



# 2020 DIGITAL MEDIA KIT

Greater Long Island Media Group



NEWS FOR LONG ISLANDERS BY LONG ISLANDERS



## WHO WE ARE

Greater Long Island Media Group is the publisher of Long Island's fastest-growing group of community news websites. The sites are fast becoming the most popular news resources for people looking for local, relevant, accurate and engaging print and broadcast-style news stories. The proof is in the numbers: In 2019 alone, the Greater-brand of news sites were viewed over 4.1 million times, by 2.7 million unique visitors. Each site publishes both editorial and sponsored (paid) posts on a daily basis. On the news side, the emphasis is on features and community news — as opposed to crime and politics. Our sponsored content is equally engaging, and is packaged and distributed by professional journalists and videographers.

## Trusted News and the Secret Weapon of L.I. Growth Companies

### NEWS

- Breaking News
- Human Interest/Features Stories
- Business Openings
- Business Expansions
- Community Happenings
- Events Coverage

### THE ADS

- Run 24/7 on sites
- Display Within Content
- Geo-Targeted
- Static, GIF & Video Formats
- Full Weekly Reports
- Super Premium Options

### PROMOTIONS

- Sponsored Posts
- Event Publicity
- Video Production & Distribution
- Social Media Influencing
- Ticket Sales
- Photography & Design

GREATER LONG ISLAND MEDIA GROUP



76 W Main St, Suite #202  
Patchogue, NY 11772  
(631) 786-5708

[greaterlongisland.com](http://greaterlongisland.com)

DOWNLOAD OUR IPHONE APP!

SEARCH: GREATER LONG ISLAND NEWS





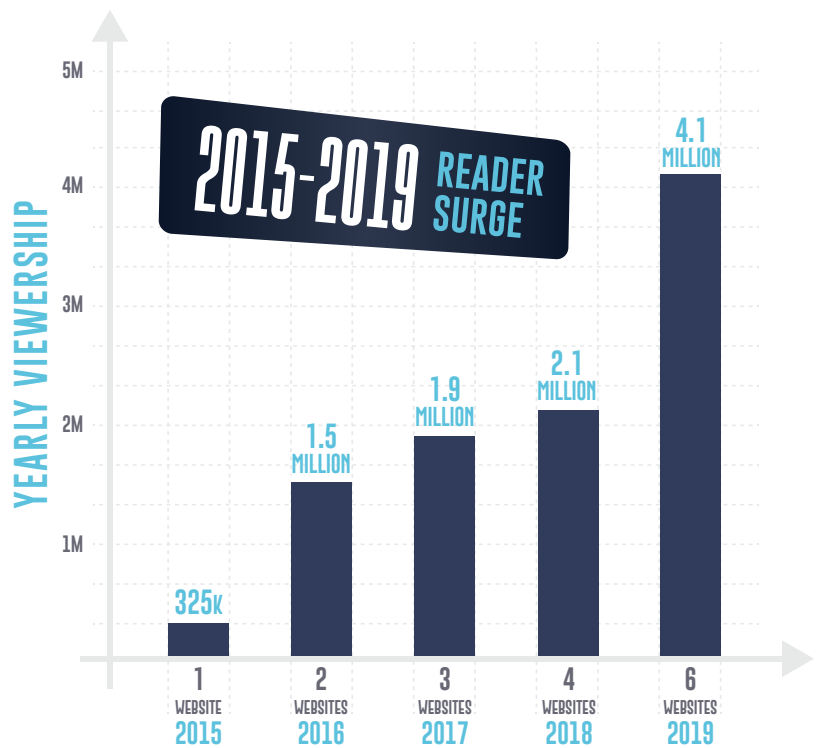


## ACTIONS INSPIRED BY CONTENT:

- Social media likes and shares = publicity
- Packed houses at special events
- Sudden, overwhelming demand for products
- Businesses contacted for job opportunities
- Boosts to subjects' social media followings

## HOW WE DISTRIBUTE:

- Regular, daily website visitors
- Push notifications to phones and desktops
- Google News distributions
- Social media sharing
- G.L.I. Newsletters
- Search engines
- Competing news outlets





