

BROOKLYN PAPER PUBLICATIONS INC 2008 MEDIA KIT



The Brooklyn Paper

www.BrooklynPaper.com



BROOKLYN
Boom

www.BrooklynBoom.com



55 Washington St. Ste. 624
Brooklyn, NY 11201

Ads@BrooklynPaper.com | 718-834-9350 | 718-834-1713 fax

Brooklyn's a really BIG place

2,508,820 people, 81.8 square miles

We cover Brooklyn's best

Upscale, demographically desirable neighborhoods.

The Brooklyn Paper

PRINT EDITIONS

Published Every Friday

■ DOWNTOWN ZONE

Zip codes: 11201 11205,
11217, 11231

Circulation
20,100

Neighborhoods:

Brooklyn Heights, Boerum Hill, Carroll Gardens, Clinton Hill, Cobble Hill, Columbia St. Waterfront District, Downtown, DUMBO, Fort Greene, Metrotech, Rambo, Red Hook, Vinegar Hill, Wallabout

■ PARK SLOPE ZONE†

Zip codes: 11210, 11215,
11217, 11218, 11219, 11220,
11225, 11226, 11230, 11232,
11238

Circulation
20,500

Neighborhoods:

Ditmas Park, Gowanus, Greenwood Heights, Kensington, Midwood, Park Slope, Prospect Heights, Prospect Lefferts Gardens, Prospect Park South, Sunset Park, Windsor Terrace

■ BAY RIDGE ZONE

Zip codes: 11204, 11209,
11214, 11219, 11220, 11223,
11224, 11228

Circulation
11,200

Neighborhoods:

Bath Beach, Bay Ridge, Bensonhurst, Dyker Heights, Fort Hamilton Gravesend, Coney Island

■ NORTH BROOKLYN ZONE

Zip codes: 11206, 11211,
11222, 11237

Circulation
2,300

Neighborhoods:

Bushwick, East Williamsburg, Greenpoint, Williamsburg

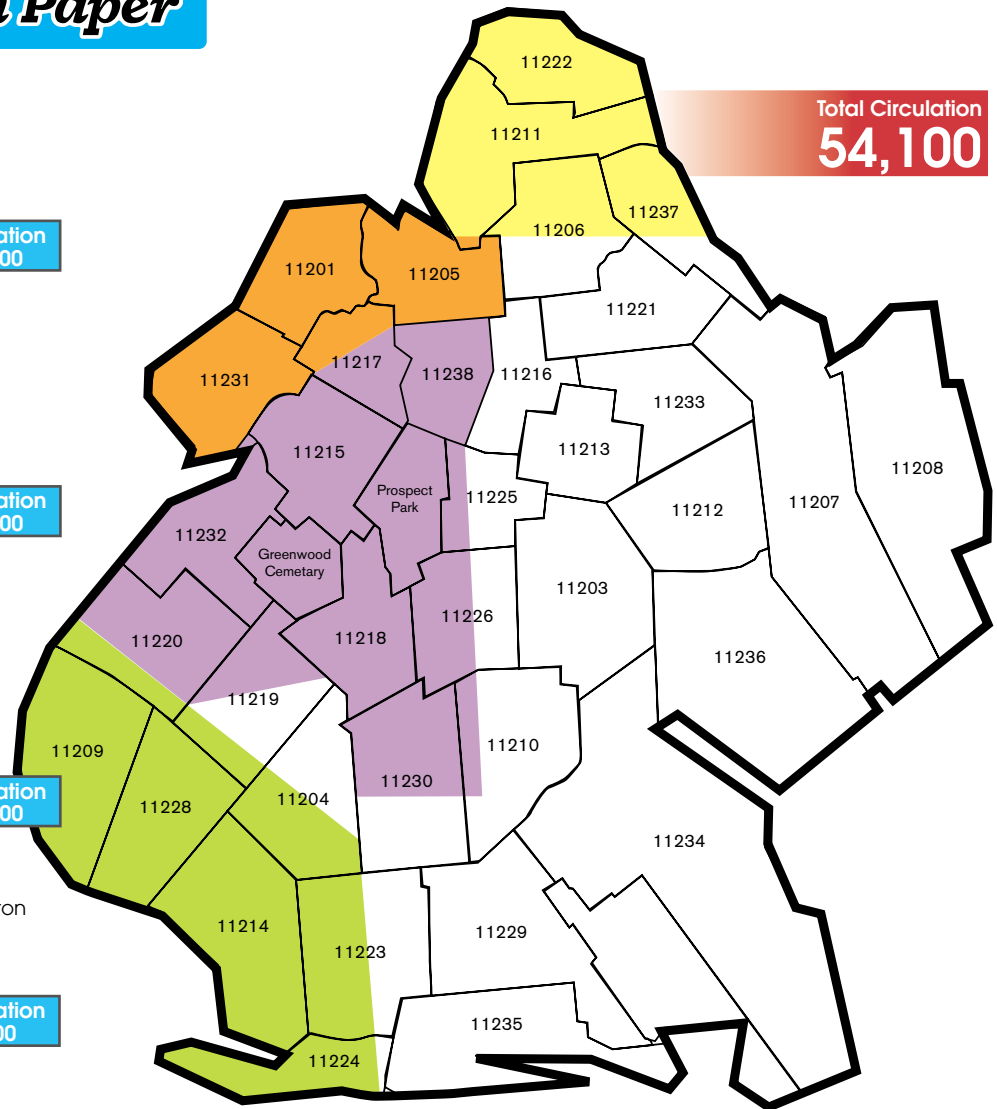
HOME DELIVERED

18,000 Copies
to the highest-
income areas



Print Editions Circulation: 4th Quarter 2007
† Includes Midwood and Kensington Zone
* MacHighway traffic analysis (Winter 2007-08)

Total Circulation
54,100



► BrooklynPaper.com

350,000 monthly page views*
60% of traffic from New York City**

► Brooklyn Boom

and BrooklynBoom.com
bi-monthly real-estate magazine***

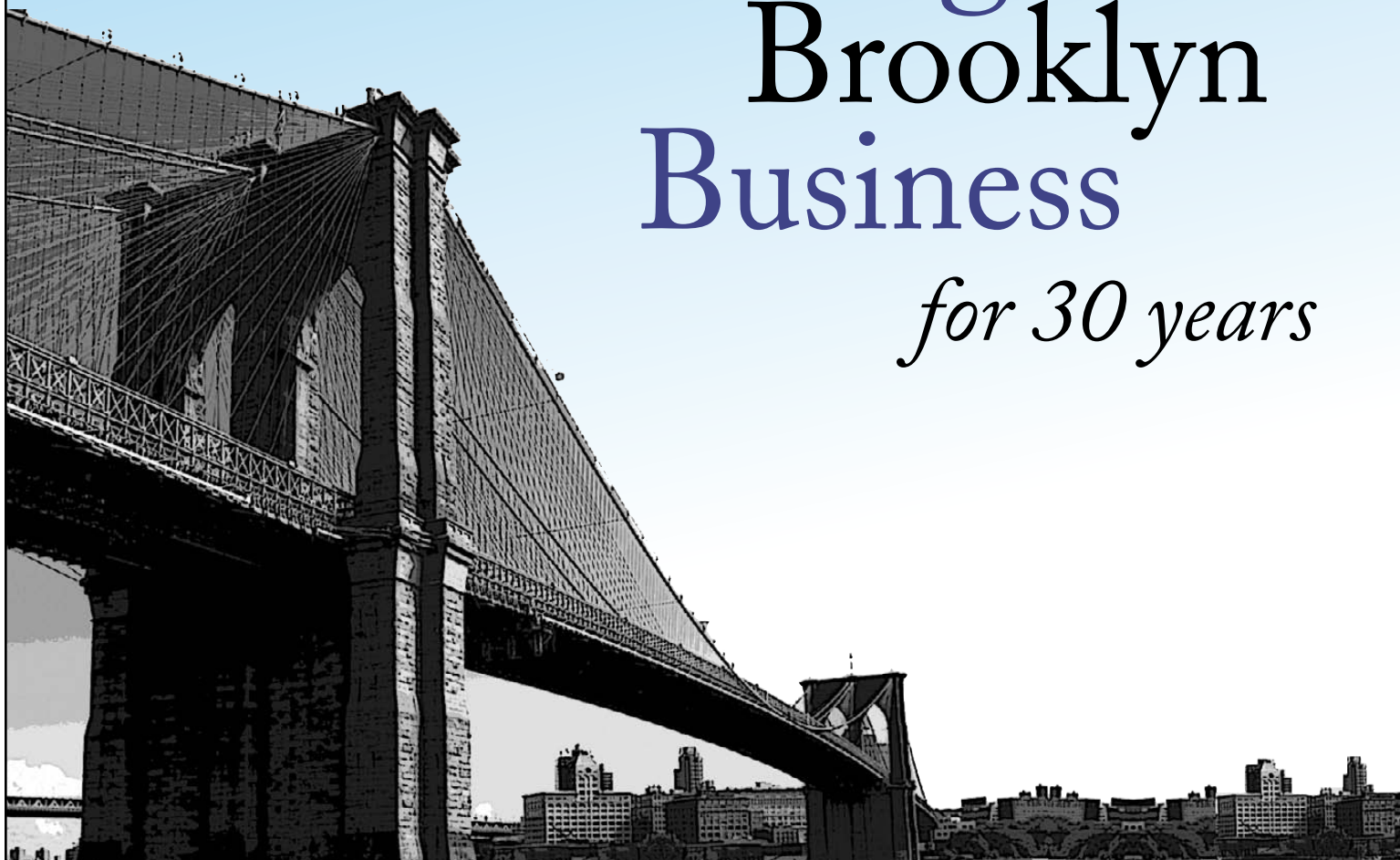
**Google Analytics (Winter 2007-08)

