



On Montauk, Your #1 Online and Free Local Travel Guide

On Montauk is the trusted, complete, up-to-date online and print local travel guide serving Montauk for the last 25 years. It includes life-style articles along with **real-time information** on restaurants, hotels, shops, night-life, attractions, events and fishing. On Montauk is a key part of the experience of visiting and living in Montauk.

ONLINE

OnMontauk.com is the only site that gives you real-time information on what's happening in Montauk. We've partnered with local businesses for up-to-date info on our online calendar with events and special promotions.

- 60% of visitors are between the ages of 18-34
- 54% are male, 46% female
- 60% of our traffic is from a Mobile device; the industry standard is 25%
- 99% of our traffic comes from NYC
- 85% via organic search: the industry standard is 45%
- We are the top 3rd site on Google (search word "Montauk")
- In 2015 there were over 250,000 unique visitors to our site.

PRINT

On Montauk print guide is a free, conveniently sized half-page glossy magazine with a friendly, useful pull out map of Montauk. We are distributed in over 130 locations in Montauk and publish three times annually, Spring, Summer and Fall (Winter).

PROMOTIONS

- Hampton Jitney Gift Bag Promo: 12 eastbound trips gift bag promo (see next page for details)
- Online promotional give-aways with our partners: Hamptons International Film Festival, Hampton Classic, Bay Street Theatre, Guild Hall etc.





ONLINE

OnMontauk.com is a one stop shop for everything On Montauk. It's the **only site** that gives you real-time information on what's happening in Montauk and complete listings of all businesses in Montauk.

- We've partnered with local businesses to include up-to-date info on our online calendar with events and special promotions.
- Our informational listings include all local Montauk businesses.
- We are scheduled to run online promotional ticket and packaged give-aways all Summer and Fall long from our partners at Guild Hall, Hampton's International Film Festival, Bay Street Theatre, Hamptons Classic, Uihlein's Marina, Gosman's Topside, Sole and more!
- Navigation Bar includes the following sections:

***LODGING • RESTAURANTS • SHOPPING •
*ENTERTAINMENT & EVENTS • RECREATION
• KIDS CORNER • TRANSPORTATION**
**Lodging and Wedding (under Entertainment & Events) pages make the most sense for real estate*

ONLINE PLACEMENT

MONTHLY Peak / Off-Peak

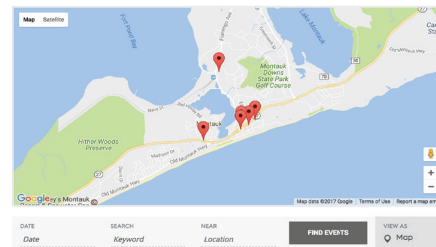
HP Leaderboard	\$649 / \$520
HP Skyscraper	\$593 / \$475
HP Cube	\$562 / \$450
Leaderboard	\$562 / \$450
Top Cube	\$468 / \$375
Skyscraper	\$437 / \$350

