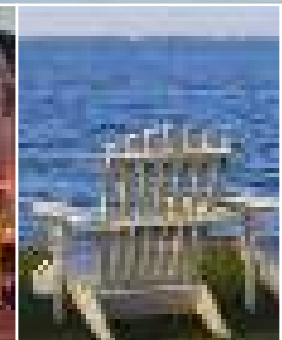


DAN'S HAMPTONS MEDIA

The Leading Media Company on the East End





DAN'S HAMPTONS MEDIA: The largest, most diverse, fastest-growing media company on the East End

Who We Are

At a time when newspaper and media companies across the country are in decline, **Dan's Hamptons Media** (DHM) has been immersed in an exciting period of growth and evolution. Since 1960, when Dan Rattiner published his first paper in Montauk, *Dan's* has become the most iconic name on the East End, with an unmatched reach and scope of print publications, digital offerings and live-event businesses, all delivering unmatched results.

Dan's Papers—our flagship publication and the largest-circulation publication in the Hamptons and on the North Fork—marked its 60th summer in 2019 and continues the tradition of being a truly unique editorial and marketing offering. Commentary that is timely, informative, satirical and authentic is delivered each week in *Dan's Papers*, featuring wit and insights in stories you can't get anywhere else. It is truly a "Hamptons Original," catering to the interests and needs of locals, residents and visitors to the Hamptons and across the East End.

Dan's Papers is distributed every week from Manhattan to Montauk. The ultimate source for what to do, where to go, where to stay and where to play on both the North Fork and South Fork of Long Island, *Dan's Papers* is the **#1 most widely read print publication** in the Hamptons no matter the season.

Dan's Hamptons Media's **integrated customized programs** include the most powerful **digital marketing tools** in the market, including the top website in the Hamptons (DansPapers.com), the largest opt-in email database, social media marketing to the largest following of any East End publication, social media marketing, HD video production, website development, the only media company app in market and more.

The new **DanielleHamptons.com**, created by the DHM Lifestyle Division, is a one-of-a-kind digital-only destination, offering a curated experience within the worlds of fashion, wellness and fabulous living. *Behind the Hedges*, an all-glossy magazine and must-read website, brings readers inside the high-end real estate and exquisite lifestyle that only the Hamptons can offer.

Dan's Hamptons Media is also the largest producer of **premium consumer events** in the Hamptons and on the North Fork, offering discerning clients and luxury brands an opportunity to get up close and personal with an affluent and influential audience. Year after year our sponsors rate Dan's Hamptons Media event marketing opportunities the best in the Hamptons.

Welcome to Dan's Hamptons Media. #HereAllYear

REACH

Dan's Hamptons Media print and digital reach is the unequivocal leader on the East End.



32,940+

Audited Monthly Average*

SUPPLEMENTS

22K Monthly Average

35K Behind the Hedges



120K+

Average Monthly Visitors

DIGITAL NEWSLETTERS +312 HEDGES

655K+ Monthly Opt-In Emails



34,000+
Followers



26,000+
Followers



44,000+
Followers



1,127,085

**NET
MONTHLY
REACH**

MULTI-REACH PLATFORM

DANSPAPERS.COM

- Banners, Cubes
- Native Advertising Placements
- Exclusive Section Sponsorships
- Pop-ups, Stationary Footers

DANIELLEHAMPTONS.COM

- Banners and Cubes
- Pop-ups, Stationary Footers

BEHINDTHEHEDGES.COM

- Banners, Cubes, Skyscrapers
- Native Advertising
- Property and Open House Listings
- Industry Leader Profile Pages

DANSBESTOFTHEBEST.COM

- Custom Business Pages
- Directory Advertising
- Banners, Cubes, Skyscrapers
- Dan's Best of the Best Winner Search
- Dan's List

DAN'S PAPERS: THE APP

- Push Notifications
- Banner Placements
- Sponsorship Opportunities

E-MAIL MARKETING

- **Dan's Hampton Insider:** Weekly Newsletter
- **Danielle Hamptons:** Weekly Newsletter
- **Behind the Hedges:** Daily/Weekly Newsletter
- **Propriety Newsletters:** Exclusive Single-Business Focus
- **Seasonal and Specialty Focus Newsletters:**
 - Montauk Insider
 - Food & Wine
 - North Fork Insider
 - House & Home
 - Storm Alerts
 - Business-to-Business

VIDEO MARKETING

- High Definition (HD) Video Creation & Placement

SOCIAL MEDIA MARKETING

- FaceBook/Twitter/Instagram Programs

DIGITAL SPECIALTY

- Web Development
- Google AdWords
- SEO

DAN'S TASTE OF SUMMER FOOD & WINE EVENTS

- Dan's Rosé Soirée
- Dan's Chefs of the Hamptons
- Dan's Chefs of the North Forth
- Dan's GrillHampton
- Dan's Taste of Two Forks
- Dan's MonTaco

COMMUNITY & SEASONAL EVENTS

- Fireside Sessions
- Privet Hedge Awards
- Dan's Kite Fly
- Dan's Literary Festival
- Dan's Best of the Best Celebration

DAN'S PAPERS CUSTOM ADVERTISING OPPORTUNITIES

- Full Color Glossy Pages
- Feature Story and Events Calendar Strip Ads
- Section and Column Sponsor Positions

BEHIND THE HEDGES MAGAZINE

- All-glossy Real Estate & Luxury Lifestyle Publication

TARGETED PUBLICATIONS & SPECIALTY EDITIONS

- Dan's Taste of Summer Dining Guide
- Summer & Holiday Previews
- Dan's List



Dan's CIRCULATION & DISTRIBUTION

The Largest Circulation

ON THE EAST END AND IN THE HAMPTONS



WESTHAMPTON BEACH 5500 Papers Distributed	THE NORTH FORK 7500 Papers Distributed	SOUTHAMPTON 7000 Papers Distributed	SAG HARBOR 3000 Papers Distributed	EAST HAMPTON 6000 Papers Distributed	MONTAUK 5000 Papers Distributed
----------------------------------------------------	----------------------------------------------	-------------------------------------------	------------------------------------------	--------------------------------------------	---------------------------------------

Snapshot of Dan's Papers East End Distribution Numbers



Dan's Papers is the most widely read publication and has had the largest circulation of any single print media on the East End and in the Hamptons for nearly 60 years. Dan's Papers delivers more copies in the Hamptons than any other publication.

Distributed Weekly

Dan's Papers is distributed weekly 52 times during the year, unlike other East End publications that are distributed monthly, bi-monthly or only publish between Memorial Day and Labor Day. Dan's Papers serves local residents all year round, in addition to visitors.

Largest Distribution

Reaching a unique market, more copies are distributed in the Hamptons, Shelter Island, Montauk, the North Fork, Patchogue, Port Jefferson, Stony Brook, Setauket and Manhasset, and in select residential neighborhoods in Manhattan, than any other East End publication. On peak summer weeks Dan's Papers distributes more than 45,000 copies. Average weekly distribution in peak summer months is approximately 40,000.

Distribution

More than 1,500 locations get Dan's Papers weekly, including high-end shops, boutiques, restaurants, hotels, inns, galleries, real estate agencies, gourmet grocery stores and hundreds more locales on the East End of Long Island and in NYC. Dan's Papers is dominant in the Hamptons and on the North Fork.

Home Delivery

In addition to hundreds of racked distribution points on Long Island's East End, Dan's Papers is home-delivered every Saturday from Memorial Day to Labor Day to over 500 oceanfront estates and cottages in the Hamptons.

Manhattan Delivery

Dan's Papers is also circulated in Manhattan to select retail shops, gourmet grocery stores, boutiques, bid boxes in high-traffic locations and to doorman buildings on the Upper East and Upper West Sides of the city.

Dan's REACHING 1,500 LOCATIONS

Weekly distribution to more than 1,500 locations. These include high-end shops, boutiques, restaurants, hotels, inns, galleries, real estate agencies, gourmet grocery stores and hundreds more locations from the East End of Long Island and Manhattan. You'll also find Dan's Papers in such key locations as Sayville, Patchogue, Port Jefferson and the Three Village area, as well as along the Gold Coast and in Manhasset, including the Miracle Mile.

LOCATIONS WHERE YOU CAN FIND DAN'S PAPERS INCLUDE:

(Some but by no means all of our popular locations)

MANHATTAN

32nd and Fifth
32nd and Park
52nd and Park
61st and Madison
33rd at 6th Avenue
67th at Lexington
Penn Station

WESTERN SUFFOLK

Le Soir
Port Jeff Ferry
Sunset Harbour
MacArthur Airport
King Kullens

BELLPORT/PATCHOGUE

Pamela Lerner Antiques
Phoenix Gallery
Gallery 125
Royal Oak Diner
Patchogue Theatre
CVS

WESTHAMPTON

Best Yet
Elliman
Corcoran
Shock Ice Cream
Trumpets at the Gate
Beach Bakery
Messina Jewelry
Westhampton Beach Tennis
Gloria Jewel
Lynn Stoller

HAMPTON BAYS/QUOGUE

Stop & Shop
Hampton Coffee
E Salon & Day Spa

Wild by Nature
New Moon Cafe
Stone Creek Inn
Hampton Maid
Quogue Club
Tony's Asian Fusion

SOUTHAMPTON

Southampton Social Club
BMW of Southampton
Audi of Southampton
Porsche of Southampton
Union Cantina
Nestseekers
Elliman
London Jewelers
Hampton Coffee
75 Main
Magaschoni
Village Cheese Shoppe
Sequin
Kevin Maple Salon
Missoni Home
Citarella
CVS

Goldberg's
The Golden Pear
7-Eleven
Blue Duck Bakery
Stop & Shop

SAGAPONACK

Loaves & Fishes
Sagg Store
The Wölffer Wine Stand
Wölffer Estate Vineyards

BRIDGEHAMPTON

Nestseekers
Elliman

25 Park
Bobby Van's
Almond
Loaves & Fishes
Helen Ficalora
Citarella
Candy Kitchen
Starbucks
World Pie
Pierre's
The Golden Pear
King Kullens