***Publication began Spring 2008. Call for circulation



Building Brooklyn Business

for 30 years



2008 marks The Brooklyn Paper's 30th anniversary – 30 years of nurturing relationships and helping Brooklyn businesses prosper.

We're "Brooklyn's REAL Newspaper," and a mighty good one. This year, The Brooklyn Paper won twin honors from the 2,400-member Suburban Newspapers of America, cited as the best weekly newspaper and for having the best editor of any weekly in the entire USA!

After its pioneering launch in 1978, The Brooklyn Paper became Brooklyn's first successful free newspaper. With an audience unmatched in the borough's most distinctive neighborhoods, we remain pioneers, continuing to test uncharted paths, always innovating, and changing as our markets change.

We were the first Brooklyn newspaper to enter the Internet age, and BrooklynPaper.com remains both the news-breaking leader and the traffic leader among Brooklyn media sites, honored by Editor & Publisher Magazine as one of the three best weekly newspaper-affiliated websites in the country.

And then there's Brooklyn Boom. While real estate markets in many places are experiencing distress, Brooklyn's remains strong, and luxury development continues. Into this market, in 2008, we launched the glossy Brooklyn Boom – "The Magazine for the Booming Borough."

Let us help propel your business to success in Brooklyn. Give us a call.



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Ed Weintrob

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The Brooklyn Paper

SNA Newspaper of the Year & Editor of the Year



Full Run All Editions — Net, Non-Commissionable

Prices per insertion	Size	1 to 5x	6x to 12x 5% Discount	13x to 25x 10% Discount	26x to 51x 15% Discount	52x 25% Discount
Base Rate	Business Card	180	171	162	153	135
	Square	270	257	243	230	203
	1/20 Page	380	361	342	323	285
	1/16 Page	480	456	432	408	360
	1/14 Page	560	532	504	476	420
	1/10 Page	720	684	648	612	540
5% Discount	1/8 Page	926	880	834	787	695
	1/6 Page	1411	1340	1270	1199	1058
10% Discount	1/4 Page	1782	1693	1604	1515	1337
	1/3 Page	2673	2540	2406	2272	2004
15% Discount	1/2 Page	3366	3198	3029	2861	2524
20% Discount	3/4 Page	4760	4522	4284	4046	3570
25% Discount	Full Page	5970	5671	5373	5074	4477
Front Page Banner		1600	1520	1440	1360	1200
Page Two Banner		1600	1520	1440	1360	1200
Go Cover Banner		1600	1520	1440	1360	1200

Partial Runs (Selected Editions)

Downtown Zone	40% of above rates
Park Slope Zone	40% of above rates
Bay Ridge Zone	30% of above rates
North Bklyn Zone	20% of above rates

Downtown +	Park Slope zones combined	70% of above rates
Downtown +	North Bklyn zones combined	50% of above rates
Park Slope +	Bay Ridge zones combined	60% of above rates

