



ON MONTAUK®

2022 MEDIA KIT

The **ONLY** Online & Print MONTAUK EVENT CALENDAR and free Guide to the End

On Montauk is better than ever! The East End's famous travel guide since 1992 now includes Montauk's most comprehensive **Event Calendar**, a popular new website, a monthly email newsletter, expanded distribution throughout the east end, and promotions and partnerships.

CELEBRATE MONTAUK AND HOW WE LIVE... RELAX... EAT... PLAY... HERE!



PRINT • WEBSITE • EMAIL SOCIAL MEDIA • PARTNERSHIPS



More than just a magazine...

We're not just about selling you advertising space. Our mission is to help you get noticed and help your business grow. With so many options, marketing can be a confusing and expensive necessity and we try to make it as effective and efficient as possible.

ONLINE MARKETING (Website, Email and Social Media)

- On Montauk is the #1 site after Wikipedia on Google search
- 72% of site visitors are between the ages of 25-54
- 82% of our traffic comes from the Tristate area
- Top 4 visited pages: Home Page/Beaches/Calendar/Lodging
- 89% of visitors are new and 11% are returning

PRINT

- Custom distribution stands throughout the east end
- Distribution growing every year beyond Montauk

PROMOTIONS AND PARTNERSHIPS

We run exciting **Online Promotions** such as ticket give aways or free weekend stays with partners who have included Guild Hall, Hampton's International Film Festival, Hamptons Classic, local hotels and more! All advertisers are promoted on **social media** platforms and included in **SEO marketing** campaigns to generate awareness.



PRINT • WEBSITE • EMAIL • SOCIAL MEDIA PRIZE GIVE-AWAYS • PARTNERSHIPS



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 includes complete listings of all businesses.

HOMEPAGE

WEBSITE HIGHLIGHTS:

EVENT CALENDAR:

We've partnered with local businesses to be the only publication with a complete **Online Daily Event Calendar** that is updated in real-time (and Print).

ONLINE PROMOTIONS:

We run exciting Online Promotions such as ticket give-aways and post special offers prominently on our home page.

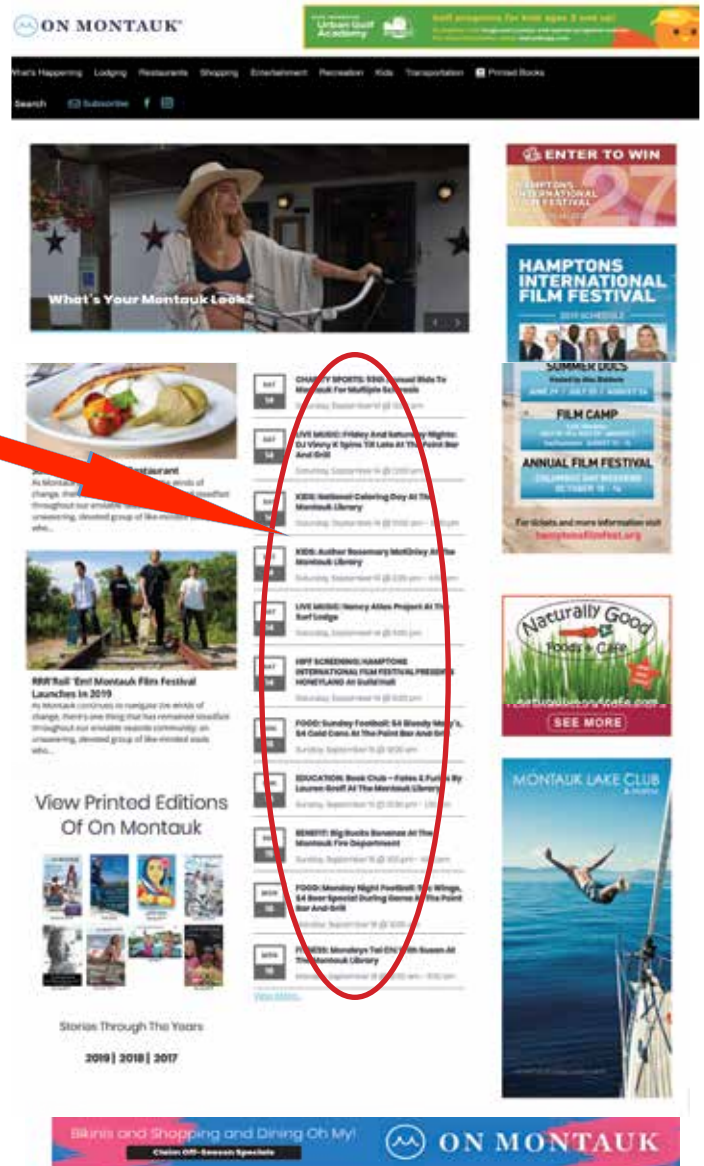
ARTICLES FROM OUR PRINT MAGAZINE:

All our print articles are posted online and archived for all of our visitors to browse and enjoy.