SHELTER ISLAND

Ram's Head Inn
Derring Harbor Inn
Pridwin Hotel
Sunset Beach Hotel
Bella Vita
The Chequit

SAG HARBOR/NOYAC

Bay Burger
Corcoran Group
Golden Pear
Romany Kramoris Gallery
Bay Street Theater
Beacon
Bell & Anchor
Cromer's Market
Page at 63 Main
Schiavoni's

RIVERHEAD

Spa Belleza
Jamesport Manor Inn
Hotel Indigo
Inn & Spa at East Wind
Jedediah Hawkins Inn
Suffolk Theater

Stop & Shop
Martha Clara Vineyards
East End Arts Council
LI Aquarium
Hyatt Place East End
Digger's
Tanger Outlet Center

NORTH FORK

King Kullen
Vineyard 48
Impulse Boutique
Bruce's Cheese Emporium
Greenport Tea Co.
A Lure
Lenz Winery
Duck Walk Vineyard
Pindar Vineyard
Raphael Vineyards
Harborfront Inn
Creations By Lisa
Gallery M
1670 House
Love Lane Kitchen
Blue Duck Bakery
Claudio's
Orient Point Ferry
Amano

WAINSCOTT

Breadzilla
Twice Upon a Bagel
The Creeks
Seafood Shoppe
La Capannina

EAST HAMPTON

London Jewelers
The Maidstone Hotel
Scoop

Guild Hall
The Palm
The Golden Pear
Michael Kors
LuLu Lemon
Golden Pear
1770 House
Baker House
Natropathica
Stop & Shop
Citarella

SPRINGS

Maidstone Market
Michael's Restaurant
Springs General Store
One Stop Market

AMAGANSETT

Barry's Bootcamp
Hampton Chutney Co.
Amagansett Farmers Market
IGA
Indian Wells Tavern

MONTAUK

Montauk Yacht Club
Gurney's Montauk
Solé East
Gosman's Dock
Navy Beach
7-Eleven
IGA
Goldberg's
White's Drug &
Dept. Store

Dan's CLIENT TESTIMONIALS

"We got 3 calls today from people seeing our ad in Memorial Day edition!!! Anthony and myself are very happy about that!"

—Leo's Electric



Hampton Country Day Camp and Southampton Camp & Club have truly enjoyed our creative partnership with Dan's Papers for the past 10 years. Everyone on the Dan's team shares our commitment to growing our brand and spreading "the good word" about our summer camp programs to the East End. We look forward to working with Dan's for many years to come!

—Southampton Racquet/Hampton Country Day Camp



"Partnering with Dan's and Behind the Hedges was one of the best business decisions I have ever made. My listings have incredible exposure. Everyone reads Dan's and Behind the Hedges for their superior real estate coverage. It certainly has elevated my profile as a Hamptons broker."

—Mary Slattery,
Corcoran Real Estate

"We have success with Dan's dedicated e-blasts. It's a unique market on the East End, so we're always trying new ways of reaching a new audience."

—Tracy Mitchell, Executive Director
Bay Street Theater



"Dan's Papers is not only an East End institution, but a powerful and effective way to get your message across. BNB has tangible results from its advertising in *Dan's Papers*. We have a long-term relationship that we value, and *Dan's Papers* will always be part of our media mix."

—Claudia Pilato
VP, Director of Marketing BNB Bank



Dan's CLIENT TESTIMONIALS



Our experience with Dan's Papers has been first rate in all areas of media they provide. The combination of print, digital and live events has now worked for 3 summers and New York Prime Beef has established a most viable presence in the Hamptons. Thank you Dan's!

—**The Team at NYPB**



"I find it to be the greatest event in the Hamptons."

—**Joe Farrell**

Founder of Farrell Building Company
(On Dan's Taste of Two Forks Event)

FARRELL
BUILDING COMPANY



We often hear "we saw you in Dan's" from clients and admirers and this could not have happened without your impressive digital media campaigns, circulation and editorial teams efforts in expanding the reach of Dans on the East End and local firms featured in your pages like us at Ciuffo Cabinetry.

—**Gary and Joe**
Ciuffo Cabinetry



"My advertising dollar has always been well-invested in *Dan's Papers*. A single booking via my *Dan's* ad pays for an entire season of ads."

—**Ray Red**
Musician, Ray Red Entertainment

"Everyone picks up Dan's and Dan's always bends over backwards to help our clients reach their goals. Their events keep getting better and better... Dan's continues to innovate and find new ways to reach people in the Hamptons"

—**Lynn Blumenfeld**
Blumenfeld + Fleming



Dan's AUDIENCE, DEMOGRAPHICS & DATA

KEY DEMOGRAPHICS

FEMALE	52%
MALE	48%
SINGLE	40%
MARRIED	60%
AGE 50 +	39%
AGE 35 - 49	35%
AGE 18 - 34	26%

Educated

College/Advanced Degree	87%
-------------------------	-----

Affluent Earners

OVER \$500K	22%
OVER \$250K	41%
OVER \$100K	82%

Net Worth

Over \$5 Million	33%
\$1 Million - \$5 Million	67%
Median Net Worth	\$5.6M

\$1.5M Avg Value Of Primary Residence

Own Primary Residence	84%
Own Multiple Homes	76%
Average Luxury Home Sale Price	\$8.1M

* Spending Habits MORE LIKELY TO PURCHASE

Purchase Luxury Watches	5x
Shop at Luxury Retailers	5x
Purchase Women's Designer Fashion and Accessories	6x
Drive a Luxury Vehicle	6x
Spend more than \$3,000 on Domestic Travel	5x
Travel First Class	8x
Visit a Spa during a Vacation	6x

*VS. US National Average

BUYING BEHAVIOR

(plan to buy in the next 12 months)

Apparel/Accessories

Women's Clothing	69%
Men's Clothing	59%
Children's Clothing	19%
Jewelry/Watches	54%

Technology

Flat Screen TV/Home Theater	67%
Computer/Laptop	54%
Smartphone	73%
iPad/Tablet	50%

House & Home

Home Decor/Accessories	45%
Furniture	40%
Small Appliances	27%
Large Appliances	24%
Carpeting/Rugs	23%
Antiques	17%

Use Smartphone For:

Email	67%
Texting	64%
Internet	59%
Direction/Maps	55%
Apps	51%
Social Media	58%
Own an ipad or Tablet	50%
Use at Home or Office	*42%

Where They Vacation

Caribbean/Bermuda	70%
Europe	51%
Mexico/Canada	35%
Asia	08%

Dine Out At East End Restaurants

2 to 3 times per week	75%
More than 3 times per week	20%
Once per week	05%

READER LOYALTY

81% Read the paper every week

Auto Ownership

Three or more vehicles	46%
Two vehicles	32%
Four or more vehicles	15%

Brand Choices

(plan to BUY or LEASE in the next 12 months)

Mercedes	24%
BMW	23%
Audi	20%
Lexus	18%
Ford	15%
Lincoln	14%
Range Rover	14%
Chevrolet	12%
Chrysler	11%
Cadillac	10%
Nissan	06%
Ferrari	03%
Aston Martin	03%

Current Auto Ownership

Toyota	20%
BMW	19%
Ford	17%
Mercedes	16%
Chrysler	14%
Chevrolet	13%
Honda	13%
Lexus	10%
Nissan	10%
Audi	08%
Volvo/Cadillac	07%
Acrua	04%
Range Rover	03%

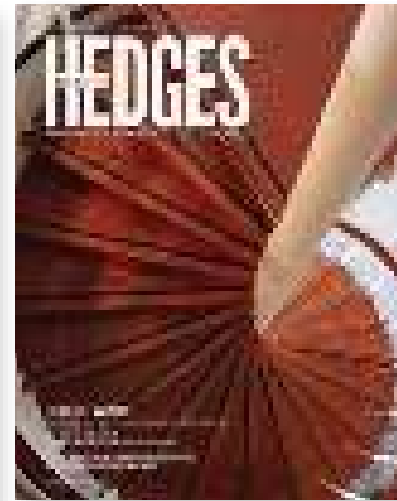
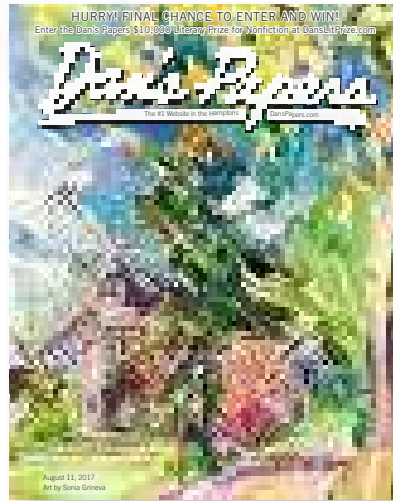
Leisure Activities/Private Clubs

Golf Club	75%
Beach Club	25%
Social Club	75%
University Club (i.e. Harvard Club)	25%
Tennis Club	75%

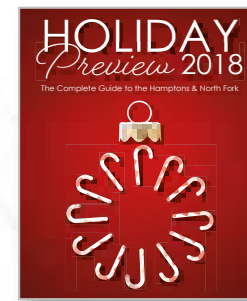
* DHM Consumer Survey, 9/2018

PRINT & MAGAZINE OFFERINGS

**Most-read
print publication
on the East End
since 1960**



**Foremost
real estate &
luxury lifestyle
magazine in
the Hamptons**



DIGITAL WEBSITE OFFERINGS

DansPapers.com

DansPapers.com:
The East End's Most Popular Site


DanielleHamptons.com

DanielleHamptons.com:
**The Ultimate Hamptons
Lifestyle Insider**

BEHIND THE
HEDGES.COM

BehindTheHedges.com:
**The Premier Source for
Hamptons Real Estate**



DansBestOfTheBest.com:
**The go-to business directory and
resource for the best of everything
Hamptons & North Fork**

EVENT OFFERINGS

The Hamptons' Premier Live Events!

Dan's TASTE OF SUMMER

The Region's Largest Epicurean Events Series



Dan's SEASONAL EVENTS

Community-based Arts & Entertainment

**FIRESIDE
SESSIONS**



**The
Privet Hedge
Awards**





The #1 Paper in
New York State for
Advertising Excellence
2016 + 2018!