Broadsheet Page

1 Column: 1.44"	5 Columns: 7.86"
2 Columns: 3.04"	6 Columns: 9.47"
3 Columns: 4.65"	7 Columns: 11.08"
4 Columns: 6.26"	8 Columns: 12.68"

Ad Size

Columns Wide x Inches Deep

Business Card	2 x 1.8"
Square	2 x 2.7"
1/20 Page	2 x 3.8"
1/16 Page Vertical	2 x 4.8"
1/16 Page Horizontal	3 x 3.2"
1/14 Page	2 x 5.6"
1/10 Page	3 x 4.8"
1/8 Page Vertical	3 x 6.5"
1/8 Page Horizontal	4 x 4.8"
1/6 Page	3 x 9.9"
1/4 Page Vertical	4 x 9.9"
1/4 Page Horizontal	6 x 6.5"
1/4 Page Skinny	3 x 13.2"
1/3 Page Square	6 x 9.9"
1/3 Page Vertical	4 x 14.9"
1/3 Page Horizontal	8 x 7.5"
1/2 Page Full Tab	6 x 13.2"
1/2 Page Vertical	4 x 19.9"
1/2 Page Horizontal	8 x 9.9"
3/4 Page	7 x 17"
Full Page	8 x 19.9"
Front Page Banner	8 x 1.5"
Page Two Banner	8 x 3"
Go Cover Banner	8 x 4.8"

Discount for Full Pre-Payment

6-12 x 10%	26-51 x 20%
13-25 x 15%	52 x 25%

Discount for Monthly Pre-Payment by Credit Card or Check on File

with 33% paid with order

13-25x 7.5%	26-52x 10%
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Process Color or Position Request

Per insertion

Add 25% • Min. \$200, Max. \$500

Digital Specifications

Acrobat 4.0 PDFs with fonts and art embedded preferred. We can also accommodate InDesign, Quark XPress and Illustrator files with all fonts and art collected.

Email ads to both

Ads@BrooklynPaper.com
Production@BrooklynPaper.com

Deadlines

Space reservation and copy
4 pm Monday prior to cover date
Press-ready material
10 am Wednesday prior to cover date



The Brooklyn Paper

Unique & Powerful Positioning Opportunities



Front Page Banner

Now you can put your message right on the front page!



Brooklyn Shops Banner

Exclusive position at the top of page 2. This entry page features a directory of local retailers and our business spotlight column.



The Stoop

The Paper's hyper-local news pages are available by zone. Limited ad positions.



Go Brooklyn

The essential guide to Brooklyn dining, arts, culture and style. Includes the borough's most complete events calendar and nightlife listings.



The Opinion Page

The Paper's weekly poke in the eye. A great position for advocacy and image advertising.



Parent Pages

Brooklyn's only weekly Parent section, anchored by our popular, local "Smart Mom" column and our calendar of family friendly events.



The Brooklyn Paper



Wraps

This highly effective attention-getting device, long popular in the Sunday comics, is now available in Brooklyn **exclusively** through The Brooklyn Paper. Pricing is for full run, based on advertiser-supplied press-ready copy; we will be happy to quote for custom design work. Rates are net, non-commissionable, and include process color.

Full Wrap

You get the equivalent of **THREE** broadsheet pages — and what position! Your vertical flap (printed front and back) extends over half the width of the front page — plus you get two full broadsheet pages attached at the back of the newspaper.

1x - 5x	19,600
6x - 12x	18,500
13x - 25x	17,400

Front Flap

This vertical flap extends over half the width of the front page, printed front and back. No one who sees The Brooklyn Paper will miss your message!

1x - 5x	9,800
6x - 12x	9,300
13x - 25x	8,800

Pre-printed Inserts

Rates per thousand. Minimum per insertion is 10,000 (or insert region, if less).

Rates are based on total volume per year.
Pre-payment of Rate Holder is required for quantity discount.

Rates are net, non-commissionable.



Total Number of Inserts Per Year	Single Sheet 8½" x 11" (Rate Holder)	Single Sheet 11" x 17" (folded to 8½" x 11" or smaller)	4-12 page Tab (¼ fold)	16-32 Page (¼ fold)
10,000	80.00	90.00	110.00	130.00
40,000	75.00	85.00	105.00	125.00
80,000	70.00	80.00	100.00	120.00
120,000	67.00	76.50	95.50	114.50
160,000	64.00	73.00	91.00	109.00
200,000	60.00	69.00	86.50	103.50
250,000	57.00	65.50	82.00	98.00
300,000	54.00	62.00	78.00	93.00
350,000	51.00	59.00	74.00	88.00
400,000	48.50	56.00	70.00	83.50

Insertion Date

Inserts are distributed with the newspaper during the newspaper's regular distribution cycle.

