



# ***MEDIA KIT***

*Release date: August 2019*

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



# INTRODUCTION///

## **WHAT'S BETTER THAN A MAGAZINE FULL OF ENGAGING ARTICLES?**

*A magazine full of  
engaging articles  
and up-to-date  
information about  
the local community!*

Here at the Boro Park View, we've created a hybrid publication that breaks through historical stereotypes. No longer do readers have to choose between a publication that features engaging content and one that features just ads.

We've taken the best of both worlds and bundled it all up into one awesome package!

With our unique combination of gorgeous

graphics, stimulating articles, and full-color advertisements of everything that's happening around town, no Boro Parker will ever feel left out of the loop.

Just like its sister magazine, The Monsey View — which has more than 200 amazing issues to its name — The Boro Park View is set to unify the community in a whole new way.

We're slowing down this super-speed world by engaging the mind and not just eyes. When readers see what we have to offer, they'll stop and look at what you have to offer, too!

***Your business can be right here, a part of this powerful platform.***

***Sign up today for your advertisements to be seen and remembered!***

# FAQ

## **WHAT MAKES THE BORO PARK VIEW DIFFERENT FROM THE TYPICAL WEEKLY?**

Unlike other free periodicals, The Boro Park 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, complete with full-sized glossy pages.

## **IS THE BORO PARK VIEW AVAILABLE ONLINE?**

Yes. The Boro Park View is accessible online at [www.thebpview.com](http://www.thebpview.com) and is also available via email subscription. Every Wednesday morning the newest edition is posted and emailed to subscribers. Previous issues can be accessed through our site.

## **HOW OFTEN IS THE BORO PARK VIEW PUBLISHED?**

The Boro Park View is a weekly publication distributed on Wednesdays.

## **DOES THE BORO PARK VIEW OFFER ADJUSTED RATES FOR LONG-TERM ADVERTISING?**

Yes. We value the relationship between our team and your business. Contact us directly to discuss rate details.

## **WHAT IS THE ADVERTISING DEADLINE?**

All ads must be submitted by Monday 5:00 p.m. the week of intended publication.

## **WHAT ARE THE PAYMENT OPTIONS?**

The Boro Park View accepts all major credit cards. Please note: Full payment is required to reserve ad space.

# ***WHY SHOULD YOU ADVERTISE IN THE BORO PARK VIEW?***

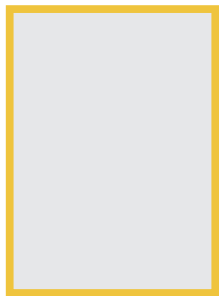
Your business deserves:

- 1. TO BE SHOWCASED IN THE BEST LIGHT**  
There are many ways to advertise, but when you want class and sophistication, the glossy pages of The Boro Park View showcase your business in a way that no other platform can.
- 2. TO GO WHERE YOUR CUSTOMERS ARE**  
Local businesses and service providers need local customers. The Boro Park 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 Boro Park View's weekly distribution to over 100 highly-trafficked corners ensures that your ads are consistently picked up and read by those who matter.
- 4. TO BE SEEN AGAIN AND AGAIN**  
Your ads shouldn't go to waste. With our world-renowned writers, weekly columns and exciting children's section, The Boro Park View is one of those publications that readers save to read over and over.
- 5. TO STICK TO YOUR BUDGET**  
The Boro Park View is committed to creating a custom advertising package for every business and service provider. Advertising rates start at only \$50 and are geared toward fitting your budget and reaching your customers.

Are you ready to give your business what it deserves?

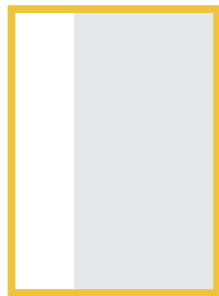
Call today 718.408.8770 or email [ads@thebpview.com](mailto:ads@thebpview.com)

# AD SIZES ///



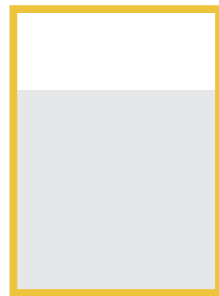
## FULL PAGE

7.88" x 10.88"  
Add .25" bleed to all sides



## TWO THIRDS VERTICAL

4.70" x 9.87"



## TWO THIRDS HORIZONTAL

7.14" x 6.49"