The Hamptons'
and North Fork's
most iconic brand &
most responsive
medium for 60
Summers

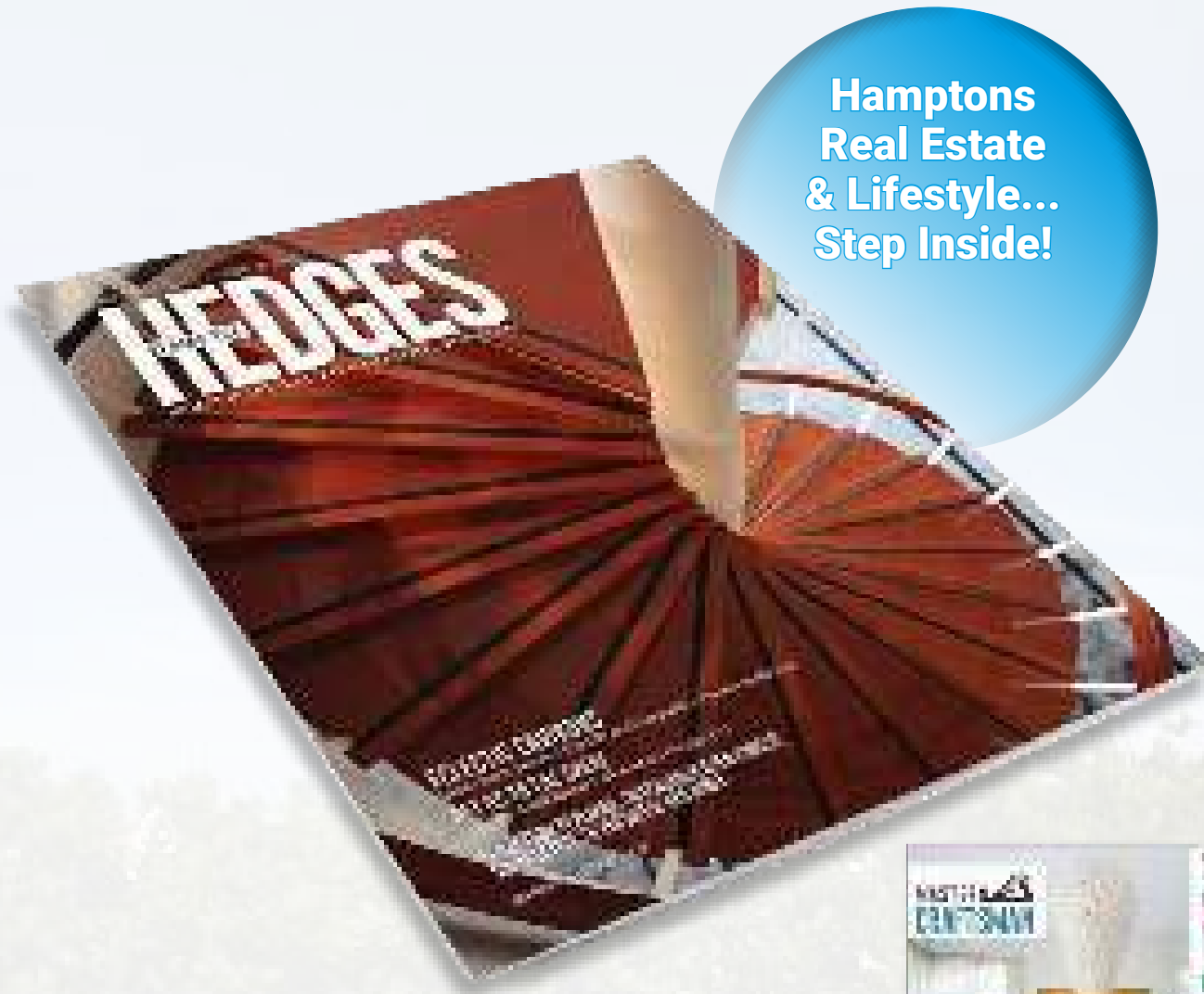


Dan's Papers

PRINT EDITION

- **Maximize visibility across the East End and in Manhattan** capitalizing on awareness and brand building programs that help generate buzz and extend exposure year round.
- **Tap into Dan's Papers audience development strengths and direct opportunities** that are guaranteed to reach your target customer and help grow client base.
- **Educate and communicate your brand, your products and services** to Dan's affluent and influential audience throughout the year.





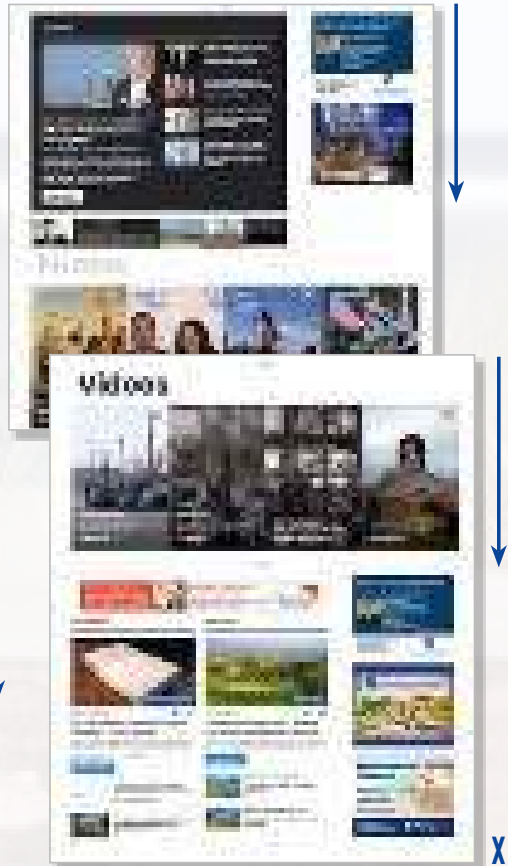
Hamptons
Real Estate
& Lifestyle...
Step Inside!

BEHIND THE HEDGES MAGAZINE

- **New look and editorial focus** taking readers inside the world of high-end Hamptons real estate
- **Features and insights** from the leading real estate editorial team on the East End
- **Publishing 8x a year**, May through October



The most-visited website for What to Do, Where to Go, Where to Stay and Where to Play in the Hamptons and North Fork all year round



DansPapers.com



- High-visibility banner and cube ad placements
- Custom site section sponsorship positions
- Native advertising opportunities within high-traffic editorial sections
- Redesigned in 2018



Banner Advertising

Leaderboard advertising, traditional banners on the Home Page and Run of Site in every section throughout DansPapers.com give your business maximum exposure.

Content Marketing Opportunities

Immersing your brand and voice into DansPapers.com content is a powerful way to reach and engage potential customers. Provide thought leadership, generate leads and improve brand visibility and loyalty as content is read online and shared via social media.

Branded Expert Columns

DansPapers.com offers experts in myriad fields unique opportunities to have their voices and expert advice integrated into our daily editorial content. Speak directly to our readers by writing a featured, recurring column about your expertise in House & Home, Real Estate, Food & Wine, Money Matters and more.

Section Sponsorship

Showcase your business in the most popular sections of DansPapers.com as the Exclusive Sponsor of a full section such as our Calendar of Events, Read the Paper Online, South O' the Highway, Dan's Stories, House & Home, Food & Wine and more.

Social Media Sponsored Posts

Dan's Papers' powerful social media presence reaches thousands of Facebook, Twitter and Instagram followers who can become customers and ambassadors for your business. Leverage Dan's social media following of 104,000+ through a sponsored post to generate buzz for your brand!

Weekly Dan's Papers Email Newsletters

Reach a dedicated consumer audience interacting with the Dan's Papers brand in an intimate setting. Our weekly email newsletter is sent out to thousands of opt-in subscribers*, reaching a select readership that wants to be on the "insider's list" of what's happening in the Hamptons and on the North Fork.

Our family of newsletters includes Dan's Hamptons Insider, Dan's Food & Wine Insider, Dan's Montauk Insider, House & Home Insider, Behind the Hedges Open House Insider, Summer Camp Insider and more.

With ads getting placement within the newsletter's content area, readers are more likely to engage with your ads just as they would with our stories.

