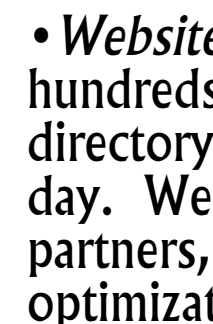


Call Jerome Saulsbury - 516-203-8385 or email jsaulsbury@queensledger.com



# The Queens Ledger Brooklyn Star

established 1873

Weekly Community Newspaper Group



- The Queens Ledger
- Glendale REGISTER
- Leader/Observer of Woodhaven
- Queens EXAMINER
- Forest Hills TIMES
- Jackson Heights/Astoria/LIC JOURNAL
- Greenpoint STAR Williamsburg/Greenpoint
- Brooklyn Downtown STAR

# 8 Weekly Newspapers

## Serving Neighborhoods Since 1873 Now With 8 Web 2.0 State of the Art Web sites

• *Websites* with local news - featuring dozens of writers, hundreds of contributors, video, blogs, e-commerce & a directory 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.*

P.O. Box 780376 • Maspeth • New York 11378  
Tel: (718) 426-7200

Main Office: 69-60 Grand Avenue - Maspeth 11378

Conference Office: 86-16 Queens Blvd., Elmhurst 11373

E-Mail: ads@queensledger.com / Fax: (718) 429-1234



# Star

Weekly Newspapers

## Brooklyn

also called Kings County

To Manhattan

655,733...

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

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)



## 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)

Published by

Queens Ledger / Greenpoint Star Inc.  
69-60 Grand Avenue, Maspeth, NY 11378  
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.