Quantity Limits

To maximize reader receptiveness, we limit the number of inserts delivered with each newspaper. Some inserts may be accepted only for home delivered circulation.

Preprint Deadlines

The reservation deadline is 10 days prior to insertion date. Delivery deadline is 5 business days prior to insertion date.

Spoilage

Please add 2% of the ordered quantity for spoilage.

Weight

Additional handling charges may be added for extra light or extra bulky inserts.

Delivery Hours

Weekdays, 9 am to 4:30 pm.

Ship to

Please call at time of shipment for current receiving location for the zone(s) being serviced.



The Brooklyn Classifieds

Services & Family Classifieds

	1 column inch 1.3" wide x 1" deep	1.5 column inches 1.3" wide x 1.5" deep	2 column inches 1.3" wide x 2" deep	Business Card 3" wide x 2" deep
52 Weeks	999 19 per week	1,498 28 per week	1,998 38 per week	3,996 76 per week
26 Weeks	599 23 per week	898 34 per week	1,198 46 per week	2,396 92 per week
15 Weeks	399 26 per week	598 39 per week	798 53 per week	1,596 106 per week
10 Weeks	299 29 per week	448 44 per week	598 59 per week	1,196 119 per week

Real Estate & Help Wanted

	1 column inch 1.3" wide x 1" deep	1.5 column inches 1.3" wide x 1.5" deep	2 column inches 1.3" wide x 2" deep	Business Card 3" wide x 2" deep
1 Week	99	149	198	396
2 Weeks	149 74 per week	223 111 per week	298 149 per week	596 298 per week
3 Weeks	199 66 per week	298 99 per week	398 132 per week	796 265 per week

Public Notices

Name change \$50	Liquor license \$75	LLC formation \$300	All other notices \$1 per word first week
1 week publication	2 weeks publication	6 Weeks Publication	50 cents per word each additional consecutive week of publication

One affidavit is supplied for each Public Notice order. Additional affidavits \$5 each.
Public notices not posted specially online, but are included in a PDF of the print edition which is available online.

Private Party Ads

Including Merchandise, Autos and Notices	
1st Week	\$30 (up to 15 words) \$1 each additional word Phone number, including area code, counts as two words
Each Consecutive Week	Half Price if Prepaid

Brooklyn Shops

The Brooklyn Paper's Yellow Page Directory	
Basic Listing	Free with min. 12x display order
Enhanced Listing	Free with min. 26x display order
1 Inch Display	\$50/mo. (3 mo. minimum) or \$200 with min. 12x display order

In Print

Color

Add color to your 15-week order for only \$100...
...to your 26-week order for only \$150
...to your 52-week order for only \$200
Color will run in at least three quarters of ordered insertions
(not available in all categories)

Ad Sizes

All ads are available in one-half-inch deep increments, with the following minimum depths:

- One-column wide ads — minimum 1 inch
- Two-columns wide ads — minimum 1½ inches
- Three- and four-columns wide — minimum 5.5 inches
- Six- seven- and eight-columns wide — minimum 6.5 inches

On the Web

Online Bonus

The basic information in your Brooklyn Classifieds ad will be put on the Web for no additional charge!

Enhancements

Enhance your Web presence for a modest charge.

- Add art to your Web ad for just \$100.
- Add a hyperlink to your Web ad for just \$100.
- Add color to your Web ad for just \$100.

(Enhancement prices per order, regardless of weeks ordered.)

Online Bonus

Add video, photos or a custom-designed Web page to your Web ad. Call for current rates.

