Rochelle is excited to announce a new season of performances. The season will feature a variety of plays and musicals. It is a great opportunity for the community to enjoy live theater.

Hoff-Batholomew: a lifelong enjoyment of music

By JAMES O'NEILL
New Rochelle, N.Y. — Hoff-Batholomew is a lifelong enjoyment of music. The artist has been playing music for many years and has a deep passion for the art. Hoff-Batholomew's music is a blend of different styles and is a true reflection of his personality.

Home Town Media Group is a Westchester-based media publishing company which prints five weekly newspapers every Friday.

We cover nine local communities: Bronxville, Eastchester, Harrison, Larchmont, Mamaroneck, New Rochelle, Purchase, Rye and Tuckahoe.

Over the years, our publications have received more than 40 awards for excellence from The New York Press Association.

The primary focus of our efforts is reporting the hard news. Our team of writers dedicates themselves to getting it first, but getting it right. This is why we have been recognized as the official paper in many of the communities we cover.

In addition to our weekly coverage, we offer monthly special sections.






Further, we now also offer five newly modernized websites that offer content updated daily, web exclusive news and are seen by our readership regularly through a variety of social media platforms and a weekly online newsletter, which is delivered via email.

Weekly Circulation

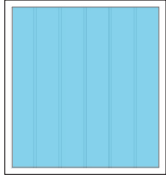
Reaching 40,000 affluent households

The Rye City Review	7,126	City of Rye
The Mamaroneck Review	10,081	Larchmont/Mamaroneck
The Eastchester Review	7,518	Bronxville, Eastchester, Tuckahoe
The Harrison Review	7,700	Harrison/Purchase
The City Review New Rochelle	7,460	City of New Rochelle

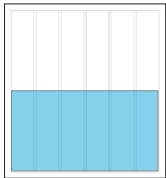
Demographic Profiles

	Total Population	16,046
	Median Household Income	\$155,273
	Median Home Value	\$1,678,200
	Total Population	29,957
	Median Household Income	\$114,273
	Median Home Value	\$839,200
	Total Population	33,135
	Median Household Income	\$108,318
	Median Home Value	\$879,200
	Total Population	28,348
	Median Household Income	\$104,469
	Median Home Value	\$932,900
	Total Population	79,846
	Median Household Income	\$70,036
	Median Home Value	\$629,600

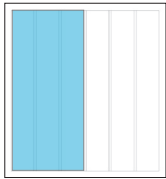
Ad Specs



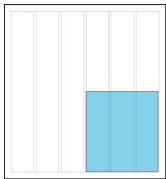
Full Page
9.75"w x 10.875"h



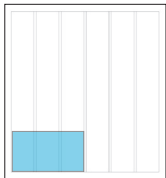
Half Page Horizontal
9.75"w x 5.313"h



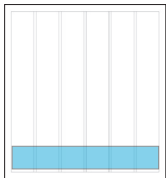
Half Page Vertical
4.813"w x 10.875"h



Quarter Page
4.813"w x 5.313"h



Eighth Page
4.813"w x 2.6875"h



Front Page Banner
9.75"w x 1.0"h

Mechanical Production Requirements

Design Applications used on our Mac Computers	<ul style="list-style-type: none"> • Adobe InDesign • Adobe Photoshop • Adobe Illustrator
File Formats we can work with	<p>Tiff • PDF • Jpeg • EPS</p> <p>Print ready ads preferred in PDF format</p> <p>Ads prepared in Microsoft Word or Publisher are not considered print ready</p>
Media Accepted	Email • zip files • Dropbox • Materials to be scanned
Resolution and Color Requirements for print ready ads	<ul style="list-style-type: none"> • 85 Line Screen at 170 ppi • 300 dpi for half tone images • Black and white ads should be converted to grayscale • Color documents should be cmyk, (no RGB, spot, or pantone colors) • All black type must be 1 color black
Fonts Requirements for print ready ads	<p><u>To ensure legible printing on all ads:</u></p> <ul style="list-style-type: none"> • Sans Serif fonts should be at least 7 pt. • Serif fonts should be at least 12 pt. • All black type must be 1 color black • White type on a 4 color background should be at least 12 pt. • All fonts should be embedded

Ad Specs

Full Page	9.75" wide x 10.875" high
Half Page Horizontal	9.75" wide x 5.313" high
Half Page Vertical	4.813" wide x 10.875" high
Quarter Page	4.813" wide x 5.313" high
Eighth Page	4.813" wide x 2.6875" high
Front Page Banner	9.75" wide x 1.0" high

Send art and print ready ads to: ads@hometwn.com
 Deadline: 1 week prior to publication date

2017 Special Sections

Home Town Media Group publishes several special sections throughout the year, covering a variety of topics. These specials provide targeted marketing opportunities in all five papers, reaching all nine communities.

Sizes & Rates		
Full Page	9.75"W X 10.875" H	\$1200
Half Page Horizontal	9.75"W X 5.313" H	\$950
Half Page Vertical	4.813"W X 10.875" H	\$950
Quarter Page	4.813"W X 5.313" H	\$690
Eighth Page	4.813"W X 2.675" H	\$475

Editorial Content	Publication Date	Material Date
Health in the New Year	January 20	January 11
Camps and Summer Programs	February 17	February 8
Camps and Summer Programs	March 17	March 8
Health Profiles	April 21	April 12
Real Estate Profiles	May 19	May 10
Summer Dining	June 16	June 7
Healthy Living	July 21	July 12
Back to School	August 18	August 9
Fall for the Arts	September 8	August 30
Good Health for Winter	October 20	October 11
Best Recipes of Westchester	November 17	November 8
Holiday Entertaining and Gift Guide	December 8	November 29

ryecityreview.com
 mamaroneckreview.com
 eastchesterreview.com
 harrisonreview.com
 cityreviewnr.com

Digital Ad Specifications

Ad sizes:	Leaderboard 728 x 90 pixels Medium Rectangle 300 x 300 pixels
File Format:	JPEG, GIF
Resolution:	72 dpi (dots per inch)
File size limit:	100 k
Color Profile:	RGB only
Border:	1 pixel minimum border must be visible to differentiate from content area, if background of ad is white.
URL:	Include a URL to desired website with creative material

Digital Ad Placements

The screenshot shows the website layout with several ad spots:

- Top Banner:** A red navigation bar at the top of the page.
- Featured Story:** A large article on the left side titled 'Rye High celebrates 85th class'.
- Medium Rectangle:** A green banner for 'KIBX HUDSON BARBER EXCHANGE' in the center of the page.
- News Section:** Three news articles in a row, each with a small image and headline.
- Community Section:** Three community articles in a row, each with a small image and headline.
- Right Side Ad:** A vertical ad for 'Caramoor Summer Music Season' on the right side.
- Social Media:** A 'Follow us' section with icons for Facebook, Twitter, LinkedIn, and Instagram.
- Twitter Feed:** A section at the bottom right showing tweets from @ryecityreview.
- Bottom Banner:** A red banner at the very bottom of the page with the text 'Register now for summer classes! ryeartscenter.org'.

TOP BANNER
 AD SIZE: 728 x 90

MEDIUM SQUARE
 SIZE: 300 x 300

BANNER
 AD SIZE: 728 x 90