**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)

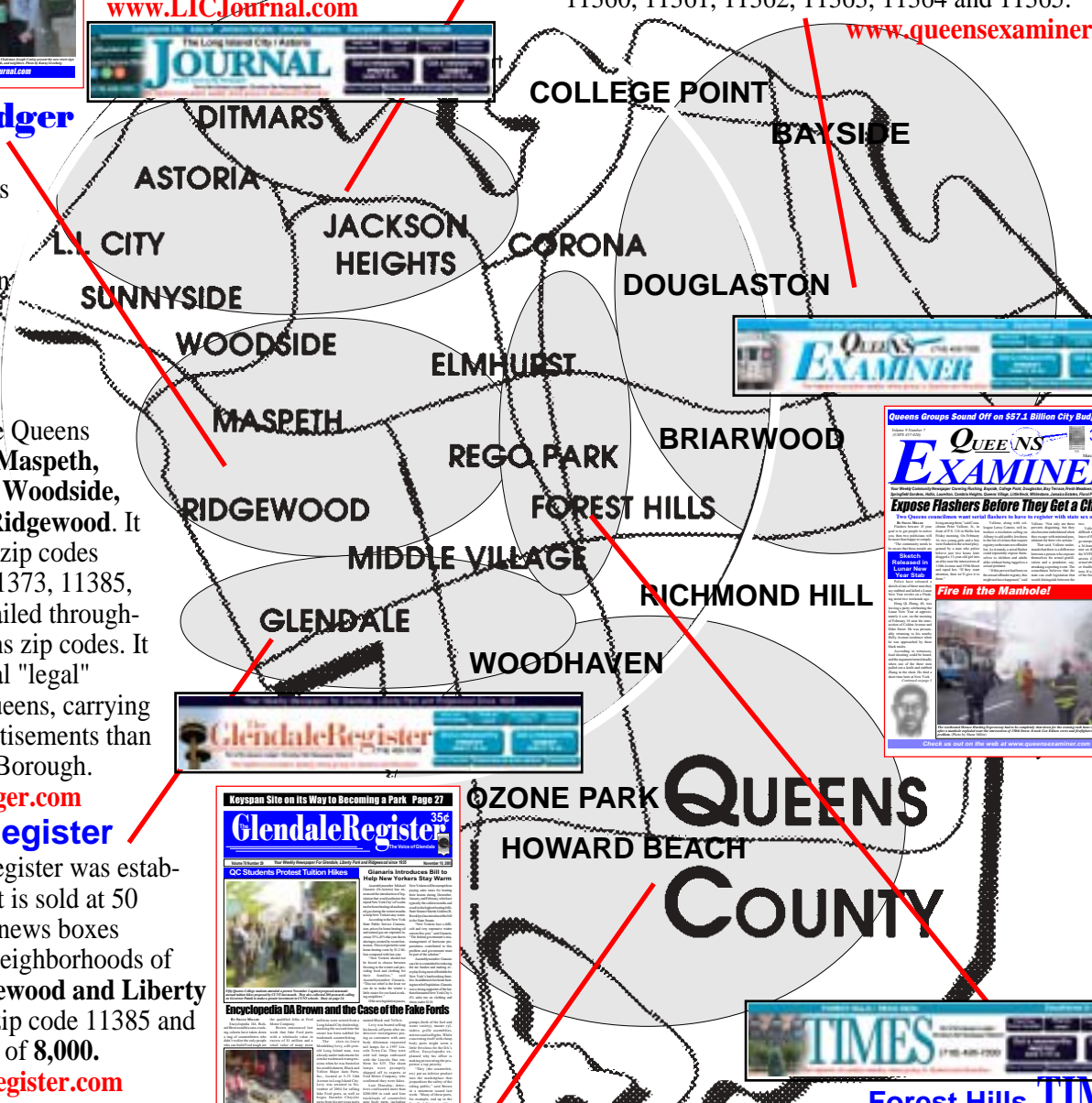


**Forest Hills TIMES**

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!



## NEWSPAPERS

# 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 • NCAA  
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)
- **The Long Island City/Astoria/Jackson Heights JOURNAL** [www.LICJournal.com](http://www.LICJournal.com)
- **The Greenpoint STAR & Brooklyn Northside NEWS** [www.greenpointstar.com](http://www.greenpointstar.com)
- **The Brooklyn Downtown STAR** [www.BrooklynDowntownstar.com](http://www.BrooklynDowntownstar.com)



**8 Weekly Community web sites & papers For Your Advertising Needs**

Member of  
The New York Press Association

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

Phone: (718) 426-7200 • FAX: (718) 429-1234 • email: [news@queensledger.com](mailto:news@queensledger.com)

# Demographics & Numbers You Should Know

## Demographics For Our Newspapers & Web Sites

We publish eight weekly newspapers in Queens County and Brooklyn, with a combined total circulation of 150,000 per week. Our circulation is a combination of paid newsstand and mailed subscription, as well as bulk drops) and available at more than 700 newsstands. Our readers are residents seeking weekly information about their community. Each paper maintains its own web site, successfully generating conversation, local advertising, blogs, news, event listings, and more.

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: **what is happening on their block, what is happening in their neighborhood and 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's **LEADER/OBSERVER** 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.

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### Some numbers you should be aware of

**312...** That's the number of **letters to the editor** we published last year. Letters signify that readers are involved with our newspapers. Some agree with us, some disagree, but they care enough to write.

**2,761...** That's how many **pictures** we published throughout our 8 newspapers between June 2006 and May 2007. Local people, places and events are what our local papers are all about. We don't subscribe to a *national* wire service because we know our readers pay for *local news, local action* and neighborhood activities.

**9,665...** That's how many **Real Estate listings** we published in our newspapers in the last 12 months. We believe a real community newspaper has the ear of the Real Estate industry. We take the lead in the eyes of Real Estate agents. SIX pages of listings each week.

**3,126..** That's how many **news stories** we published in our newspapers in the last 12 months. Stories on issues from local news, investigative stories, sports coverage, profiles, reviews and local events are what make our papers the most reader friendly source of news available.