Peak months = May 1 - Oct. 31
Off-Peak months = Sep. 1 - Apr. 30



Get Everything On Montauk

Your #1 Guide to Getting the Most out of Montauk, New York

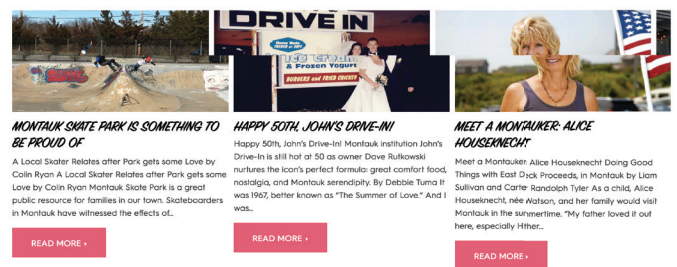


Upcoming Events

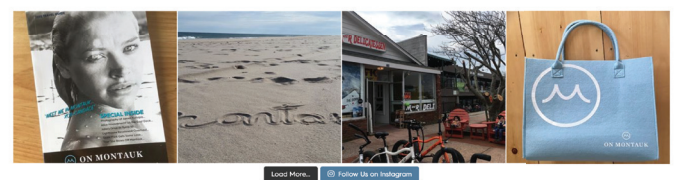
Montauk Lighthouse Museum
May 18 @ 10:30 am - June 18 @ 4:30 pm
Montauk Point Lighthouse, 200 Montauk Highway, Montauk, NY 11954 United States
Located at the tip of eastern Long Island, the magnificent Montauk Point Lighthouse, a Historical Landmark, provides an unforgettable 360° views of Block Island Sound, Atlantic Ocean and beyond. No visit to Montauk is complete without experiencing the top of Montauk Lighthouse. Our hours change seasonally and are weather permitting.
[Find out more >](#)

Music Festival On The Green
May 18 @ 9:00 am - May 21 @ 11:45 pm
Montauk Music Festival, 99 The Plaza
Montauk, NY 11954 United States
The Montauk Music Festival is a 4 day musical celebration featuring talented up-and-coming independent artists. Set against the backdrop of one of the most idyllic beach communities on the East End Coast, Montauk, NY, 100 artists boasting a wide variety of musical styles (from Alternative Rock, Folk, Pop, American, Reggae, Blues, Jazz, Bluegrass to Flamenco, Rap, Hip-Hop, Country, Metal and more...) will be performing free in the spirit of soaring original music with audiences and fellow musicians. If you need...
[Find out more >](#)

Latest Stories



On Instagram





PRINT

On Montauk print guide is a free, conveniently sized half-page glossy magazine with a friendly, useful pull out map of Montauk. Distribution points include: over 130 locations in Montauk, Williamsburg Brooklyn and the Hampton Jitney (for a promotional summer period).

- Published three times annually:
 - Spring edition for May-June with distribution of 20,000
 - Summer edition for July-August distribution of 25,000
 - Fall/Winter edition for September-winter months distribution of 15,000
- The guide is handed out to **every guest** checking in at all Montauk hotel and motels
- Plans to distribute up Island, Manhattan and Brooklyn are underway.
- Strategic partnerships with Guild Hall, Bay Street Theatre, Hampton International Film Festival and Hampton Classic include opportunities to distribute on their events and drive traffic to OnMontauk.com

DISTRIBUTION

MONTAUK

Over 130 locations in Montauk. See next page for full listing.

WILLIAMSBURG BROOKLYN, NY

- Gimmie Coffee
- Samesa Restaurant

PROMOTIONAL DISTRIBUTION

- Hampton Jitney from Jun. 30 - Sep. 1 (660 pcs.)
- Hampton Classic gift bags (500 pcs.)
- Greenport, NY





A Wave Inn
Air & Speed Surfshop
Airport
Amy's Closet
Anthony's Pancake
Atlantic Beach Realty
Atlantic Terrace
Beach MYC
Beach Plum
Beachcomber
Becker Hardware
Ben & Jerry's
Bird on the Roof
Bliss
Born Free Suites
Breakers Motel
BuddahBerry
Compass
Corcoran
County Park on East Lake
Culloden House
Daunt's Albatross East
Deborah Thompson
Deep Hollow Ranch
Douglas Elliman
Driftwood
Duryea's Lobster Deck
East Lake Marina
Fudge N Stuff
Goldberg's Bagels
Gosmans Market
Gosmans Restaurant
Gringo's
Gurneys
Harborside
Hartmans Briney Breezes
Herb's Market
Hermitage
Shagwong
Hither Hills State Park
Homeport
IGA Market
Inlet Seafood Restaurant
John's Drive-In
John's Pancake House
Joni's