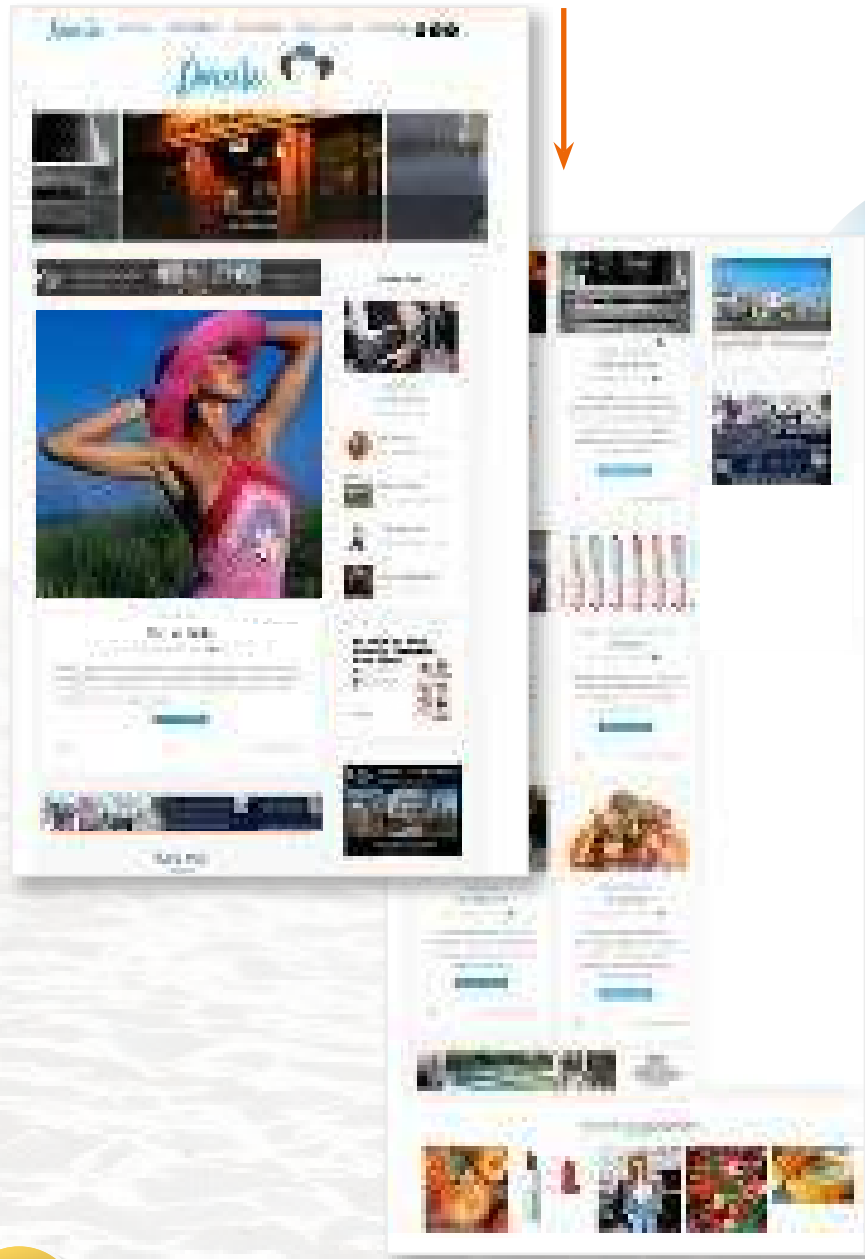


Proprietary Emails

A custom-designed exclusive email sent from Dan's Papers to our 47,000+ opt-in subscribers. Reach a captive audience with your specific look, message, subject line and other custom elements.

- Custom designed email exclusively promoting your business
- You own 100% of the message and the content
- Sent to our 47,000+ opt-in database, making you a qualified Dan's Media Partner

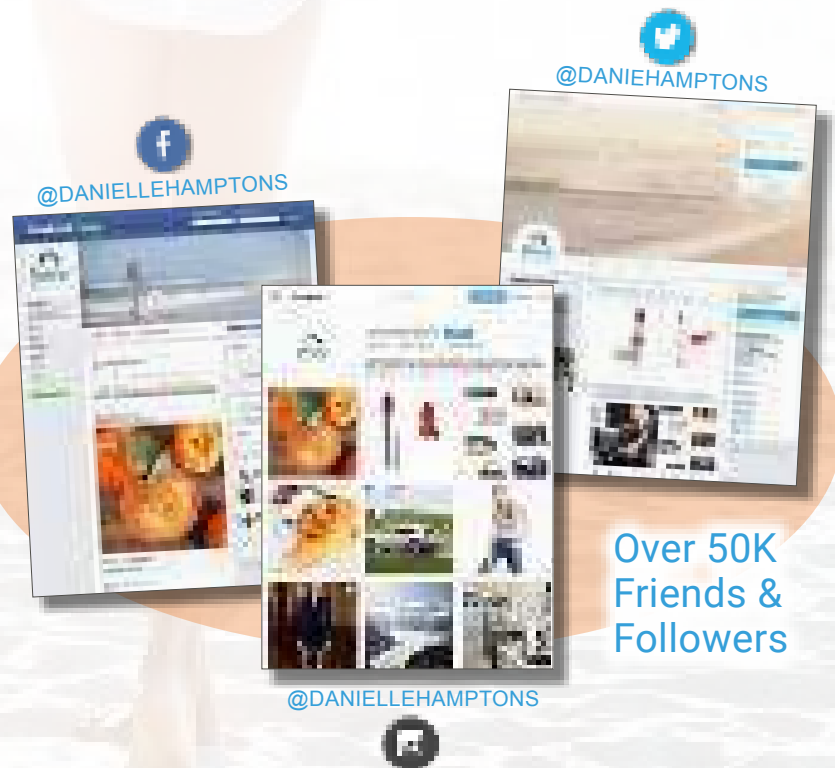




The Ultimate
Hamptons
Lifestyle
Insider


DanielleHamptons.com

- **Meet Danielle**-She's your superconnected, uber chic best friend with unprecedented insider access to the Hamptons. She's the ultimate expert on beauty and fashion, entertaining, and living a healthy lifestyle. Cultured, yet approachable, with a dry sense of humor, she knows the hot chefs, the coolest designers and up-and-coming artists. Her lifestyle is aspirational without being inaccessible.



Over 50K
Friends &
Followers



Category Page Leaderboard & Cube Advertising

*NOTE: Any 300 x 250 cube slot
can be a video spot



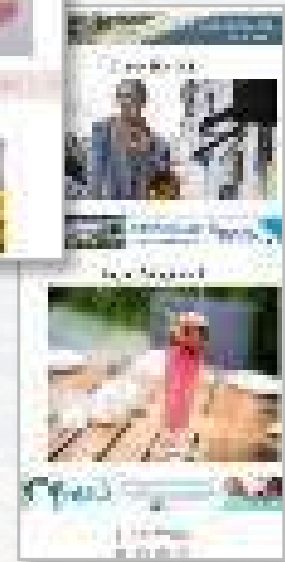
Post Page Leaderboard & Cube Advertising

*NOTE: Any 300 x 250 cube slot
can be a video spot



Danielle Weekly Newsletter

Every Sunday to
47,000+ Opt-In
Subscribers





The insider's guide to the highly competitive and lucrative Hampton's Real Estate market

HEDGES.com

- The premier destination for insider news and insights into Hampton's real estate
- Must-read daily coverage from the market's top editor
- Custom banner ad design and placements
- Prominent Property and Open House listings



Over 45K Reach & Engagement



X



Top Story
Leaderboard, Skyscraper,
Cube & Billboard Advertising



News & Features
Leaderboard, Skyscraper
& Billboard Advertising



BEHIND THE HEDGES NEWSLETTERS



Hedges Daily:
Sent to 5,000+
Industry insiders

Hedges Weekly:
Sent to 47k+ opt in
Hamptons Readers who
want to keep up with
where to buy and the
hottest real estate news.



20-25% Avg
OPEN RATE

15-20% Avg
CLICK THROUGH
RATE



Dan's Best of the Best!
Honoring the top
businesses in the
Hamptons and on the
North Fork
for more than
2 decades.

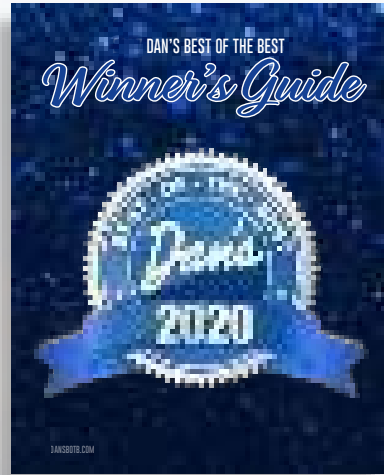


WEBSITE
DansBOTB.com



- Winners in more than 500 Categories
- More than 100,000 votes annually
- The go-to business directory and resource for the best of everything Hamptons & North Fork
- Ratings, Reviews, Recommendations—Yelp meets Trip Advisor meets Zagat, this is the home for the best of everything on the East End
- Custom Business Pages, Directory Advertising, Banners, Cubes, Skyscrapers





DAN'S LIST ANNUAL PUBLICATION



ANNUAL AWARDS CEREMONY



BOTB VOTING



WEBSITE



The only
East End
company that
has an app.



THE APP

All of your favorite
Dan's Papers content
at your fingertips:

- Top Stories
- The Famous Dan's Calendar of Events
- South o' the Highway Celebrity Scoop
- Dan's Features
- Dan's List: Every Best of the Best Winner in Your Hand!



Dan's THE APP



Push Notifications



Pop-Up Footer Ad

FOOTER AD: (IN APP)
Size 350 x 50
Can link thru to Voting Page or your Website.
(Max 3 Advertisers per position)




Pop-Up Cube Ad

POP UP AD: (IN APP)
Size 300 x 250
Can pop up on any page within the Dan's App.
Scheduled at any time.
Can link thru to Voting Page or your Website.



Broadcast Banners





Dan's TASTE OF SUMMER

The Region's Largest Epicurean Events Series

Each year Dan's Hamptons Media provides a number of unique and exciting marketing venues for businesses to connect with both consumers and other businesses. These annual events offer your business an opportunity to weave your marketing message into the fabric of the community. Dan's Hamptons Media's unique events provide your business with the venue to increase brand recognition, consumer awareness, B-to-B marketing opportunities and product sampling opportunities.

Meet consumers and businesses face-to-face in a professional, fun, exciting and unique atmosphere. Reward your staff and your best clients at events that enhance the goodwill you want your company, store or business to achieve.

All sponsors of Dan's Hamptons Media Events will receive a customized marketing program with high-value-added amenities that include editorial coverage before and after the event, photo-ops, event signage, logo and business recognition in all promotional materials and advertising, inclusion in all Dan's Papers radio spots leading up to the event, social media marketing, sampling opportunities and email marketing.