**109..** That's how many **eyesores** of the week we published in our newspapers last year. Eyesores of the week are pictures taken by our staff and our readers. They are pictures of places which have been neglected, contain graffiti or are dirtied. The pictures produce action.

**28,122...** That's how many **advertisements** appeared in our newspapers from March 2007 through March 2008. These advertisers put their faith in our paper and received response to their marketing efforts. From classified advertisements to our dining and entertainment guide, our ads work. Just ask our 8,000 advertisers. We are proud to be the #1 news and advertising source for all of Queens County and Brooklyn.

**655,733...** That's how many **hits** our web site got in December 2007. Now THAT'S EXCITING!

## NEWSPAPERS

# Circulation by Zip Codes

### **Queens Ledger 30,000** (established 1873)

11378, Masepth 5200  
11379, Middle Village 4600  
11377, Woodside 3200  
11373, Elmhurst 3400  
11385, Ridgewood/Glendale 2700  
11355, Flushing 4200  
Rest of Queens 6700

### **Glendale Register 8,000** (established 1935)

11385, Glendale 4800  
Rest of Queens 3200

### **LIC, Astoria, Jackson Heights Journal 23,000**

11101, Long Island City 3800 (established 1986)  
11102, Astoria 3100  
11103, Astoria 2300  
11104, Sunnyside 1800  
11105, Astoria, Woodside 1900  
11106, Astoria 1200  
11368, Corona 2100  
11372, Jackson Heights 3300  
11369, East Elmhurst 1500  
11373, Elmhurst 2000

### **Forest Hills/Rego Park Times 18,000**

11375, Forest Hills 8000 (established 1995)  
11374, Rego Park 5000  
11415, Kew Gardens 3500  
Rest of Queens 1500

### **Leader Observer of Woodhaven & Richmond Hill 25,000** (established 1909)

11421, Woodhaven 6,000  
11414, Howard Beach 3700  
11417, Ozone Park 3500  
11418, Richmond Hill 3200  
11415, Kew Gardens 1000  
11420, South Ozone Park 2300  
11432, Jamaica 3300  
Rest of Queens 2000

### **Queens Examiner 16,000** (established 1999)

11355, Flushing 4700  
11356, College Point 1800  
11357, Whitestone 1900  
11361, Bayside 1300  
11363, Little Neck 1600  
11365, Fresh Meadows 1200  
Rest of Queens 3500

### **Greenpoint STAR & Brooklyn Northside NEWS 15,000**

11211, Williamsburg's Northside 5,000  
11222, Greenpoint 6,000 (originally established 1898)  
11206, Williamsburg 3,000  
11378, Maspeth 1,000

### **Brooklyn Downtown STAR 15,000** (re-established 2004)

11206, Williamsburg East & Bushwick 3,000  
11205, Navy Yard, Clinton Hill, Fort Greene 4,000  
11217, Downtown Brooklyn, Boerum Hill 4,000  
11201, Brooklyn Heights, Park Slope, Downtown 4,000



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

- **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)
- **The Long Island City/Astoria/Jackson Heights JOURNAL** [www.LICJournal.com](http://www.LICJournal.com)
- **The Greenpoint STAR & Brooklyn Northside NEWS** [www.greenpointstar.com](http://www.greenpointstar.com)
- **The Brooklyn Downtown STAR** [www.BrooklynDowntownstar.com](http://www.BrooklynDowntownstar.com)

• **Published by Queens Ledger / Greenpoint Star Inc.** •

*main office* • 69-60 Grand Avenue, Maspeth, NY 11378 • (718) 426-7200 • (fax) 718-429-1234 • [ads@queensledger.com](mailto:ads@queensledger.com)

• **Conference Studio & Corporate Sales Office** • 86-16 Queens Boulevard, Elmhurst, NY 11373