Kai Kai Stores
Kai Lani
Katheryn Nadeau Custom
Framing
La Brisa
Land Shark
Last Hope Saloon
Left Hand Coffee
Lenhardt's
Lobster Roll
M & R Deli
Marshall & Sons
Martells
Martha Greene Real Estate
Meeting House Lane Medical
Montauk Bake Shop
Montauk Bike Shop
Montauk Blue Hotel
Montauk Brewing Co.
Montauk Chamber of Commerce
Montauk Clothing Co.
Montauk Corner Store
Montauk Downs
Montauk Juice Co.
Montauk Lake Club
Montauk Lighthouse
Montauk Mainstay
Montauk Manor
Montauk Marine Basin
Montauk Market
Montauk Playhouse
Montauk Sweatshirt Co.
Montauk Yacht Club
Montauket
Munch Box
Muse
Naturally Good
Navy Beach
Next Door
Nibi-MTK
O'Murphy
Ocean Colony
Ocean Resort Inn
Ocean Surf
Ocean Vista
Oceanside
Panoramic

Pauli's Bait & Tackle
Pizza Village
Point Bar & Grill
Primavera
Puff & Putt
Red Hook Lobster Pound
Rick's Crabby cowboy
Rough Riders Landing
Royal Atlantic
Rushmeyer's
Sail Inn
Salivar's
Sammy's
Sands Motel
Sausages and Pastabilities
Sea Crest
Sharkbites
Shine
Snug Harbor
Sole East
Sole East Beach
Soundview
Star Island Yacht Club
Stone Lion Inn
Summer Stock
Sun N Sound
Sunrise Guest House
Surf Club
Surf Lodge
Swallow East
Tale of Two Sisters
The Blue
The Dock
The Hideway
The Market
Tipperary Inn
Uihlein's Motel and Marina
Viking Fleet
Wavecrest
Waves
West Lake Marina
White Sands
White's Liquor Stores
Whites Drug and Department
Store
Windward Shores
Zum Schneider



Advertise on the Hampton Jitney with On Montauk

ON MONTAUK GIFT BAGS PLACED ON ALL 55 SEATS PER BUS X 12 TRIPS

Promote your business on the Jitney with On Montauk. Gift bags provided by On Montauk can include samples of your products, exclusive offers, special promotions, gift cards, etc. We can help you tailor promotional material or offers to include in the bag. Please ask us.

Take advantage of captive audiences on a 3+ hour eastbound bus ride during the height of peak season where you will have riders' undivided attention. Participate in this high impact promotion to reach your target audience traveling from NYC to the Hamptons.

Committment due: May 31

Samples/Promo (660 pieces) due: June 5

Scheduled on Friday eastbound trips:

June 30 (3 trips, 4th of July weekend) • July 7 (1 trip)
• July 21 (1 trip) • July 28 (2 trips) • Aug 8 (1 trip) • Aug
25 (1 trip) • Sept 1 (3 trips, Labor Day weekend).



DIRECT EXPOSURE TO 660 JITNEY PASSENGERS FOR \$600:

BAGS ARE PLACED ON EACH SEAT OF 12 SELECT
HIGH VOLUME, FRIDAY EVENING, EASTBOUND TRIPS.

JITNEY RIDERS:

- Single 61% Married 39%
- Female 51% : Male 49%
- 83% Acquires info online
- 58% are Executive Mgmt. Levels
- 35% are Top Executives
- 50% are between the ages of 21-34
- 25% are between the ages of 35-44
- Affluent target (high income levels)

Examples of what your business can offer:

Restaurant (full service, bars, fast food, coffee shop):

- Dine with us any weekday during off-peak months and get a free bottle of wine

Hotel/Motel:

- Visit us this fall and get 50% off your entire stay

Recreation (jet ski, bike, charter boats and surfboard rentals):

- Play with us this summer and receive 50% off your next rental any weekday during off-peak months

Services (hair salon, spa, house cleaning, yoga):

- Let us help you this summer and receive 50% off your next visit any weekday during off-peak months

Retail (clothing, souvenir):

- Receive 50% off when you visit us any weekday during off-peak months

Hampton Jitney Promotion Q & A

Q: What makes this opportunity so special?

A: Under any normal circumstance, this would be too costly for any one business to do on their own, but since this is a collective effort, it's brought the cost down to one flat fee of \$600 for each business to participate and make a huge impact on your exact target audience without wasting marketing dollars. ***Please note that this does not include the cost to produce whatever promotional item you'd like to give-away.***

Q: How does this work? What's the customer experience?

