

# ADVERTISE IN THE BROADSHEET

# 2024

# PRINT

## THE *BROADSHEET*

The *Broadsheet* has been Lower Manhattan's most-trusted residential newspaper since 1997. Sized at 15 x 22<sup>3</sup>/<sub>4</sub> inches, the *Broadsheet* is slightly longer and wider than *The New York Times*. It is printed every two weeks on each new moon and full moon, and distributed into more than 100 residential buildings, schools, community centers, libraries, and restaurants in Battery Park City, Tribeca, the Seaport, and the Financial District.

THE BROADSHEET		
2024 PRINT PUBLICATION DATES		
Issue Date	Space Close	Material Deadline
January 11	January 5	January 8
January 25	January 19	January 22
February 9	February 6	February 7
February 24	February 20	February 21
March 10	March 5	March 7
March 25	March 19	March 21
April 8	April 3	April 4
April 23	April 19	April 22
May 7	May 3	May 6
May 23	May 17	May 20
June 6	May 31	June 3
June 21	June 18	June 19
July 5 (delivered 7/3)	June 28	July 1
July 21	July 16	July 17
August 4	July 31	August 1
SUMMER HIATUS		
Sept. 2 (delivered 9/3)	August 27	August 29
September 17	September 13	September 16
October 2	September 27	September 30
October 17	October 11	October 14
November 1	October 29	October 30
November 15	November 12	November 13
December 1	November 26	November 27
December 15	December 10	December 11



# THE BROADSHEET

## 2024 PRINT AD SIZES AND RATES

**1 Column Box** (“WTC Hardware” ad at right)  
WIDTH: 1.8 INCHES, HEIGHT: 1.8 INCHES  
ONCE: \$125, 12 TIMES: \$100 EACH, 23 TIMES: \$75 EACH

**1 Column Vertical**  
WIDTH: 1.8 INCHES, HEIGHT: 3.8 INCHES  
ONCE \$225, 12 TIMES: \$200 EACH, 23 TIMES: \$175 EACH

**2 Column Horizontal** (“Tamid Synagogue” ad at right)  
WIDTH: 3.8 INCHES, HEIGHT: 1.8 INCHES  
ONCE \$225, 12 TIMES: \$200 EACH, 23 TIMES: \$175 EACH

**2 Column Box** (“Get Social” ad at right)  
WIDTH: 3.8 INCHES, HEIGHT: 3.8 INCHES  
ONCE: \$500, 12 TIMES: \$475 EACH, 23 TIMES: \$425 EACH

**2 Column Vertical** (“Tin Building” ad at right)  
WIDTH: 3.8 INCHES, HEIGHT: 6 INCHES  
ONCE: \$725, 12 TIMES: \$675 EACH, 23 TIMES: \$625 EACH

**3 Column Horizontal**  
WIDTH: 6 INCHES, HEIGHT: 4 INCHES  
ONCE: \$725, 12 TIMES: \$675 EACH, 23 TIMES: \$625 EACH

**Banner Ad** (7 columns wide, across the bottom of the page)  
14 INCHES X 2 INCHES  
ONCE: \$1,250, 12 TIMES: \$1,000, 23 TIMES: \$900 EACH  
14 INCHES X 4 INCHES  
ONCE: \$2,000, 12 TIMES: \$1,750, 23 TIMES: \$1,500 EACH

**1/4 Page**  
WIDTH: 6.75 INCHES, HEIGHT: 10.75 INCHES  
ONCE: \$2,200, 12 TIMES: \$2,100, 23 TIMES: \$2,000 EACH

**1/2 Page Horizontal** (“Brookdale Senior Living” ad at right)  
WIDTH: 14 INCHES, HEIGHT: 10.75 INCHES  
ONCE: \$2,750, 12 TIMES: \$2,600, 23 TIMES: \$2,400 EACH

**1/2 Page Vertical**  
WIDTH: 6.75 INCHES, HEIGHT: 20.5 INCHES  
ONCE: \$2,750, 12 TIMES: \$2,600, 23 TIMES: \$2,400 EACH

**Full Page**  
WIDTH: 14 INCHES, HEIGHT: 20.5 INCHES  
ONCE: \$3,850, 12 TIMES: \$3,550, 23 TIMES: \$3,100 EACH

**Custom sizes available**  
**Digital and print packages available**  
Submission Format: 300-dpi, pdf or jpg, CMYK mode

**Alison Simko**  
**Publisher**  
alison@ebroadsheet.com  
917-929-8375



**HOW TO SPEND A MILLION DOLLARS?**  
Submit Your Idea on Alleviating Traffic in Local Papers

**Weir Still Waiting**  
CITY HALL DEMANDS FID FUNDING FOR FID & SEAPORT RESILIENCY PLAN

**An Attractive Tract**  
MARTE PUSSES FOR NEW PARK AND BRIDGE SPACE ALONGSIDE THE BROOKLYN BRIDGE

**INN AND OUT**  
Site of Planned Hotel in FID Faces Revival

**NEWS & COMMENT**

**D**emotions are being stirred by the idea of spending up to a million dollars to build a new bridge over the East River. The project, known as the East River FID (Financial Infrastructure Development) project, is a joint effort by the City of New York and the Port Authority of New York and New Jersey. The project would build a new bridge over the East River, connecting the city to the island of Manhattan. The bridge would be a toll bridge, and the toll would be used to pay for the bridge's construction and maintenance. The project would also include a new park and a new bridge over the East River. The project would be a major development in the city, and it would be a major step towards building a more resilient city.