• Queens Ledger Greenpoint Star ~~and~~ Weekly Newspapers since 1873 •

as of 1/1/2009

NEWSPAPERS

# Display Advertising Rates

...at prices you can afford

- Rates specified are per paper, but discount package rates are available for multi-paper buys.
- Agencies: Rates are in gross figures.
- Payment is due upon publication. Discounts for prepayment.
- Deadline for order is Fridays 5PM, artwork deadline Tuesdays 1PM.
- If customized sizes are needed use column inch rates: \$12.66 per col. inch for one paper. \$18.91 for 2 papers, \$37.76 for 4, \$44.17 for 6, \$48.19 for 8 papers gross. 4 column page by 14 inches high.
- 4 color ads - add \$400 to the gross price to the price of the b/w ad.

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 For Ads in Multiple Papers						Frequency discounts to be taken upon signing a contract:
# of papers	1 paper	2 papers	4 papers	6 papers <small>Queens papers only</small>	8 papers	
Full page	\$709	1059	2115	2474	2699	6 weeks = 25%
1/2 page	362	571	1079	1248	1413	13 weeks = 35%
1/4 page	202	304	622	719	862	26 weeks = 40%
1/8 page	104	163	327	381	476	52 weeks = 50%

## Advertising Size Specifications

Custom sizes always available • Unless specified, There is no charge for artwork/production • Flyers Available

**Quarter Pg.**  
5" x 7"

**Column Inch**  
2 3/8" x 1"  
(4 columns per page)

**Eighth Pg.**  
5" x 3 1/2"

**Half Page**  
10" x 7"

718 - 426-7200

**Full Page**  
9 3/4" x 13 7/8"

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"

• Queens Ledger Greenpoint Star, 69-60 Grand Avenue., Maspeth, NY  
Phone: (718) 426-7200 • FAX: (718) 426-7200

**Award Winning Member of The New York Press Association**

# WEB SITES - SEARCH ENGINE OPTIMIZATION PROGRAM PACKAGES

The Queens Ledger / Brooklyn Star Weekly Community Newspaper Group has teamed up with Matchbin Community Marketplace to create a new 'State of the Art' news and community social networking site which will allow business to take advantage of our local reach. Our site has had thousands of visitors a day. Now, the new site not only includes news, but

video, columns, blogs, reviews, local event calendars, free local classified ads, local real estate ads and a database of 45,000 searchable businesses – ready for individual business web site packages. Plus we have banner advertisements for our eight new sites. Your business can get involved:



## business directory

Our dynamic online business directory is similar to online yellow pages and other online listing services, but with a more local focus. This creates value for community members by providing a comprehensive listing of all local businesses. It gives business owners a great way to reach their target market and is a useful tool for bringing loyal, repeat visitors to your site.

### BASIC LISTING

Our basic listing is just that, basic. We provide simple contact information -- name, address, phone number -- enabling users to access all the businesses in their area.

### SILVER BUSINESS DIRECTORY LISTING

Business owners can enhance their business directory listing with many features, including a lengthy description, attribute-driven search capabilities, store hours, a photo gallery, e-mail contact, prioritized listing, community reviews, interactive map, business blog and more.

### GOLD BUSINESS DIRECTORY LISTING

A customizable Web page with its own unique URL, the Gold Business Listing does double duty for its customers. It gives highly prioritized positioning on directory search results and it also offers great value as a Google-searchable, standalone "starter Web site." The Gold Business Listing offers everything the Silver Listing does and more, including customer-maintained coupons, document publishing such as PDFs, testimonials, an event calendar and links providing direct access to the business.

### PLATINUM BUSINESS DIRECTORY LISTING

The Platinum Business Listing adds an e-commerce capability to the Gold Business Listing's extensive suite of features. Its product-management interface gives people a cost-effective way to sell over the Internet, in the context of a Web page that's both a directory listing and a standalone Web site. Anyone who has tried to set up their own e-commerce solution knows how complex and time-consuming the process can be. A Platinum Business Listing cuts through the clutter and makes selling products over the Internet simple and affordable.