MONTAUK BUSINESS LISTINGS:

A complete list of all Montauk businesses includes info and descriptions. Advertisers are highlighted as a featured/recommended business to visit.

BUSINESS LISTINGS ON SUBPAGES:
EVENT CALENDAR • LODGING • RESTAURANTS
SHOPPING • ENTERTAINMENT & EVENTS
RECREATION • KIDS CORNER • TRANSPORTATION





MONTHLY E-NEWSLETTERS TO SUBSCRIBERS

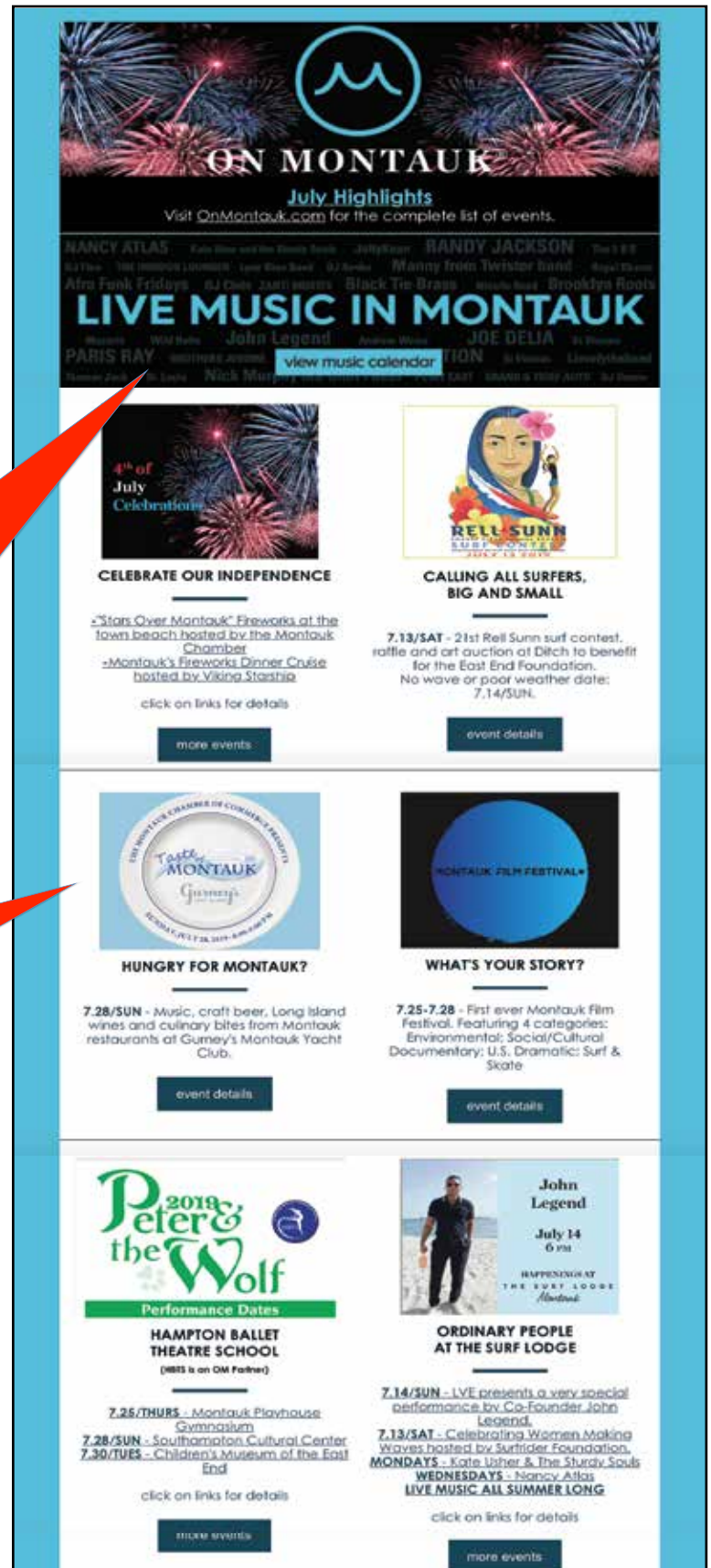
We are the only publication to email a monthly list of Montauk events. With an open rate of over 33% we are almost double the rate of 2018 industry standards. This means we are emailing to a highly engaged audience with very relevant information.

HERO BANNER

This is positioned at the very top of the email and repeated again in the body of the email.

CUBE BANNER

This is positioned in the body of the email under the appropriate category.





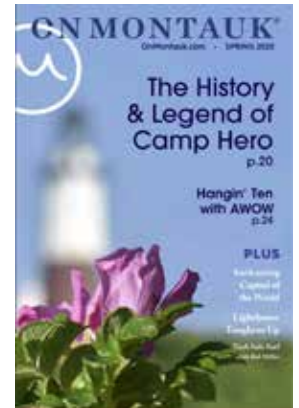
THE FREE PRINT GUIDE TO THE END

The On Montauk guide book is a conveniently sized glossy magazine with a handy fold-out map of Montauk and an unrivalled daily **Event Calendar**. It is indispensable to visitors.

