

# edible

MANHATTAN • BROOKLYN • LONG ISLAND • EAST END

## Rates & Specs

Banner Opportunities	Weekly	Monthly
Leaderboard	\$525	\$1,575
Wide Sidebar	\$315	\$945

E-mail Opportunities	All Lists	Manhattan	Brooklyn	Long Island	East End
Number of Subscribers	53,000+	39,365	18,069	6,286	10,351
Dedicated E-Blast	\$3,000	\$1,750	\$1,000	\$1,500 (Long Island & East End)	
Sponsored E-newsletter	\$2,000	\$1,400	(Manhattan & Brooklyn)		\$1,000 (Long Island & East End)

## DIGITAL RATES

Social Platform	Region	Per Post
Instagram	Manhattan <b>or</b> Brooklyn	\$750
Instagram	Long Island <b>or</b> East End	\$300
Facebook/Twitter Combo	Manhattan <b>or</b> Brooklyn	\$500
Facebook/Twitter Combo	Long Island <b>or</b> East End	\$250

## PRINT RATES

### NOTES

For pricing on preferred positioning, inserts, onserts, cover wraps, please speak with your ad sales representative for a customized quote.

- All advertisers receive print and online directory listing.
- Special Considerations: Nonprofits & Associations qualify for 15% discount off the listed rates.
- All rates are NET.
- Rates effective January 1–December 31, 2019.

Covers	1-3x	Full Year (4x)
Back Cover—Manhattan	\$5,200.00	\$3,900.00
Back Cover—Brooklyn	\$4,645.00	\$3,455.00
Back Cover—Long Island	\$3,815.00	\$2,870.00
Back Cover—East End	\$3,815.00	\$2,870.00
Inside Covers—Manhattan	\$3,860.00	\$2,760.00
Inside Covers—Brooklyn	\$3,310.00	\$2,320.00
Inside Covers—Long Island	\$2,760.00	\$1,930.00
Inside Covers—East End	\$2,760.00	\$1,930.00

Ad Size	1-3x	Full Year (4x)
Full Page	\$5,720.00	\$3,900.00
½ Horizontal/Vertical Page	\$3,641.00	\$2,480.00
⅓ Vertical Page	\$2,640.00	\$1,795.00
¼ Page	\$1,820.00	\$1,255.00
⅛ Page	\$1,095.00	\$745.00

**PRINT RATE BASE: 135,000**

## DIGITAL AD SPECS

**Deadline:** 1 week prior to posting

**Acceptable Formats:** Flash, GIF, HTML, JPG

**Maximum File Size:** 35k for Flash and GIF

**Ad Dimensions:**

- **Leaderboard:** 1180 x 146 pixels
- **Wide Sidebar:** 300 x 600 pixels

**Delivery:** Up to 15MB, e-mail

**Ads@ediblemanhattan.com**, or if over 15MB, use: **www.senduit.com**, or e-mail for Dropbox/FTP info

## PRINT CALENDAR

Issue Theme	Ad Reservation Due Date	Ad Materials Due Date	Publication Date
Drinks	February 1	February 15	March 15
Innovation	May 1	May 15	June 15
Travel	July 15	August 1	September 1
Celebration	October 1	October 15	November 15