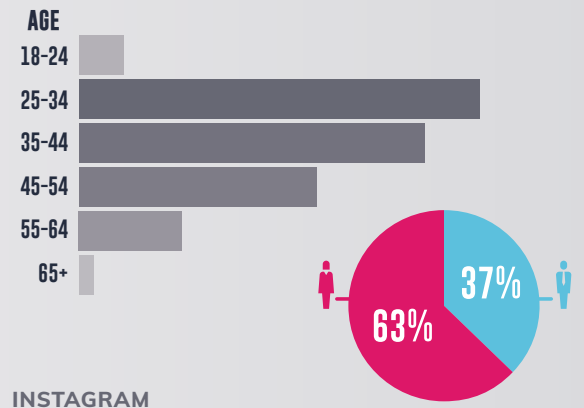
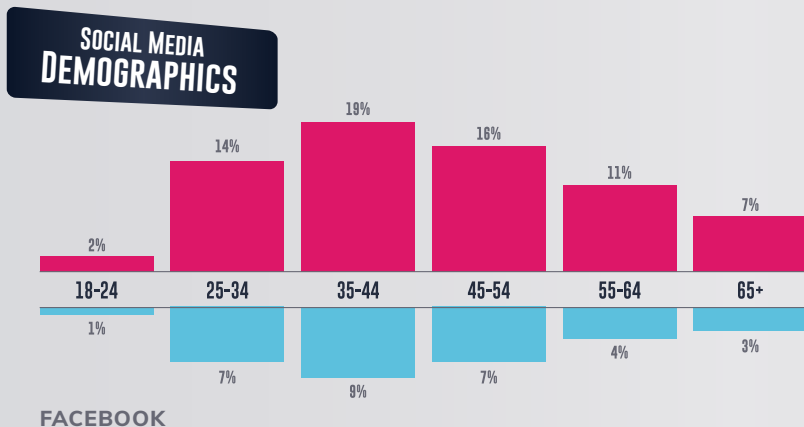
**350K** UNIQUE VISITORS PER MONTH

**550K**  WEBSITE PAGEVIEWS PER MONTH

**7K** EMAIL SUBSCRIBERS 

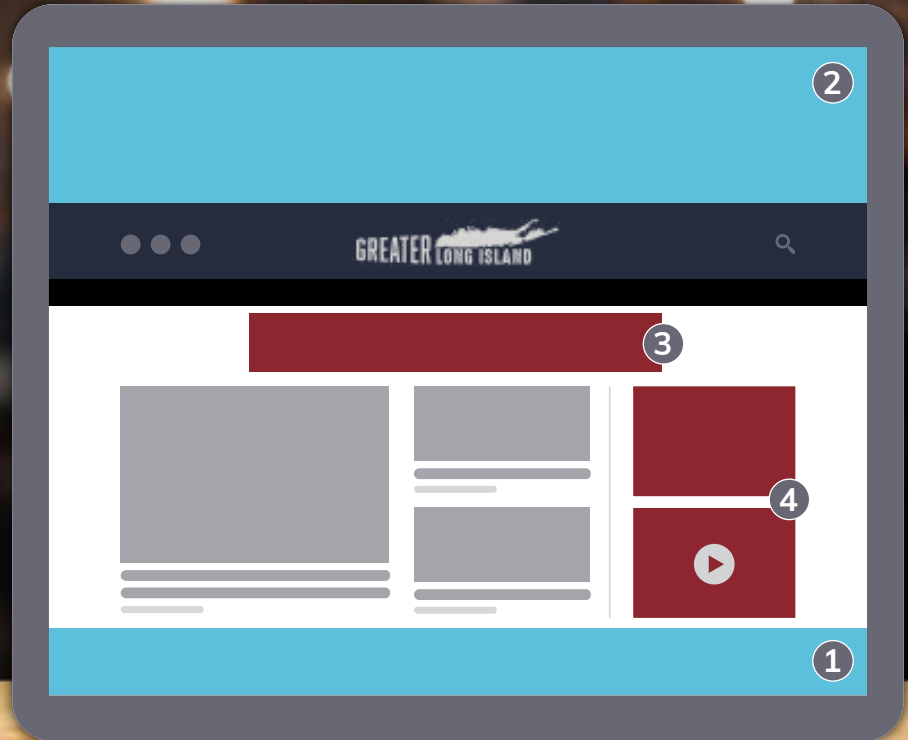
**25K**  PUSH NOTIFICATION SIGNUPS

**#60K** SOCIAL MEDIA FOLLOWERS



# DIGITAL DISPLAY ADS + SPECS

**Generate brand awareness and/or boost visits to your website. Ads run 24/7 for branding efforts, or to highlight events, promotions, and new products to our millions of readers.**



## ① FOOTER ADS

728 x 90 (desktop)

- ✓ Maximum Visibility
- ✓ Maximum Clicks
- ✓ Sticky on sites and mobile
- ✓ Run-of-site (all pages)

## ② BILLBOARD/SITE TAKEOVERS

2000 x 500

- ✓ Takes over desktop view
- ✓ Prominent on mobile
- ✓ Maximum Clicks
- ✓ Run-of-site (all pages)