A: On each bus we reserve (55 passengers/bus), we will place an On Montauk tote bag on each seat before passengers board the bus. Each bag will include advertiser's gift/offer and an On Montauk Travel Guide. On Montauk will supply the beautiful high quality, full size, felt, beach bags (valued at \$35) to keep things contained. See picture in previous page.

Q: Will I have any online exposure?

A: Your offer will automatically be featured on our promotional page at On-Montauk.com. Fulfillment will also be required online. If you've purchase any online banner ads, they will be supplemented with additional banner ads to promote your offer as well.

Q: What trips will passengers get the bags on the buses?

A: We've reserved a total of 12 eastbound Friday only Jitney buses between Jun. 30 through Sept. 1st. The schedule is as follows: June 30 (3 trips for 4th of July weekend), July 7 (1 trip), July 21 (1 trip), July 28 (2 trips), Aug 8 (1 trip), Aug 25 (1 trip), Sept 1 (3 trips for Labor Day weekend). - Total 660 samples needed.

Q: What types of gifts or samples are being given away?

A: Advertiser's gift/sample can be anything you want. We recommend giving away a compelling coupon or offer. The coupon or offer can be printed on a postcard or printed on company stationary paper and packaged in a company envelope. We can help you figure out a promo that makes the most sense for you. We have an advertiser producing branded flashlight key chains with postcard message attached, I have another advertiser who ordered branded plastic cup tumblers so that people may use them on the beach.

Q: How are offers fulfilled?

A: Coupon or offer registration/fulfillment is something we can help with. There are different solutions depending on what technology you have, or not. We can also make your offer go viral if you wish.



PRINT Rates	Spring Edition	Summer/Fall (2 Editions)	Full Season All Editions
Full Page	\$1,155	\$2,450	\$2,700
2 Page Spread	\$2,000	\$3,500	\$5,000
Half Page	\$760	\$1,540	\$1,730
Quarter Page	\$420	\$825	\$930
Eighth Page	\$315	\$440	\$600
Listing	\$150	\$300	\$350

AD SIZES: Page Size 5.385"w x 8.385"h

Art work must be PDF, 300 dpi and CMYK.

Email to design@onmontauk.comFull Pg: (w/bleed) add 1/8 inch at cut edge
(no bleed) 4.5"w x 8"h1/2 Pg: 4.75"w x 3.8125"h
2.3125"w x 8"h1/4 Pg: 4.75"w x 1.875"h
2.3125"w x 3.8125"h

1/8 Pg: 2.3125"w x 1.875"h

**ONLINE
PLACEMENT****MONTHLY**

Peak / Off-Peak

HP Leaderboard \$649 / \$520

HP Skyscraper \$593 / \$475

HP Cube \$562 / \$450

Leaderboard \$562 / \$450

Top Cube \$468 / \$375

Skyscraper \$437 / \$350

Peak months = May 1 - Oct. 31

Off-Peak months = Sep. 1 - Apr. 30

BANNER SIZES: PIXELS (w x h)

(A) HP Leaderboard 728 x 90

(B) HP Skyscraper 300 x 600

(C) HP Cube 125 x 125

(D) Leaderboard 728 x 90

(E) Cube 300 x 250

(F) Skyscraper 300 x 600

(G) Bottom Cube 300 x 250

Artwork must be submitted as**PDF, 300 dpi and CMYK.**Email to design@onmontauk.com**ONLINE SECTIONS**Home Page • Calender • Lodging • Restaurants • Shopping •
Entertainment & Events • Recreation • Kids Corner • Transportation

Advertiser.....

Print Size/Editions.....

Email.....

Print Price.....

Address.....

Online Size/Mos.....

Phone.....

Online Price.....

Print Name.....

Total.....

Sign & Date.....

Deposit 25%.....

Make checks payable to Montauk Publishing, Inc.



Advertiser acknowledges that it has reviewed the Standard Terms and Conditions. The Standard Terms and Conditions, which can be accessed at www.onmontauk.com/termsandconditions are incorporated by reference into this contract. A hard copy is available upon request.