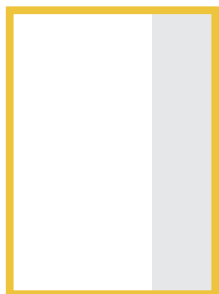
## HALF PAGE VERTICAL

3.47" x 9.87"



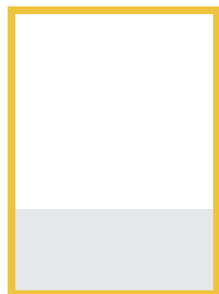
## HALF PAGE HORIZONTAL

7.14" x 4.82"



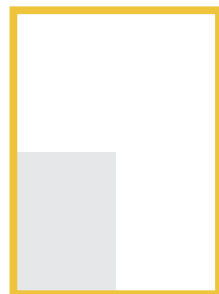
## ONE THIRD VERTICAL

2.26" x 9.87"



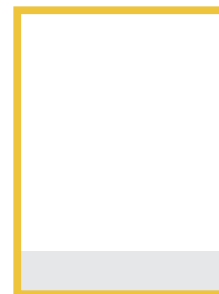
## ONE THIRD HORIZONTAL

7.14" x 3.12"



## ONE QUARTER

3.47" x 4.83"



## BANNER HORIZONTAL

7.14" x 1.46"



## ONE EIGHTH

3.47" x 2.31"

# PRICE SHEET

full color - glossy page

	1 WEEK	15% OFF 5 WEEKS	20% OFF 12 WEEKS	25% OFF 25 WEEKS
<b>FULL PAGE</b>	\$425	\$365	\$340	\$320
<b>TWO THIRDS</b>	\$325	\$275	\$260	\$245
<b>HALF PAGE VERTICAL</b>	\$260	\$220	\$210	\$195
<b>HALF PAGE HORIZONTAL</b>	\$230	\$195	\$185	\$175
<b>THIRD PAGE</b>	\$170	\$145	\$135	\$120
<b>QUARTER PAGE</b>	\$140	\$120	\$115	\$105
<b>EIGHTH PAGE</b>	\$90	\$75	\$70	\$65
<b>BANNER</b>	\$115	\$100	\$90	\$85

## PRIMARY SPOTS

**BACK COVER** | **PAGE 3**  
\$995 | \$650

**PAGE 5** | **PAGE 7**  
\$575 | \$500

**INSIDE FRONT/BACK COVER**  
\$550

**FIRST 36 PAGES**  
+\$35

**BUSINESS ADVERTORIAL**  
Introductory price \$1,995  
Regular price \$2,295

***“THERE ARE THREE  
RESPONSES TO A  
PIECE OF DESIGN –  
YES, NO, AND WOW!  
WOW IS THE ONE  
TO AIM FOR.”***



# ***CREATIVITY///***



***IT'S NOT JUST A PRETTY  
PICTURE YOU'RE AFTER.  
IT'S A WAY TO SELL YOUR PRODUCT.***

***IT'S NOT JUST AN AD YOU SEEK.  
IT'S AN EXPRESSION OF  
WHO YOU ARE AS A BUSINESS.***

That's where the design team at The Boro Park View comes in.

We offer full creative services at a price that can't be beat.

Get high-quality graphics designed with creativity to guarantee your success.

***Just give us a call. We're waiting to work with you.***

***"DESIGN IS SO  
SIMPLE, THAT'S  
WHY IT IS SO  
COMPLICATED."***



# PRICE SHEET/// for graphic design

**FULL, HALF, THIRD, AND  
QUARTER PAGE**

\$250

**EIGHTH PAGE AND  
SMALLER**

\$65

**BANNER**

\$110

**AD RESIZING**

\$45-\$85

**RUSH CHARGE  
(AFTER DEADLINE)**

\$75

- 1.** Customer is required to supply all text and photos for ad.
- 2.** Price is for ad design and up to two minor changes. Additional changes will be billed at a rate of \$75 per hour.
- 3.** Deadline to order ad design is Thursday at 1:00 p.m. before publication of that issue.
- 4.** Deadline for resizing is Monday at 10:30 a.m.
- 5.** The Boro Park View is not responsible for typographical errors in advertisements.
- 6.** All ad design charges are required to be paid in advance, before work has begun on the ad.



The Boro Park View /// Mailing Address: 1274 49th Street, Suite 421, Brooklyn, NY 11219  
Phone: 718.408.8770 /// Fax: 718.408.8771 /// Email: [ads@thebpview.com](mailto:ads@thebpview.com) /// Website: [www.thebpview.com](http://www.thebpview.com)