5/24/20

SOUTHAMPTON
ARTS CENTER



6/13/20

THE HALYARD
@ SOUNDVIEW
GREENPORT



6/27/20

TOPPING ROSE HOUSE
BRIDGEHAMPTON



7/17/20

FAIRVIEW FARM
BRIDGEHAMPTON



7/18/20

FAIRVIEW FARM
BRIDGEHAMPTON



8/1/20

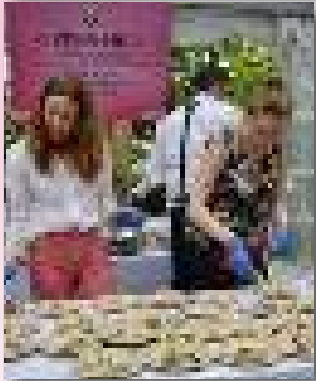
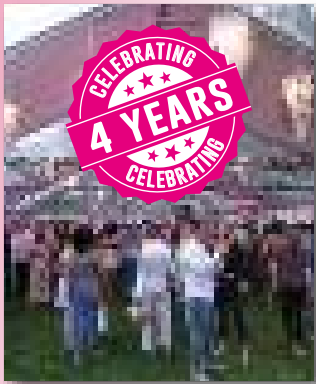
GURNEY'S MONTAUK



12/5/20

RGNY WINERY
RIVERHEAD



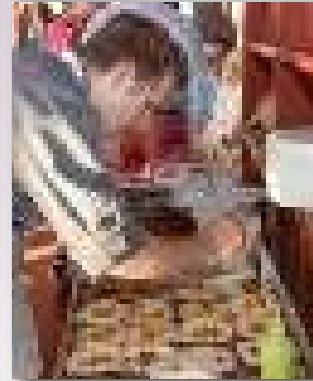
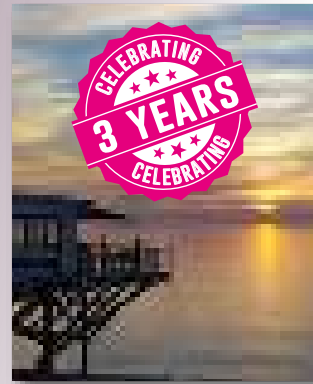


Dani's
ROSÉ SOIRÉE
 The Hamptons Summer Kickoff Event

Memorial Day Weekend
 Sunday, May 24th, 2020
 Southampton Arts Center
 25 Jobs Lane, Southampton
 GA 6:00-8:30 PM
 Rosé After Dark VIP After Party
 8:30-10:30 PM

Toast the start of your Hamptons 2020 summer season in style as we raise a night's full of rosey hued glasses to the unofficial libation of summer: Rosé, of course. More than 25 rosé wines from the East End and around the world, craft cocktails and perfectly paired culinary delights will all be flowing as the Hamptons kicks of another wine-loving summer in our corner of paradise.

900+
 attendees



Saturday, June 13th, 2020
 The Halyard @ Soundview
 58775 Route 48, Greenport
 7:00-10:00 PM

With exquisite views of the Long Island Sound, The Halyard @ Sound View Greenport is the perfect spot for our North Fork Event! The convivial atmosphere and timeless charm of the environs will provide all attendees memories to last a lifetime.

This premier North Fork culinary celebration unites local bounty with the talents of world-renowned chefs in a one-of-a-kind gastronomic gathering. From the curated cocktail hour through the 8-course pairing dinner and decadent dessert showcase, one dozen chefs will fill the evening with locally sourced signature dishes matched with exceptional wines and craft cocktails, redefining the farm-to-table and grape-to-glass experience.

200
 attendees



**CELEBRATING
2 YEARS
CELEBRATING**



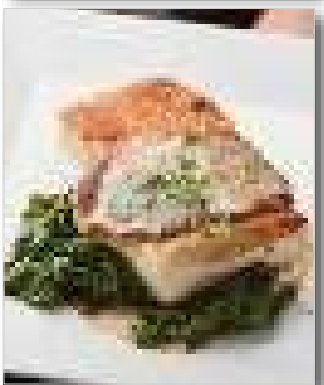
**Saturday, June 27th, 2020
Topping Rose House
1 Bridgehampton-Sag Harbor Tpke.
Bridgehampton
7:00-10:00 PM**

The historic Topping Rose House provides the perfect setting for an exclusive evening of fine dining and tremendous networking opportunities as Dan's Hamptons Media presents the first ever Chefs of the Hamptons—a one-of-a-kind culinary celebration.

There has never been this array of gastronomic talent gathered for such an event anywhere in the Hamptons, and guests will be dazzled. From the curated cocktail hour through the multi-course pairing dinner and decadent deserts, an all-star lineup of chefs from the finest Hamptons kitchens will fill the night with locally sourced signature dishes matched with exceptional wines and craft cocktails.

Chefs of the Hamptons will honor a very special guest, legendary New York Times food writer Florence Fabricant. A portion of ticket proceeds from Chefs of the Hamptons helps support Guild Hall and the vital role its exhibits, plays, films, concerts and other programs play right here in the Hamptons community.

**200
attendees**



**CELEBRATING
8 YEARS
CELEBRATING**

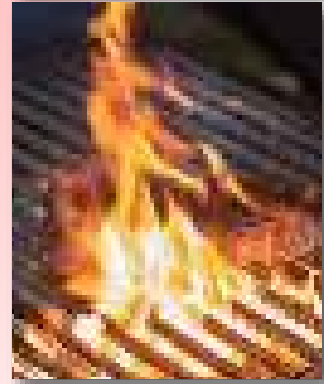


**Friday, July 17th, 2020
Fairview Farm
19 Horsemill Lane,
Bridgehampton
VIP 7:00-8:00 PM
GA 8:00-10:30**

- Hamptons vs. NYC GrillHampton pits 8 East End chefs against 8 NYC chefs in the ultimate cooking competition
- Guests vote on their favorite dish of the night while enjoying great grilled fare, drinks and live music
- Celebrity judges mingle with guests and select which team, Hamptons or NYC, will reign supreme

Past judges have included Iron Chef Alex Guarnaschelli, Live! with Kelly's Michael Gelman, baseball legend Cecil Fielder, Chef Robert Irvine and our own Dan Rattiner.

**1,800+
attendees**





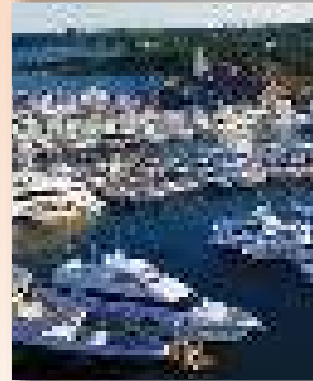
Dan's TASTE OF TWO FORKS

Saturday, July 18th, 2020
Fairview Farm
19 Horsemill Lane,
Bridgehampton
VIP 6:30-7:30 PM
GA 7:30-10:00 PM

The Number 1 Event of Summer in the Hamptons for the 10th Year, Dan's Taste of Two Forks is the premier food and wine celebration of the season.

Top chefs from 40 restaurants and winemakers from 20 vineyards serve up the finest that the Hamptons and North Fork have to offer, alongside the creations of local artisan purveyors, premium spirits, the definitive VIP lounge, live music and more, all on the glistening waters of Mecox Bay.

2,100+
attendees



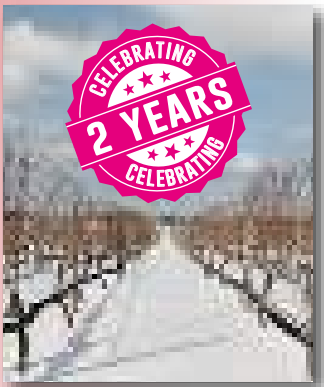
Dan's MON TACO

at Gurney's Star Island Resort & Marina

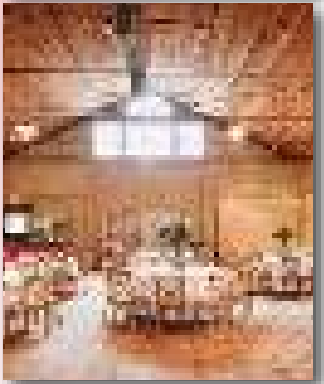
Saturday, August 1st, 2020
Gurney's Montauk
32 Star Island Rd, Montauk
VIP 7:00-8:00 PM
GA 8:00-10:00 PM

East meets South of the Border as some of the most celebrated chefs from the Hamptons and beyond spice up the night with their take on Mexican cuisine. Add the finest tequila, cerveza, Spanish cava and more and this is a fiesta you'll never forget.

1,000+
attendees



CELEBRATING
2 YEARS
CELEBRATING



Join
holidays
IN THE
Vines
EAT. DRINK. BE MERRY.
Hosted by **RG|NY**

Saturday, December 5th, 2020
RGNY Winery
6025 Sound Ave, Riverhead
VIP 6:00-7:00 PM
GA 7:00-10:00 PM

You're invited to the ultimate Long Island wine-and-dine celebration! Hosted at RG|NY, this once-in-a-lifetime night brings together world-class winemakers and local chefs for winetastings, a six-course pairing dinner and VIP experience with culinary legend Claudia Fleming of North Fork Table & Inn.

200
attendees

The Hamptons' Premier Live Events!



Dan's SEASONAL EVENTS

Community-based Arts & Entertainment

**FIRESIDE
SESSIONS**

January

Sat. 1/4 8 p.m.; Sat. 1/11 8 p.m.;
Sat. 1/18 8 p.m.; Sat. 1/25 8 p.m.


**Hamptons
Home Show**

4/24&25/20

**The
Privet Hedge
Awards**

6/3/20



8/9/20



8/20/20

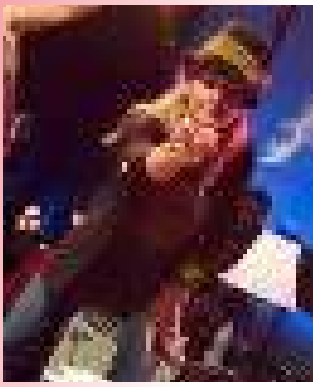


11/6/20

All year long, in every season, Dan's Hamptons Media's community-based events provide unique and exciting venues where businesses can connect with both consumers and other businesses while immersing themselves within the true fabric of the East End. These events offer one-of-a-kind opportunities to elevate brand recognition, consumer awareness, B-to-B marketing and even product sampling.

Dan's Papers Kite Fly, bringing together hundreds of families at Sagg Main Beach every August for a high-flying slice of Americana; **Dan's Papers Literary Festival and Awards**, an evening of programming with noted literary figures and the presentation of the \$10,000 Prize for Nonfiction; **The Fireside Sessions**, for six years the sold-out wintertime concert series bringing world-class music to Sag Harbor; and the **Dan's Best of the Best Gala Awards**, honoring the top businesses on the North Fork and in the Hamptons as voted by our readers.





Bay Street Theater & Friends
present

FIRESIDE SESSIONS

WITH NANCY ATLAS AND FRIENDS
@ BAY STREET THEATER

January

Sat. 1/4 8 p.m.; Sat. 1/11 8 p.m.;
Sat. 1/18 8 p.m.; Fri. 1/24 & Sat. 1/25 8 p.m.