- On Montauk is distributed and available all year, 12 months. On Montauk is handed out to guests at many Montauk hotels and motels. Over 50 new, high quality, On Montauk distribution racks are positioned at prime locations around the east end.
- On Montauk guide book drives traffic to our highly targeted website, **OnMontauk.com**.
- Special articles in each issue are focused exclusively on Montauk happenings, establishments and needle movers.

THE EVENT CALENDAR SUPPLEMENT

Out in stands in July 2022, the new EVENT CALENDAR SUPPLEMENT is a separate edition that will list all events happening in Montauk from July through the end of the year. You'll know where all your favorite local bands are playing every night, you'll know where to take your kids on a rainy day, and more.





E-NEWSLETTER BANNER RATE* RATE

(prices are for each email) (with Print Ad) (no Print Ad)

Hero Banner (one time) ☐ \$600 ☐ \$1,800

Hero Banner (3+ times) ☐ \$500 ☐ \$1,500

Cube Banner (one time) ☐ \$450 ☐ \$1,350

*Must purchase print ad to qualify for lowest E-Newsletter rate or else higher rates apply.

EMAIL HERO
600 X 225

**EMAIL
CUBE**
200 X 200

ONLINE WEB BANNER RATE* RATE

12-month Contract** (with Print Ad) (no Print Ad)

(A) All Pages Leaderboard
(Includes Calendar pages) ☐ \$600 ☐ \$1,800

(B) All Pages Skyscraper ☐ \$500 ☐ \$1,500

(C) All Pages Cube ☐ \$450 ☐ \$1,350

(D) Sub Page Leaderboard ☐ \$400 ☐ \$800

(E) Sub Page Skyscraper ☐ \$350 ☐ \$700

(F) Sub Page Cube ☐ \$300 ☐ \$600

*Must purchase print ad to qualify for lowest Online rate or else higher rates apply.

**Flexible start date (must be 12 consecutive months).

LEADERBOARD 728 X 90

CUBE
300 X 250

**SKY-
SCRAPER**
300 X 600

**WEB PAGES: HOME PAGE • EVENT CALENDAR • LODGING • RESTAURANTS • SHOPPING
ENTERTAINMENT & EVENTS • RECREATION • KIDS CORNER • TRANSPORTATION**

Advertiser.....

Print Placement/Size.....

Email.....

Print Price.....

Address.....

Online Size.....

Phone.....

Online Price.....

Print Name.....

E-Newsletter Size/Price.....

Sign & Date.....

Total.....

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.



GUIDE BOOK RATES

Full pg - FULL YEAR	<input type="checkbox"/> \$2,970
Premium pgs - FULL YEAR	<input type="checkbox"/> \$3,600
Half pg - FULL YEAR	<input type="checkbox"/> \$1,900
Quarter pg - FULL YEAR	<input type="checkbox"/> \$1,100
Back cover - JUL (1 month)	<input type="checkbox"/> \$2,500
Back cover - AUG (1 month)	<input type="checkbox"/> \$2,500
Back cover - MAY & JUN (2 months)	<input type="checkbox"/> \$2,000
Back cover - FALL & WINTER (8 months)	<input type="checkbox"/> \$2,000
Inside cover pg - JUL (1 month)	<input type="checkbox"/> \$1,750
Inside cover pg - AUG (1 month)	<input type="checkbox"/> \$1,750
Inside cover pg - MAY & JUN (2 months)	<input type="checkbox"/> \$1,000
Inside cover pg - FALL & WINTER (8 months)	<input type="checkbox"/> \$900

EVENT CALENDAR SUPP RATES

Events July through Dec,

Back Cover	<input type="checkbox"/> \$4,000
Inside cover pgs	<input type="checkbox"/> \$3,500
Premium pgs	<input type="checkbox"/> \$3,500
Full pg	<input type="checkbox"/> \$2,500

FULL PAGE
PAGE 5.26 x 8.38
TRIM 4.56 x 7.62
BLEED 5.50 x 8.625

HALF PAGE
TRIM 4.56 x 3.68
PAGE 4.75 x 3.82

QUARTER PAGE
PAGE 1.87 x 4.56
OR
2.31 x 3.82

Artwork must be submitted as PDF, 300dpi, CMYK to design@onmontauk.com

FALL & WINTER are a total of 8 months: SEP, OCT, NOV, DEC, JAN, FEB, MAR, APR.

INSIDE COVER PAGES are the inside page of the front cover and inside of back cover.

PREMIUM PAGES are inside front right and inside back left.

BACK COVER, INSIDE COVER PAGES AND PREMIUM PAGES must be submitted as a full page creative.

Advertiser.....

Print Placement/Size.....

Email.....

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Address.....

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Phone.....

Print Price.....

Print Name.....

Notes.....

Sign & Date.....

Print Total.....

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