## ③ LEADERBOARDS

728 X 90 (desktop) or 300 x 200 (mobile)

- ✓ Stages beautifully on mobile especially
- ✓ High Visibility Branding
- ✓ High click rates
- ✓ Run-of-site (all pages)

## ④ SQUARE ADS

300 x 300 or 300 x 200

- ✓ Dozens of staging options
- ✓ Flexibility in ad changes
- ✓ Tremendous branding and awareness
- ✓ Run-of-site (all pages)

PER MONTH	1 SITE	2 SITES	3 SITES	4 SITES	5 SITES	6 SITES	7 SITES
Overlay Footer (Sneaker) Ad	\$750	\$1475	\$2200	\$3150	\$3550	\$4300	\$4950
Billboard / Site Takeover	\$500	\$975	\$1450	\$1925	\$2400	\$2800	\$3200
Leaderboard	\$400	\$750	\$1050	\$1300	\$1450	\$1550	\$1600
Square Ad	\$200	\$375	\$525	\$650	\$725	\$775	\$800

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Sponsored (paid) content on the Greater Long Island news sites is designed to draw in readers, just as with our news content. These are not advertorials. These are branded written posts and videos that inform, entertain, and put your event, product, company, and/or expertise in front of thousands of readers fast through our many distribution channels.

Silver, Gold and Platinum members have access to free sponsored posts through content credits, with Gold and Platinum members having access to free sponsored videos.

Email [promotions@greaterlongisland.com](mailto:promotions@greaterlongisland.com) to speak with a Greater Long Island access agent.



## Sponsored Content Options by Industry:

### REAL ESTATE

- House of the Week
- Open House Alert
- Agent/Agency Spotlight
- Great Neighborhoods by ...
- Now Hiring Agents
- Scope this Home (GLI-TV)
- Tips from a Realtor (GLI-TV)

### HEALTHCARE + WELLNESS

- Press Release republication (branded)
- Achievements (ex: new department head)
- Health Tips (ex: 5 ways to stay healthy in winter)
- Now Hiring
- Giveaways
- How We Do (GLI-TV)

### ARTS + ENTERTAINMENT

- Special Event(s)
- Spotlight on a Venue
- Spotlight on an Artist/Actor
- Ticket giveaways
- Now Hiring
- Photo Tour of venue ...
- How We Do (GLI-TV)
- Show coverage (GLI-TV)

### RESTAURANTS

- Meet the Chef
- Photo tour
- Event Space Spotlight
- New Menu Alert
- New Dish
- Cocktail of the Month
- Giveaways
- Sponsored Events
- Great Deals: Happy Hour at ...
- Now Hiring Cooks, Servers, etc.
- Nosh on This (GLI-TV)
- Special Sauce (GLI-TV)

### SERVICE INDUSTRIES

- Ask a Contractor/Service Expert (Q&A)
- Five Awesome things built by ...
- Now Hiring
- Why It costs what it costs
- What's trending in (given industry)
- Giveaways
- How We Do (GLI-TV)
- Tips from a Pro (GLI-TV)
- Do it Yourself (GLI-TV)

### RETAIL

- Boutique Beat: A specialty item on sale
- Five things we found at ...
- Meet the Owner
- What's Trending? (jewelry/scarves/jackets/leggings)
- Spotlight on Retail
- New Item(s) Alert
- Giveaways
- 'Shop' Your Town (GLI-TV)

### EDUCATIONAL INSTITUTIONS

- Promotions/Awards/Achievements
- Tips/topical advice from a professor
- Open Houses (schools, camps)
- Student Success Stories (camera ready)
- Alumni Success Stories (camera ready)
- Press Release republication
- Conference Announcements
- Who We Are (GLI-TV)

# PLANS + PACKAGES

SERVICES	BRONZE 	SILVER 	GOLD 	PLATINUM 
24/7 DIGITAL DISPLAY ADS				
WEEKLY REPORTS				
UPDATE ADS ONCE PER MONTH THROUGH OUR AD-SERVER				
CUSTOM AD DESIGN	\$150 each	First one free \$150 each	Two free designs per six months	One free design per month
SPONSORED CONTENT	Must be paid a'la carte	Dollar for dollar monthly credits	Dollar for dollar monthly credits	Dollar for dollar monthly credits
ACCESS TO VIDEO	Must be paid a'la carte	Must be paid a'la carte	Dollar for dollar monthly credits, capped at one per six months	Dollar for dollar monthly credits, capped at two per six months*
MONTHLY SPEND	\$500 & LESS	\$500 - \$1,000	\$1,000 - \$1,500	\$1,500 & UP

\*Receive access to one video per month if spend is \$2,500/month or more.

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