The screenshot shows the website for The Baxley News-Banner Online. At the top, it says "Founded in 1873" and "(718) 426-7200". Below the logo, it says "Weekly Community Newspaper Part of the Queens Ledger / Brooklyn Star Newspaper Network The highest circulation weekly news group in Queens and Brooklyn".

The main content area features a business listing for "Ristorante Angelina" with the address "100 W. 150th St. Bayside, NY 11361" and phone number "1-801-555-1212". The listing includes a photo of a dish of spaghetti with meat sauce and a "contact business" button. Below the listing is a "What is Italian Cooking?" article snippet.

On the right side, there is an advertisement for "PEOPLES STATE BANK" with the text "Online banking at its best" and "Enter your ideal weight to get started" with a "Click Here" button. Below that is a section titled "List Your Business Today!" with a list of benefits: "1. Have reputation for honesty", "2. Provide quality service", "3. Provide great value for your money".



## WEB SITES

# 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 colum. **\$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 & SPECIALIZED ADVERTISING SPECIFICATIONS

• **Classified Ads Appear in All Eight Community Weekly Newspapers**

5 columns per page, 1 7/8" per colum. **\$25. per column inch (up to 25 words per inch).** **Half price for each additional consecutive week.** Ads to be paid by Visa/MC or American Express in advance of publication. Number of week run should be ordered at first week.

• **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.**

• **Inserts (Customer Supplied)**

\$65 per thousand inserts (8 1/2 X 11"). Minimum of 5,000 inserts required. For 4 page insert \$80 per thousand. (We can direct your inserts to mailed copies, neighborhood targets, zip codes or newsstands.

• **Special Needs**

Color is available: 1 spot color **\$75,**  
4 color process **\$200.**

• **Multiple Insertion Display Rates**

See our rate card page inside this Media Kit for display ads and discount schedules on multiple insertions and pre-pay plans.

• **Display Advertisement Specifications**

4 Columns per page, 10 inches wide, 2 3/8 " per column. Each column is 14 " high (deep). For agate measurements, 200 lines per column, 4 columns per page.

• **Special Editions**

Every other week we publish *special sections* which may interest you as an advertiser. We have an Auto Issue, Education & Careers, Dining & Entertainment, Health & Medical, Bridal, Banking & Finance Summer Camps, Top Area Colleges Issue and more. These are special issues which turn our 150,000 weekly readers on to businesses providing these services.

**TO POST A CLASSIFIED AD GO TO [WWW.QUEENSLEDGER.COM](http://WWW.QUEENSLEDGER.COM)**

**& HIT THE POST A CLASSIFIED BUTTON**

# Silver Package Upgrade

WEB SITES **9**



The Standard logo is displayed in a blue banner. Below it, a green navigation bar contains the text "Businesses in ristorante angelina" and a "SEARCH" button. On the right side of the green bar, there is a "Sign in" link.

Map, reviews, profile, links, blog & search



- Home
- Feed
- Sports
- Business
- Arts & Ent.
- Opinion
- Real Estate
- My Content
- My Profiles
- My Classifieds
- My Events
- My Blogs
- My Buddies
- Business
- Restaurants
- Shopping
- Sports & Rec.
- Real Estate
- More
- Classifieds
- Jobs
- Cars
- Real Estate
- Apartment Services
- More
- Post a Classified
- Community
- Events
- Forum
- Blogs
- Life Events
- Entertainment
- Subscription
- About Us
- Contact Us
- Subscribe



**contact business**

posted by: West Jordan Realtor  
1-801-555-1212  
[view website](#)