**M**arcello De Peralta, Esq., of Fulton Vittoria, LLP, is a leading real estate attorney in New York City. He has represented numerous clients in a wide range of real estate transactions, including the purchase and sale of residential and commercial property, the development of new real estate projects, and the negotiation of real estate contracts. He is also a frequent speaker at real estate seminars and conferences. He can be reached at (212) 512-1000.

**C**ouncil member Chinapriya Maitra is supporting a plan to build a new park and bridge over the East River. The project, known as the East River FID (Financial Infrastructure Development) project, is a joint effort by the City of New York and the Port Authority of New York and New Jersey. The project would build a new bridge over the East River, connecting the city to the island of Manhattan. The bridge would be a toll bridge, and the toll would be used to pay for the bridge's construction and maintenance. The project would also include a new park and a new bridge over the East River. The project would be a major development in the city, and it would be a major step towards building a more resilient city.

**R**esponding about Resiliency, the City of New York is working to build a more resilient city. The city is investing in a wide range of infrastructure projects, including the construction of new bridges, the renovation of existing bridges, and the development of new parks. The city is also investing in a wide range of social infrastructure projects, including the construction of new schools, the renovation of existing schools, and the development of new community centers. The city is committed to building a more resilient city, and it is committed to investing in the infrastructure and social infrastructure that will be needed to build a more resilient city.

**Trade Credit & Hardware**  
212-666-1066  
www.tradecredit.com

**TIN BUILDING**  
NOW HIRING  
CALLING EXPERIENCED SALES CREWS, CRUISE CHIEFS, & GUEST SERVICES MANAGERS  
www.tinbuilding.com/careers

**BATTERY PARK**  
VISION ASSOCIATES, PC  
Doctors of Ophthalmology  
www.batteryvision.com

**TAMID: THE DOWNTOWN SYNAGOGUE**  
THE HOME OF POSITIVE JUDAISM  
www.tamid.org

**Get Social**  
Business Card Apply Now To Receive  
Free Social Media Audit  
\$1,500 Advertising Spend  
Apply by November 30

**ARRIVALS & DEPARTURES**  
CRUISE SHIPS IN THE HARBOR  
www.batteryvision.com

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**A REPORT CARD ON RESILIENCY**  
Legend  
Current 100-year Floodplain  
Future Floodplain 2050s  
Future Floodplain 2100s

**RiverWatch**  
M...  
C...  
M...  
C...  
M...  
C...

**BATTERY PARK**  
VISION ASSOCIATES, PC  
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**A one-of-a-kind place for one-of-a-kind people**

Some people think senior living communities are all the same. Not true. Brookdale Battery Park City has something not many senior living communities offer:

Join us for our Veterans Benefits Seminar with Lyn Johnson, The Department of Veterans Affairs (VA) Outreach Specialist

You've served to benefit our country — now it's your turn to benefit, too. The VA offers benefits and perks that many veterans either don't know of or don't know how to take advantage of. So we have invited The Department of Veterans Affairs (VA) Outreach Specialist Lyn Johnson to our community to show you how you can do just that. Join us on Tuesday, November 1 from 1-4 p.m. over light refreshments to discover benefits to being a veteran you may not have known about.

For reservations and more information, call (212) 901-8555.

Brookdale Battery Park City  
Independent Living  
455 North End Avenue  
New York, New York 10022

# ADVERTISE IN THE BROADSHEET

# 2024

# DIGITAL

## THE BROADSHEETDAILY

Emailed free on weekday mornings to 4,626 subscribers, the *BroadsheetDAILY* has an open rate of 55% to 60% each day (compared to the industry average of 31%). The *BroadsheetDAILY* contains the latest news of Lower Manhattan, a calendar of the day's events, and other popular features including RiverWatch, Downtown Calendar, and Letters to the Editor. It is designed to be skimmed in a few minutes each morning. After the *BroadsheetDAILY* is published, stories are uploaded to *eBroadsheet.com*.



The Broadsheet - Lower Manhattan's Local Newspaper

[View as Webpage](#)



### A Lot to Consider

Brownfield Mitigation in FiDi Sparks Concerns



### Digital ad sizes and rates

At left, a screenshot of the top of the *BroadsheetDAILY* emailed to subscribers on June 15, 2023, is used as an example.

The "Firewords June 24" ad is a Basic Banner, sized at 600 x 250 pixels. Most digital ads in the *BroadsheetDAILY* are this size. Large Banner ads are more than double the size of the Basic Banner.