The East End's favorite rocker, Nancy Atlas, and her band are back for the 6th annual Fireside Sessions at Sag Harbor's Bay Street Theater. Joined by special guests—the likes of which have included Chad Smith of the Red Hot Chili Peppers, Jonny Rosch from the Blues Brothers and Andy Aledort, guitar side man to Dickey Betts of Allman Brothers fame—Nancy and team have entertained thousands of music enthusiasts during the coldest and snowiest winters on record.

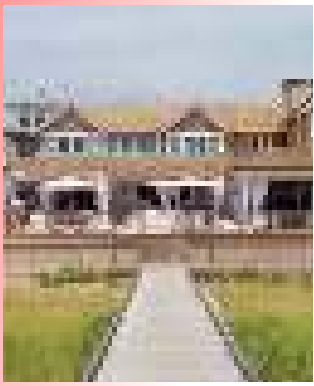


Hamptons Home Show

4/24&25/20

As The Hampton's single greatest gathering of home professionals, the Hamptons Home Show is a one-of-a-kind investment. It's the perfect event that not only allows you the opportunity to meet key players in the Hamptons home professionals community, but also to showcase your cutting edge products and services!

Hamptons home professionals understand the importance of providing homes that are luxurious, durable, attractive, cost-effective, energy efficient, technologically advanced for today's Hamptons home owners & buyers. From custom homes, remodeling, to land development, the Hamptons Home Show brings together the high-level decision-makers with the authority to buy your products, solutions and services. It's the ultimate sales call!



The Privet Hedge Awards

6/3/20

Real estate is the heart and soul of the East End, and every year Manhattan Media and Behind the Hedges toast the arrival of the summer season by celebrating excellence in Hamptons Real Estate at the Privet Hedge Awards Dinner.



The 7th Annual Privet Hedge Awards Dinner will be held at Dune Deck in Westhampton Beach, one of the Hamptons' most exclusive addresses, an upscale, invitation-only evening welcoming 100 of the top brokers and agents for a night of networking, entertainment and community like no other.

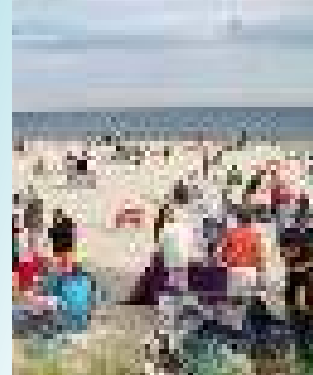


Guests at this intimate event will enjoy a sumptuous cocktail hour on the beautiful deck overlooking the Atlantic Ocean, a formal seated dinner, and the much anticipated awards presentation, where editors and industry insiders honor those individuals who exemplify the professionalism, creativity and passion that make them the premier players in the true sport of the Hamptons.

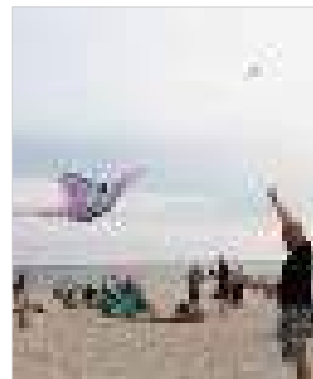


8/9/20

Named one of the Top 50 Family Events on Long Island by Newsday, Dan's Papers Kite Fly is a perennial favorite summertime happening in the Hamptons. The first Sunday of every August for over 40 years, Dan's Papers has packed Sagg Main Beach with kids and kids at heart who fill the air with kites as far as the eye can see.



Dan's Papers Kite Fly offers sponsors the chance to become part of this tradition and be front-and-center with hundreds of Hamptonsites in the highly sought-after affluent and educated family demographic.



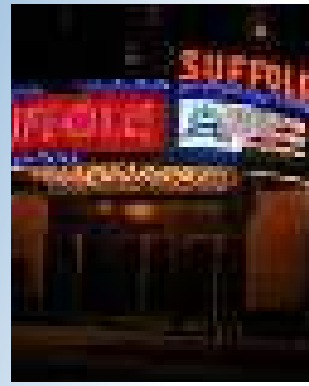


8/20/20



Dan's Papers always has showcased artists on the cover of the Publication. This support of the local art community has helped establish many new artists and furthered the already illustrious careers of many others. In 2012 Dan's Papers turned its attention to showcasing writers. Modeled after the great literary festivals of Europe, this celebration of the written word was designed to engage and inspire those with stories about life on the East End.

The Dan's Papers Literary Festival is the culmination of the month's long submission period in Dan's Papers Literary Prize. This day-long series of events, held at Guild Hall of East Hampton, includes the Dan's Papers Literary Prize Gala Awards Ceremony, Literary Luminaries Book Signing, and VIP Authors Dinner.



11/6/20



Take a ride around the East End, from Riverhead to Orient, from Westhampton Beach to Montauk, you'll see businesses proudly displaying their Dan's Papers Best of the Best awards—banners hanging over doorways, certificates showcased in windows and on walls. Local businesses covet the Dan's Papers Best of the Best designation, and readers engage with the competition in ever-growing numbers—over a million votes were cast by nearly 30,000 people in 2016!



2020

EDITORIAL CALENDAR

ISSUE DATE

EDITORIAL FOCUS

ISSUE DATE

EDITORIAL FOCUS

JANUARY 03 2020 PREVIEW
 10 HOUSE & HOME FOR THE NEW YEAR
 17 MARTIN LUTHER KING WEEKEND
 24 BEST OF THE BEST
 31 HEALTH & WELLNESS

FEBRUARY 07 VALENTINE'S DINING & GIFTS GUIDE
 14 SUMMER CAMPS » VALENTINE'S DAY
 21 HOUSE & HOME
 28 HARBORFROST

MARCH 06 HOUSE & HOME
 13 SUMMER CAMPS
 20 EAST END WEDDING GUIDE
 27 MONTAUK » ST. PATRICK'S DAY PARADE

APRIL 03 HOUSE & HOME
 10 EASTER
 17 SUMMER CAMPS
 24 THE GREAT OUTDOORS

MAY 01 HOUSE & HOME » MOTHER'S DAY GIFT GUIDE
 08 SUMMER CAMPS » MOTHER'S DAY
 15 SPECTACULAR SHELTER ISLAND
 22 MEMORIAL DAY ISSUE » ROSÉ SOIRÉE
 29 HOUSE & HOME

JUNE 05 THE WATER ISSUE
 12 SUMMER CAMPS
 19 FATHER'S DAY » SUMMER SOLSTICE
 26 HOUSE & HOME » SUMMER IS HERE

JULY 03 4TH OF JULY ISSUE
 10 HOUSE & HOME
 17 DAN'S TASTE OF TWO FORKS » GRILLHAMPTON
 24 FAMILY FUN
 31 DAN'S MONTACO

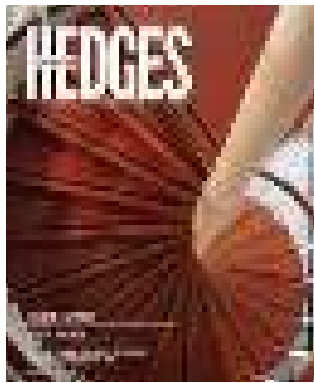
AUGUST 07 DAN'S ANNUAL KITE FLY
 14 HOUSE & HOME
 21 ARTISTS & WRITERS GAME
 28 OPEN OF HAMPTON CLASSIC » DAN'S LITERARY FESTIVAL

SEPTEMBER 04 LABOR DAY » HAMPTON CLASSIC » SAG HARBORFEST
 11 FALL PREVIEW » HOUSE & HOME
 18 CELEBRATE NORTH FORK
 25 WILD ABOUT WESTHAMPTON BEACH

OCTOBER 02 HIFF
 09 COLUMBUS DAY » SOUTHAMPTONFEST
 16 HOUSE & HOME
 23 GETAWAY GUIDE
 30 HALLOWEEN

NOVEMBER 06 WINTER WINE COUNTRY
 13 BEST OF THE BEST CELEBRATION ISSUE & WINNERS GUIDE
 20 THANKSGIVING » BLACK FRIDAY » HOUSE & HOME HOLIDAY
 27 SHOPPING » GIFT GUIDE

DECEMBER 04 HOUSE & HOME
 11 VILLAGE HOLIDAY SHOPPING » GIFT GUIDE
 18 HOLIDAY SPECTACULAR » CHRISTMAS (DOUBLE ISSUE)
 25 2020 YEAR IN REVIEW (DOUBLE ISSUE)



2020

SPECIALTY PUBLICATIONS EDITORIAL CALENDAR

SPECIAL PUBLICATION	DISTRIBUTION DATE	ADVERTISING DEADLINE*
---------------------	-------------------	-----------------------

SUMMER PREVIEW

MAY 15

MAY 1

BEHIND THE HEDGES » Summer 2020 Preview

MAY 22

MAY 7

DAN'S LIST

JUNE 12

MAY 21

BEHIND THE HEDGES » Outdoor Living

JUNE 19

JUNE 4

DAN'S TASTE OF SUMMER » Dining Guide

JUNE 26

JUNE 4

BEHIND THE HEDGES » The Water Issue

JULY 10

JUNE 25

BEHIND THE HEDGES » Luxurious Landscapes

JULY 17

JULY 6

BEHIND THE HEDGES » Summertime Entertaining

JULY 31

JULY 16

BEHIND THE HEDGES » The Art Of Architecture

AUG 14

JULY 30

BEHIND THE HEDGES » Incredible Interiors

AUG 28

AUG 13

BEHIND THE HEDGES » Columbus Day Weekend Edition

OCT 2

SEPT 17

HOLIDAY PREVIEW

NOV 20

NOV 5

* ALL DEADLINES ARE NOON THE DATE SHOWN UNLESS OTHERWISE NOTED.

Dan's PRINT SPECIFICATIONS

File Formats

All advertisements must be submitted digitally. Advertisers are encouraged to submit PDF and PDF/X1-A files provided that they are prepared for press-optimized printing in CMYK or GRAYSCALE formats. *All back copy/design used must be in 100% black, no rich black. Line screen must not exceed 75 lines per inch. If you need to send us graphic files, we can accept InDesign, Photoshop, or Illustrator in Macintosh format with fonts and pictures embedded or included. Production charges may apply for other formats. Ads may be emailed to ads@danspapers.com. FTP site available upon request. Files over 7MB must be uploaded to our FTP server. For an Acrobat Distiller job-options file and more information on creating acceptable PDF files, please contact the Production Manager.