**Ristorante Angelina**  
430 W. 1500 W. Bountiful UT 84010

Type of Food: Italian  
Price: \$\$

Meals Served: Breakfast, Lunch, Dinner

Dress: Casual

Alcohol Served: Yes

Take-out: No

Reservations: Suggested



profile photos map reviews

What is Italian Cooking? Many non-Italians identify Italian cooking with some of its most popular dishes, like pizza and spaghetti. People often express the opinion that Italian cooking is all pretty much alike. However, those who travel through Italy notice differences in eating habits between cities, even those only a few miles apart. Not only does each region have its own style, but each community and each valley has a different way of cooking as well. Every town has a distinctive way of making sausage, special kinds of cheese and wine, and a local type of bread. If you ask people, even in the same area, how to make pasta sauce, they will all have different answers. Variations in the omnipresent pasta are another example of this multiplicity: soft egg noodles in the north, hard-boiled spaghetti in the south, with every conceivable variation in size and shape. At Puff's, we bring the old country in the new world. Please come and join us and bring the family too capeche?

hours	
Mon.	8:00 am - 8:00 pm
Tue.	8:00 am - 8:00 pm
Wed.	8:00 am - 8:00 pm
Thu.	8:00 am - 8:00 pm
Fri.	8:00 am - 12:00am
Sat.	8:00 am - 12:00 am
Sun.	Closed

Reservations of twenty or more please call ahead



Founded in 1873 (718) 496-7200

## Queens Ledger

Weekly Community Newspaper  
Part of the Queens Ledger / Brooklyn Star Newspaper Network  
The highest circulation weekly news group in Queens and Brooklyn



Apple Store

### Introducing MacBook Air

The world's thinnest notebook. From \$1,299

Now shipping



Buy now

### List Your Business Today!

This Directory lists quality companies you can trust to do the work right the first time. The advertisers have been chosen because they:

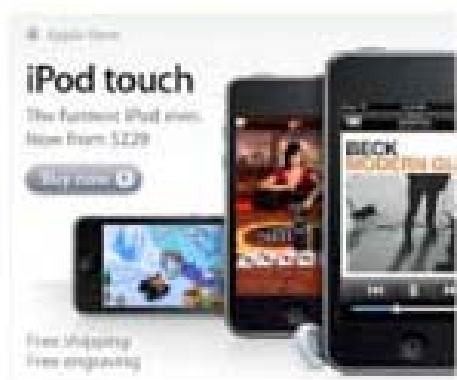
1. Have reputation for honesty
2. Provide quality service
3. Provide great value for your money

### Purchase a full-page business site

Enhance your business listing with an online business page. This will:

1. Increase visibility of your business
2. Provide customers with more information
3. Generate new customers

[More info >>](#)



Apple Store

### iPod touch

The fastest iPod ever. Now from \$229

Buy now



Free shipping  
Free engraving



Apple Store

### MacBook. Now Faster.

Latest Intel Core 2 Duo, larger hard drive, and more.



From \$1,099  
Free shipping

Buy now

# Gold Package Upgrade

complete web site

WEB SITES



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

# Platinum Package Upgrade

WEB SITES

e-commerce



business directory

silver

gold

platinum

business

## PLATINUM BUSINESS DIRECTORY LISTING

Upgrade to a Platinum Business Directory Listing and feature your business with its own customized Web page. You receive all that the Silver and Gold package have to offer, premium placement above gold listings, plus an affordable, powerful e-commerce solution.

The Platinum Business Listing is loaded with these options:

**Priority Placement** – Platinum Package listing appears above all 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 help consumers visualize the business.
- 4 **Map** – Google maps are employed to help users in find 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)** – Select a unique domain name that directs to your custom Web page. This helps customers to find information about your business and ties all other promotional efforts together.
- 7 **File Showcase** – Showcase various types of 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. A coupon will be generated with your info and linked to your page.
- 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.
- 11 **E-commerce** – Allow consumers to purchase goods and services directly from your custom Web page.