Deadlines

Real Estate & Help Wanted, 10 am Wednesday 3 days prior to cover date. All other classifications, 10am Tuesday 4 days prior to cover date



BrooklynPaper.com

Brooklyn's #1 News Media Site

Website Ad Sizes

Leaderboard

Tower

Tower

Button

Button

Skyscraper

Leaderboard

Tower

Tower

Embedded Ad

Button

Button

Skyscraper



BrooklynPaper.com

Website Ad Rates

Full-site Buy	Including all pages where ad size is available				
Rotation 1:4	Pixels (WxH)	1 Month	3 Months 5% Discount	6 Months 10% Discount	12 Months 20% Discount
Leaderboard	728 x 90	\$1,400	\$3,990	\$7,560	\$13,440
Skyscraper	120 x 600	\$1,200	\$3,420	\$6,480	\$11,520
Tower	120 x 240	\$960	\$2,736	\$5,184	\$9,216
Button	120 x 90	\$470	\$1,339	\$2,538	\$4,512
Embedded*	300 x 250	\$914	\$2,622	\$4,968	\$8,323
Page Takeover	All Units	\$4,900	\$12,000	\$21,000	\$37,000

*Story pages only

NEW!

Full-site Page Takeover

Exclusive promotion! (Rotation 1:4)
Broadcast in **every** ad unit on **every** page
for maximum impact!

\$4,900 / 1 month · \$12,000 / 3 months
\$21,000 / 6 months · \$37,000 / 12 months

Your choice: Use all the ad sizes that are shown in the full-site grid above, combine adjacent units, or use a "Huge Scraper" ad (320W x 600H) in place of the Towers and Buttons on the Home Pages

NEW!

Podcast Sponsorship

Exclusive promotion! (no rotation)

*Podcasts are brief (about 1 minute) updates
posted several times a week*

Reporter touts your sponsorship at the start of
every Podcast. Then your 10-second frame seals
the deal at Podcast's end.

\$500 / 1 month
\$3,000 / 6 months · \$6,000 / 12 months

NEW!

Video Sponsorship

Exclusive promotion! (no rotation)

*Videos are special reports that run several
minutes each. (Average at least one video/week)*

Lead-in and Trailer video commercials, up to 15
seconds each, attached to **every** video

\$300 / 1 month
\$1,800 / 6 months · \$3,600 / 12 months

NEW!

E-mail blast — Breaking News

Leaderboard (top)	\$400 / month
Leaderboard (bottom)	\$300 / month
Tower	\$225 / month
Button	\$125 / month
Full Blast takeover	\$700 / month

NEW!

RSS Feed

Exclusive promotion! (no rotation)

1 line of text sent with each RSS feed

\$300 / 1 month
\$1,800 / 6 months · \$3,600 / 12 months

Discounts

Multi-ad buy Discounts: When multiple spots run concurrently for at least 3 months, a 5% discount is offered for each of the lesser-priced ads. Prepaid.

Print Advertiser Discount: Contract advertisers in The Brooklyn Paper print edition who run each week in print and who order at least 3 months of concurrent online advertising qualify for a 20% discount on their web advertising. (Contract advertisers in The Brooklyn Paper print edition who run less often than each week in print and who order at least 3 months of online advertising qualify for a 10% discount on their Web advertising.) Prepaid.

Ad Composition

Rates are based on specification-compliant Web-ready advertising supplied by advertiser. Composition charges apply to ads designed by Publisher and to changes effected by Publisher at advertiser's request or when deemed necessary by Publisher's technical team: **Basic ad**, from \$70 per unit; **each animated gif** (in addition to basic ad), from \$35 per unit; **Flash ad**, from \$200 per unit; video, please call for quote.

Size Guide

Maximum sizes: Rich media (Flash) ads: 50kb, or 100kb with special features to reduce

immediate page load; Skyscraper and Leaderboard, 25kb; Tower, Banner and Block, 15kb; Half-banner, Button and sponsorship bug, 10kb max; Embedded, 40kb.

Rules Governing Web Advertising

1. The minimum Web order is for one month, the maximum is for 12 months. Each month is 4 consecutive weeks, Monday through Sunday; a 12-month buy includes 4 bonus weeks (for a total of 52 weeks).
2. All positions are sold with a 1:4 rotation; rotation is random, and the exact percentage of page views within a rotation is approximate and is not guaranteed. Rotation may be increased on January 1.
3. Ads will appear on all active pages or sections, including new pages or sections added during commitment, within the advertising commitment category as defined by Publisher, provided the ad size that is ordered is used on such pages or sections.
4. The commitment of advertisers who order partial-site buys may be interrupted by full-site buys competing for the same space; an interrupted commitment will be resumed within one month, or the advertiser will have the option of changing its commitment or requesting a pro-rata refund of the unused portion of its commitment.
5. No warranty as to the site's online connectivity or viewership is made or implied.