All Photos and Artwork must be 300 dpi, actual size for CMYK or 150 dpi for GRAYSCALE. Acceptable file formats are jpeg, tiff, pdf and eps formats. When submitting applications files, include screen and printer fonts for use in producing the ad. On illustrations, it is recommended to convert text to outline, however outline text cannot be altered.

FULL BLEED SPREAD Bleed 21.75" x 14" Trim 21.25" x 13.5" Live Area 20" x 12.75" Gutter 2.25"	FULL NON-BLEED SPREAD Trim 20.25" x 12.75" Live Area 20" x 12.25" Gutter 2.25" (use gutter only if ad is not a centerfold)	GLOSSY FULL BLEED Bleed 11.125" x 14" Trim 10.625" x 13.5" Live Area 9.375" x 12.25"	NEWSPRINT FULL PAGE 9.375" x 12.25"
-----------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------	-----------------------------------------------

2/3 VERTICAL 6.187" x 12.25"	JUNIOR PAGE 6.187" x 9.125"	1/2 PAGE H 9.375" x 6"	1/3 PAGE H 9.375" x 3.75"	1/3 PAGE V 3" x 12.25"	1/3 PAGE 6.187" x 6"
----------------------------------------	---------------------------------------	----------------------------------	-------------------------------------	----------------------------------	--------------------------------

1/4 PAGE 4.5" x 6"	1/4 PAGE VERTICAL 3" x 9.125"	1/4 PAGE H 6.187" x 4.437"	1/6 PAGE VERTICAL 3" x 6"	1/6 PAGE H 6.187" x 2.875"	1/8 PAGE VERTICAL 3" x 4.437"
------------------------------	-----------------------------------------	--------------------------------------	-------------------------------------	--------------------------------------	-----------------------------------------

1/8 PAGE H 6.187" x 2.187"	1/12 PAGE VERTICAL 3" x 2.875"	1/12 PAGE HORIZONTAL 6.187" x 1.313"	BANNER 9.375" x 1.5"
--------------------------------------	------------------------------------------	------------------------------------------------	--------------------------------

MECHANICAL NOTES

BLEED

0.5" outside document edge

TYPE SAFETY

1.25" inside document edge

Dan's PRINT ADVERTISING RATES

Policies

In the event of typographical errors or wrong insertions, made in part of Dan's Papers staff or associates, Dan's Papers will run a corrected version of the advertisement. Dan's Papers responsibility for errors will not exceed the cost of the ad in which it appears. Publisher responsible for errors for one issue only. Claims for adjustment must be made within 30 days of publication. Advertisers shall notify their Account Executive of any such error in time for correction before the second insertion. Dan's Papers reserves the right to edit, alter or omit any advertisement. All advertising is subject to final approval by the Publisher.

If specific advertising positioning is requested, Dan's Papers tries to accommodate all reasonable requests. Positions are available and guaranteed for display ads for an additional charge (see rate card). Guaranteed placement is not available in the Classified Section, Service Directory, nor are color ad placement guarantees possible due to limited color availability. If advertiser does not meet the required frequency contracted for, advertiser agrees to accept and remit rate earned.

Advertiser and/or advertising agency assumes all liability for advertisements published (including illustrations, text, claims, etc.), and Dan's Papers assumes no financial responsibility for typographical errors or for omission of copy.

Deadlines

NEWSPRINT _____ **MONDAY, 12 NOON**
(5 Business days prior to publication)

GLOSSY _____ **FRIDAY, 12 NOON**
(11 Business days prior to publication)

COPY _____ **FRIDAY, 12 NOON**
(4 Business days prior to publication)

<u>NEWSPRINT</u>	<u>OPEN RATE</u>	<u>8X</u>	<u>16X</u>	<u>ANNUAL</u>
Full Page	\$3,352	\$2,704	\$2,248	\$2,090
2/3 Page	\$3,009	\$2,434	\$2,022	\$1,880
Junior Page	\$2,373	\$1,909	\$1,605	\$1,483
1/2 Page	\$2,165	\$1,725	\$1,457	\$1,346
1/3 Page	\$1,731	\$1,395	\$1,156	\$1,047
1/4 Page	\$1,262	\$1,006	\$845	\$794
1/6 Page	\$875	\$697	\$576	\$545
1/8 Page	\$637	\$519	\$427	\$397
1/12 Page	\$452	\$367	\$296	\$276
<u>GLOSSY</u>	<u>1X</u>	<u>8X</u>	<u>16X</u>	
Full Page	\$6,006	\$5,338	\$5,198	
Premium	\$7,568	\$6,392	\$6,215	
Cover 2/3	\$7,568	\$6,392	\$6,215	
Cover 4	\$10,810	\$8,816	\$7,911	

Terms & Conditions

All ad rates are net. Copy change (up to 2 proofs) are free of charge on in-house ads. New advertisers will be under our "cash with copy" policy until credit terms have been established. All insertions require a signed insertion order. Ads designed by Dan's Papers may not be used in other publications without permission. Advertisers with non-sufficient funds (NSF) for returned checks will be charged \$25.

Standard Guidelines

All advertisements must be submitted digitally. Dan's Papers will only accept GIF, JPEG or PNG for any website or digital email newsletter advertisement. If it is a In-House creative, all components must be emailed. The copy must be in plain text or Microsoft Word is acceptable. All artwork must be jpgs, eps or png, RGB and 72 dpi (dot per inch).

All digital ads will only be accepted as GIF, JPEG or PNG. Any animated advertisements will be accepted as GIFs and cannot exceed 30 seconds. Animated Ads are available on the website and only static Ads in the email newsletter. We currently do not accept any Flash files. All Ads must be sent as RGB, 72 dpi and not exceed 1 MB. Any Ads with a white background must have a minimum 1-pixel border to differentiate Ad from editorial content. *White backgrounds are recommended to not be 100% white but a slight grey of max 5%.

Any creative must be submitted 2 business days prior to launch date to your Dan's Papers sales contact or directly to the Art Director.

Proprietary emails if creating must be 850 x 1200 (maximum). If it is an interactive email, client must provide the raw source html code.

Policies

Dan's Papers reserves the right to edit, alter or omit any advertisement. All advertising is subject to final approval by the Publisher. All advertising content must be clearly differentiated from editorial content. Dan's Papers reserves the right to reject ads that are disparaging to Dan's Papers or have potential for user confusion.

Advertiser and/or advertising agency assumes all liability for advertisements published (including illustrations, text, claims, etc.), and Dan's Papers assumes no financial responsibility for typographical errors or for omission of copy.

Content Advertising And Integrated Content Guidelines

Dan's Papers will accept only digitally submitted documents for any website or digital email newsletter integrated content. The copy must be in plain text or Microsoft Word. All accompanying artwork must be jpgs, eps or png, RGB and 72 dpi (dot per inch); for website content, images must be no smaller than 900 x 600 pixels.

Sponsorship Guidelines

Each sponsorship is unique and customized. Please contact your Dan's Papers sales representative for guidelines.

Sizes Offered

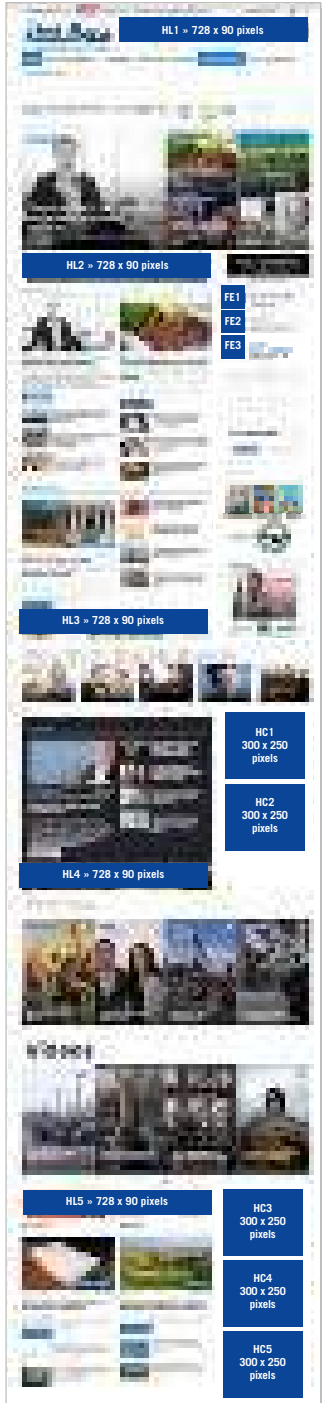
LEADERBOARD 728 X 90

**CUBE
300 X 250**

**SUPER
SKYSCRAPER**

**300
X
600**

Dan's DIGITAL ADVERTISING RATES



LEADERBOARDS

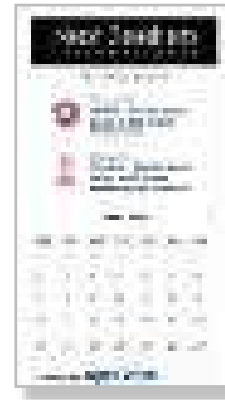
HL1 PER MONTH	\$1599
ROS 6 SLOTS MAX	
HL2 PER MONTH	\$1399
ROS 10 SLOTS MAX	
HL3 PER MONTH	\$1199
ROS 15 SLOTS MAX	
HL4 PER MONTH	\$1199
ROS 15 SLOTS MAX	
HL5 PER MONTH	\$1199
ROS 15 SLOTS MAX	

FEATURED EVENTS

FE1 PER WEEK	\$500
FE2 PER WEEK	\$400
FE3 PER WEEK	\$300

CUBES

HC1 PER MONTH	\$799
ROS 5 SLOTS MAX	
HC2 PER MONTH	\$699
ROS 5 SLOTS MAX	
HC3 PER MONTH	\$599
ROS 20 SLOTS MAX	
HC4 PER MONTH	\$599
ROS 20 SLOTS MAX	
HC5 PER MONTH	\$599
ROS 20 SLOTS MAX	