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**Conference Studio & Corporate Sales office:** 86-16 Queens Blvd., Elmhurst, NY 11373

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 Alfred*

**Corporate Headquarters**  
Address: 420 W. 1500 S. STE 200  
Bountiful, UT 84010  
USA  
Phone: 801-797-8329  
Fax: 801-7978360  
Hours: 9:00 am MT to 10:00 pm MT

**click on the button to buy a product**  
Custom Designed Bracelets - Great Christmas Gifts total: 115  
[Buy now](#)

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

**Spend \$50 Save 10%**  
  
Spend \$50 Save 10%  
This offer expires 03/01/09.

**Coupons**  
Spend \$50 Save 10%



# Web Products For Businesses

WEB SITES

*Web sites and search engine optimization packages*

business directory
silver
gold
platinum

free

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

**pricing**

	silver	gold	platinum
Set up	\$49.99	\$99.99	\$199.99
Monthly	\$49.99	\$84.99	\$124.99
1 Year*	\$499.99	\$849.99	\$1249.99

\*Get 2 months free when purchasing 1 year paid in advance

## Banner ad programs for our 8 web sites

### Home Page Opportunities



RATES				
	Ad Monthly	3 months	6 months	12 months
A	\$650	\$520	\$495	\$465
B	\$525	\$499	\$470	\$445
C	\$450	\$430	\$405	\$380
D	\$525	\$499	\$470	\$445
E	\$450	\$430	\$405	\$380
% of	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
% of	0%	5%	10%	15%

MAGAZINES

QUEENS FASHION & STYLE: WINTER PICKS, BOUTIQUES & MORE

# It's QUEENS

THE MAGAZINE

LATE FALL 2008

Volume 1.4

FRAN  
DRESCHER  
Cancer Schmancer

## We Rank:

- Top 15 Queens Innovators
- Top 10 Moments At Shea
- Top 5 Hot Towel Shaves

## Also..

- Living In..Astoria
- Rating The G1
- *Ugly Betty* on the Red Carpet

**A  
76-page  
4-color  
Glossy  
magazine  
published  
quarterly**

\$2.95 Late Fall 2008



www.itsqueens.com

1/1/09

# Display Advertising Rates For "It's Queens"

Inside FULL 4-color ads

	Open	2 issues	4 issues	8 issues
Full page	\$900	\$800	\$750	\$650
1/2 page	525	450	425	375
1/4 page	325	300	250	200
1/20 page	<i>Service Directory</i>		50	40
4-color ads		<i>Contract Rates</i>		

• IT'S QUEENS is a quarterly magazine, published each season. Circulation 15,000. Available on 800 newstands for \$2.95 and also for FREE in Queens and Manhattan at selected spots throughout featured neighborhoods and health service waiting rooms & more.

Yearly subscriptions are \$7.95.

## "Featured" Full Page ads

- Discounts for prepayment.
- Deadline for order is 12/1 for Winter issue, 3/1 for Spring issue, 6/1 for Summer issue and 10/1 for Fall issue. Deadline for ad copy is the 10th of December, March, June and October.
- If agency commission is 15%, add 17.65% to these prices for gross price.
- Ads can be Full Bleed. No extra...
- Agencies: Rates are in net figures.
- Payment is due upon publication.

4-color	1 issue	2 issues	4 issues
Centerfold (2 pages)	\$ 1299	\$1199	\$1049
Back Cover	1000	950	850
Inside Back Cover	850	800	750
Inside Front Cover	925	850	800
<i>Contract Rates</i>			

# Advertising Size Specifications

Custom sizes always available • Unless specified, There is no charge for artwork/production • Flyers Available

*Quarter Pg.*  
3 3/4" x 5 1/8"

*Service Directory*  
2" x 2"  
(4 columns per page)

*Eighth Pg.*  
3 3/4" x 5 1/8"

*Half Page*  
8" x 5 1/4"

718 - 426-7200

*Full Page*  
8" x 10 1/2"

"It's Queens"

• 69-60 Grand Avenue., Maspeth, NY 11378  
Phone: (718) 426-7200 • FAX: (718) 429-1234