Brooklyn Boom

The real-estate magazine for the booming borough



About Brooklyn Boom

The rest of the nation may be going through a real-estate meltdown, but Brooklyn's housing market remains strong and surprisingly resilient.

More people want to make Brooklyn their home, more builders want to make their reputations here, and more neighborhoods will get "on the map" in the next few years.

To feed the maw of Brooklyn's collective real-estate obsession, we created Brooklyn Boom, the borough's only magazine devoted to sales, deals, trends, and neighborhoods.

Distributed through real-estate sales offices and in select home-delivered copies of The Brooklyn Paper.
Call for current circulation.

Brooklyn Boom Magazine Specifications & Rates

Published bi-monthly (January, March, May, July, September, November). Space reservation deadline is 15th of prior month.

	FULL PAGE \$3,900 (3 ads \$2,600 each) PREMIUM POSITIONS Back cover: \$4,600 (3 ads \$3,100 each) Inside covers & Page 3: \$4,200 (3 ads \$2,800 each) 7" wide x 9.7" tall (non-bleed) For bleed: Add 1/4" & allow 1/8" safety for text		HALF PAGE \$2,300 (3 ads \$1,450 each) Vertical 3.4" wide x 9.6" tall Horizontal 7" wide x 4.7" tall		QUARTER PAGE \$1,300 (3 ads \$875 each) 3.4" wide x 4.7" tall EIGHTH PAGE \$750 (3 ads \$500 each) 3.4" wide x 2.3" tall

Please send a PDF 4.0 file (with all fonts and art embedded), CMYK, 300dpi/150lpi
Email file to Ads@BrooklynBoom.com and to Production@BrooklynBoom.com

BrooklynBoom.com Website Specifications & Rates

MULTI-MONTH DISCOUNTS (PER BUY) — PREPAID

3 months, 5%; 6 months, 10%; 12 months, 20% (12 month buy also includes 4 bonus weeks)

Rotation 1:4	Pixels	Price Per Month
Leaderboard	728 x 90	700
Skyscraper	120 x 600	600
Tower	120 x 240	477
Button	120 x 90	235
Embedded*	300 x 250	457
Full-site Page Takeover	All Units	1,900

*Story pages only

See additional Website specifications on Page 9



Brooklyn Paper Publications

Terms Governing the Sale and Placement of Advertising

General Terms

These terms cover all print media, Web sites and other electronic media published by Brooklyn Paper Publications Inc. ("Publisher") and its affiliates. The terms "ad," "advertising" and "insertion(s)" refer to promotional material in any form in any media; to "publish" and "publication" refer to the placement of such promotional material in any media. Terms are subject to rates specified in this Rate Card.

Ad Acceptance

1. All advertising is subject to approval and acceptance by Publisher, which reserves the right not to publish, or to limit or cancel, any advertising without liability.
2. Delivery of advertising order or copy, and/or acknowledgment of such order or copy by Publisher or a representative of Publisher, does not constitute agreement by Publisher to publish the ad. Only actual publication of an ad constitutes acceptance of an order.

Ownership of Ads and Agreement

1. All ads prepared by Publisher's staff and vendors, including concept, art work, design and copy, remain the sole property of Publisher and may not be reproduced elsewhere without Publisher's written permission. In the event that an advertiser permits such unauthorized reproduction, advertiser will be charged for the ad's preparation at Publisher's prevailing rate for commercial work (including both creative and production components), which shall not be less than \$100 per advertising unit.
2. Advertising Agreements cover only advertising relating to the regular business of the contracting advertiser and its privileges cannot be transferred in whole or in part to another advertiser or group of advertisers.

Short Rating

1. Advertiser whose agreement provides for a frequency discount and who runs fewer insertions than ordered, will be rebilled at the higher earned rate.
2. Advertiser who fails to pay for insertions as per this agreement will be re-billed at the Open Rate.
3. Advertiser whose agreement provides for a frequency discount and whose advertising was composed by Publisher and who runs fewer than six insertions will be charged for the ad's preparation at Publisher's prevailing rate for commercial work (including both creative and production components) which shall not be less than \$100 per advertising unit.
4. If a multiple insertion contract advertiser extends its contract prior to its fulfillment, its rate will be reduced to that allowed by the new contract, effective with Publisher's acceptance of the new contract. The reduced rate will not be retroactive.