SPONSORSHIPS

	3 MONTHS	6 MONTHS	ANNUAL
CALENDAR	\$7,500	\$13,500	\$18,000
SOUTH O' THE HIGHWAY	\$5,000	\$10,000	\$18,000
BLOG DU JOUR	\$3,000	\$5,500	\$15,600
READ THE PAPER	\$3,000	\$3,800	\$18,000



CONTENT MARKETING

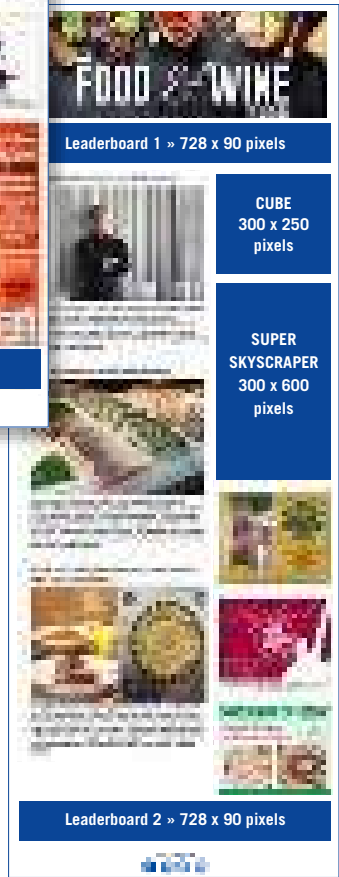
		12X
EXPERT/HOME	\$500/POST	\$4,800 (\$400)
EXPERT/HEALTH & WELLNESS	\$500/POST	\$4,800 (\$400)
DINING/OTHERS	\$500/POST	\$4,800 (\$400)

- Includes social media promotion of content on Dan's Papers Facebook, Twitter and Instagram

Dan's NEWSLETTER, SOCIAL & PROPRIETARY EMAIL RATES



	1X	8X	13X	26X
LEADERBOARD	\$726	\$429	\$368	\$307
TOP CUBE	\$605	\$321	\$263	\$204
CUBE	\$423	\$214	\$158	\$128
SUPER SKYSCRAPER	\$544	\$375	\$315	\$256
INTEGRATED CONTENT	\$665	\$429	\$367	\$307
BOTTOM LEADERBOARD	\$423	\$214	\$158	\$128



- Leaderboard, cube and native advertising positions on the must-read Dan's Hamptons Insider Newsletters
- Sent to the largest email database on the East End: 47,000+ opt-in subscribers



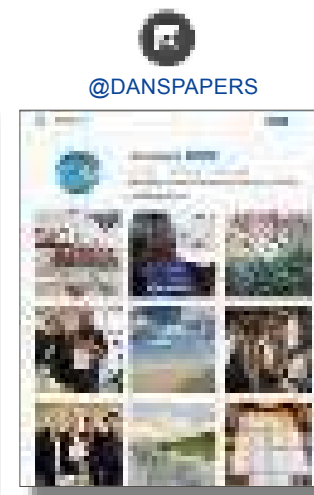
PROPRIETARY EMAIL

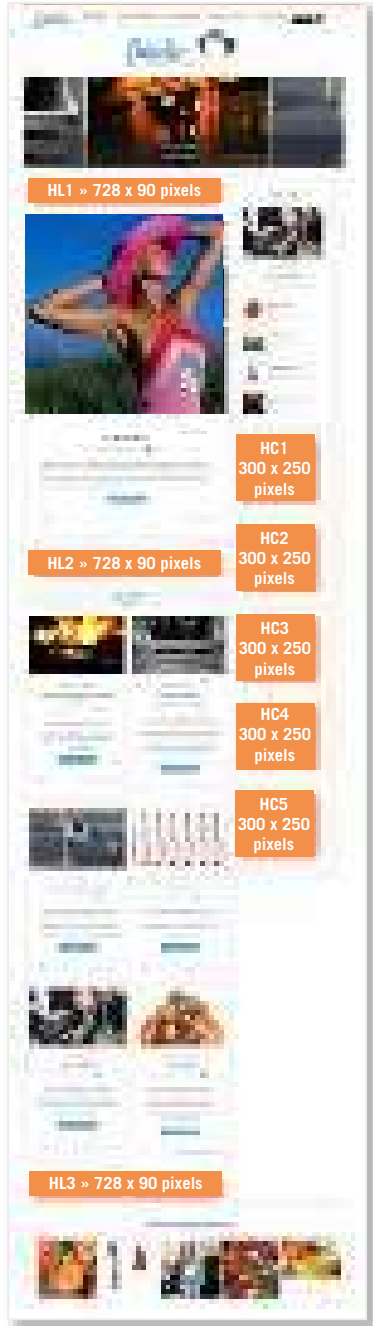
Per Email \$1825

800px Wide X (up to) 1400px long

- Custom designed email exclusively promoting your business
- You own 100% of the message and the content
- Sent to our 47,000+ opt-in database, making you a qualified Dan's Media Partner

SOCIAL POSTS: \$550 per post





DANIELLEHAMPTONS.COM:

Leaderboard (728 x 90) Home Page and ROS: \$799/mo
 Cube (300 x 250) Home Page and ROS: \$399/mo
 Leaderboard and Cube Home Page and ROS: \$1099

HOME PAGE SPONSORED POST:

Integrated Content posted on Home Page \$400 per post

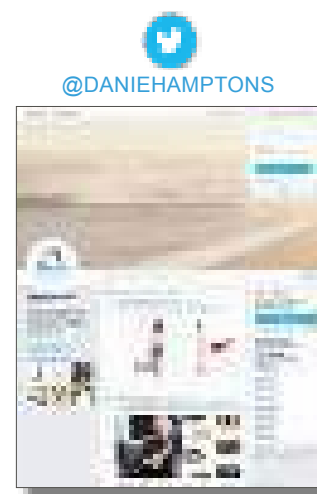
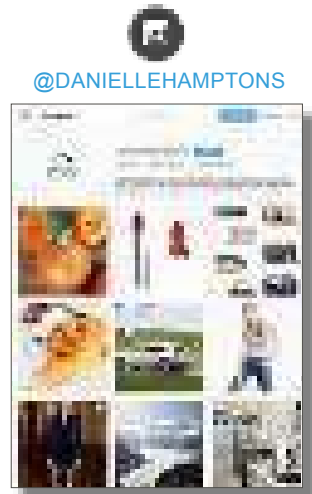
DANIELLE WEEKLY NEWSLETTER:

Sent to 47,000+ Dan's Papers opt-in subscribers AND posted to Danielle 20k+ followers on FB/Tw

Banners (970px x 112px) \$699 each
 Integrated Content \$899 each

DANIELLE SOCIAL POSTS:

50,000+ followers on Inst/FB/Tw \$500 per post



HEDGES PRINT SPECIFICATIONS

GLOSSY RATES	1X	3X	6X	12X
Premium Glossy Page	\$3,750	\$3,335	\$3,200	\$2,815
Inside Front Cover	\$4,125	\$3,700	\$3,500	\$3,100
Inside Front Spread	\$11,250	\$10,100	\$9,550	\$8,400
Center Spread	\$11,625	\$10,450	\$9,850	\$8,700
Inside Back Cover	\$4,125	\$3,700	\$3,500	\$3,100
Back Cover	\$5,625	\$5,050	\$4,800	\$4,200

AD SPECS

Full Page with Bleed

Bleed 11.125" x 14"
Trim 10.625" x 13.5"
Live Area 9.375" x 12.25"

Spread with Bleed

Bleed 11.125" x 14"
Trim 10.625" x 13.5"
Live Area 9.375" x 12.25"



HEDGES DIGITAL SPECIFICATIONS



BEHINDTHEHEDGES.COM

Leaderboard (970px X 112px)	\$629
Skyscraper (160px X 600px)	\$551
Billboard (970px X 250px)	\$734
Run of Site Cube (300px X 250px)	\$524

HEDGES DAILY NEWSLETTER

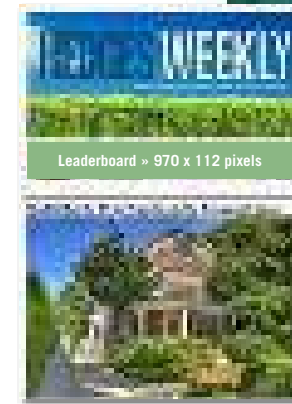
Leaderboard (970px X 112px)	\$419
-----------------------------	-------

HEDGES WEEKLY NEWSLETTER

Leaderboard (970px X 112px)	\$734
Intergrated Content	\$944

10-15%
OPEN RATE

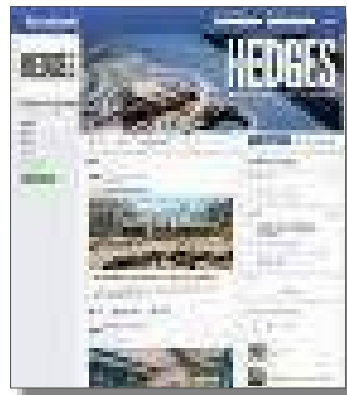
15-20%
CLICK
THROUGH
RATE



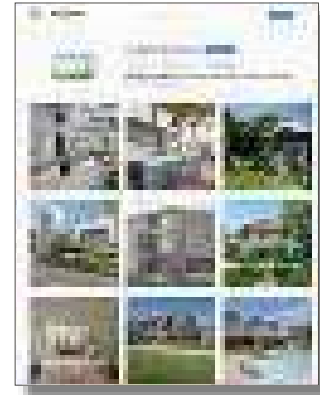
SOCIAL POSTS: \$525 per post



@BEHINDTHEHEDGES



@HEDGESHAMPTONS



@HEDGESHAMPTONS





DANS HAMPTONS
MEDIA
THIS IS THE HAMPTONS

What To Do. Where To Go. Where To Stay. Where To Play.

158 County Road 39 | Southampton, NY | 11968 | 631.537.0500

Visit DansHamptons.com to learn even more