Edition and Site Designations

Publisher reserves the right to discontinue, consolidate or suspend any publication, Web site, edition, section, zone or position. In the event that an ad ordered for more than one publication, Web site, edition, section, zone or position does not appear in all ordered publications, Web sites, editions, sections, zones or positions, the advertiser will be charged for those publications, Web sites, editions, sections, zones or positions in which the ad did appear.

Position, Color and Circulation (Print Media)

1. No guarantees of position or color in an ad are made or implied.
2. Layout position and color requests will be honored on a space-available basis at Publisher's discretion when a surcharge is paid; if requested layout position or color is not available, advertising will, at Publisher's discretion, be placed else-

where in the edition(s) ordered, without the extra charge being made, or in the first available edition(s) where the layout position or color is available. If layout position or color requests are honored only in a portion of the run ordered, the surcharge will be applied proportionally.

3. The number, timing and placement of copies printed, distributed and received by readers may vary from week to week.

4. Additional Terms govern the sale and placement of Classified Advertising.

Web Ads

See page 9 of this Rate Card for additional terms that govern the sale and placement of Advertising on our websites.

Rate Changes

Publisher reserves the right to change rates 15 days after publication of a new Rate Card. In the event of a rate increase, Advertiser may cancel this Advertising Agreement without Short Rating penalty; if advertising continues thereafter, and is billed at the new rate, this Agreement will continue in force until its expiration with all other terms unchanged.

Payment

1. Advertiser and/or advertising agency are jointly and severally responsible for payment of invoices rendered for advertising published based on verbal or written instructions from advertiser and/or advertising agency.
2. Payment must accompany order, unless credit has been established with Publisher. After establishment of credit, accounts for advertising used in each edition are due and payable upon publication.
3. To secure the benefit of a multiple insertion discount, advertising must be arranged for by written agreement prior to the first insertion and prepayment for the first and final ads ordered must be made prior to the first insertion.

Collections and Enforceability

1. Advertiser delinquent in payments due agrees to pay all costs associated with collection of said account, including reasonable attorney fees. In addition, advertiser agrees to pay \$30 for each payment instrument returned unpaid to Publisher by the advertiser and/or advertising agency's bank or credit card company.
2. This Advertising Agreement shall be governed by the laws of the State of New York and any legal action brought with regard to any provision of this Advertising Agreement shall be brought in the courts in the New York State County of Kings.
3. If any provision of this agreement should be unenforceable, it shall not affect the validity of all other provisions.

Liability

1. Advertiser and/or advertising agency jointly and severally agree to indemnify and defend Publisher and Publisher's employees and vendors and to hold Publisher and Publisher's employees and vendors harmless from any and all claims, demands, judgments, losses and expenses, including reasonable attorney fees, that may be obtained against or sustained by Publisher and Publisher's employees and vendors as a result of Publisher's acceptance, publication or non-publication of any advertisement placed by or on behalf of the advertiser and/or advertising agency.
2. Any error in an ad composed by Publisher which does not materially affect the value of the advertisement is not subject to allowance. In any event, credit will be issued only for that portion of an ad containing an error and the credit will apply only to the first printed insertion or the first week of Web insertions. To obtain such credit, Publisher must be notified of the error within one week of publication.

Award-winning Newspaper & Website



2008 FINALIST

Best Weekly Newspaper-Affiliated Web site



“ My phone calls **TRIPLED** after my ad started in The Brooklyn Paper! ”

— Demetrious Francis
Cee Dee Professional Contractors
Advertiser Since 2003



OUR ADVERTISING WORKS!

“I have tried all the other local papers, but yours is the only one that really worked for me. I have consistently renewed the ad every 3 months, and have expanded to more editions.”

— Dr. Tony Farha,
Oral Dental Care
Advertiser since 2004

“We got back over 100 coupons for our black & white cookies in only five days! Thanks Eric Ross and The Brooklyn Paper.”

— Dan Kaufman,
Busy Chef Gourmet
Advertiser since 2005

“With The Brooklyn Paper, I’m constantly attracting more clients per dollar than any other ad medium. Better response rate, and better customers too.”

— Malcolm Smart,
Brooklyn Doghouse
Advertiser since 2002