#### Basic Banner Ad

600 x 250 pixels  
 \$85/day  
 \$400/week  
 \$1,450/month

#### Large Banner Ad

600 x 600 pixels  
 \$155/day  
 \$725/week  
 \$2,750/month

#### Single-Sponsor Weekend Eblast

The single advertiser in a special Saturday morning edition of the *BroadsheetDAILY* has three ad placements (600 x 250, 600 x 600, and 600 x 900) around a popular calendar of weekend events. \$1,500.



## Reader Testimonials

Church Street School loves the Broadsheet! Our school is Lower Manhattan's nonprofit school for the arts and we have advertised with the Broadsheet from the beginning. With both print and internet options, the Broadsheet has a significant reach, is highly respected in the community and is the go-to paper for residents to get information. Church Street School has always gotten a good return (enrollment!) from our ads in the Broadsheet, and Robert and his staff are delightful to work with! I highly recommend the Broadsheet for everyone downtown's advertising needs.

*Lisa Ecklund-Flores, Founder, Church Street School for Music and Art*

The Broadsheet has given our school visibility in the Battery Park and Tribeca community. Often a parent will be relocated to New York City and will be looking for information about their community. The Broadsheet is the ideal guide to keeping in tune with what's going on in our local neighborhood. They are run by a great team of professionals and always work hard to accommodate our business. Many parents have found Buckle My Shoe through the Broadsheet and we are fortunate to advertise with them!

*Genvieve Johnson, Operations Director, Buckle My Shoe*

My perfect morning is a cup of coffee in bed and reading the Broadsheet-DAILY on my Ipad. Both stimulants open my eyes wonderfully to the immediate world around me. As a business owner in Battery Park City for the past 25 years, I have found the best way to reach local area residents is through The Broadsheet. The publication is without doubt the consistent 'go-to' source of local news and events. Advertising in the electronic and the printed product regularly produces a flow of customer inquiries and sales. Captain Patrick Harris, aboard *Ventura*, North Cove

As Publicity Director for the Wall Street Collectors Bourse at the Museum of American Finance for several years until I retired, it is with great pleasure that I endorse The Broadsheet and the Doorman's Guide. To be sure the quality and excellence of Broadsheet's advertising along with their editorial support were essential to the success of our Shows and contributed much to the Downtown Community's level of attendance. Not only did his coverage and outreach provide fine exposure for us, but Robert and his staff are extremely talented people and a pleasure to work with.

*Virginia Besas, Virginia Hunter Associates*

The Doorman's Guide is special and unique. People come up to me and say what a nice ad in the guide. We give it out at the Downtown Community Center and folks love it.

*Bob Townley, Founder and Executive Director, Manhattan Youth*

One of my first clients came to me via The Broadsheet, years ago, and another new one just called me last week, having seen my ad. The Broadsheet is a unique thread that connects our neighborhoods — BPC, FiDi and Tribeca — into a community.

*Elizabeth "Betsy" Buhler, Licensed Associate Real Estate Broker Citi Habitats*

The BroadsheetDAILY is by far the easiest way to keep up with what's going on here and I start every day with its stories, letters and photos not only provide needed info but superbly capture the spirit of our neighborhood.

*Ruth Ohman*

We love the Broadsheet. It has the best coverage of local news of interest to the lower Manhattan Community. The Broadsheet Daily gives us a heads up on local events that we can take advantage of that day.

*Paula and Jeff Galloway*

The Broadsheet is like reading an executive summary once every two weeks to know all about downtown happenings. As a downtown business owner and a resident, it is an invaluable source.

*Abraham Merchant*

Our entire family relies on The BroadsheetDAILY as a Survival Guide to life here in Lower Manhattan. We find detailed news and information about everything we need: friends, neighbors, events, politics, real estate, small businesses, restaurants, you name it. The headlines sparkle with wit and the banner photos are clever and thoughtful, often wry and always beautiful.

*Cindy Noe Grice*

The Broadsheet is one of the things that makes BPC feel like a small town in a big city.

*Lisa Safier*

The BroadsheetDAILY is how I start my day. It keeps me up to date on the happenings in the neighborhood. Everything from cool NYC events to Presidential visits to street closings. An essential neighborhood tool.

*Karen Barwick*

As a downtown resident, Pace University Dean for Students, and parent I look forward to reading the Broadsheet as soon as it is published. This fantastic informational newspaper allows me to be "in the know" on all the happenings, events, and issues of Lower Manhattan. Simply the best!

*Marijo Russell O'Grady, former Dean for Students, Pace University*

Everyday we start by reading the BroadsheetDaily! It is an awesome way to keep up with Lower Manhattan happenings.

*Tammy Meltzer, Chair, Community Board 1*

Each morning, the BroadsheetDAILY provides me with the news I need to do my job better. The Broadsheet doesn't only showcase the best of Downtown but offers important information about community meetings, and news that people who live, work or visit Lower Manhattan need to know. It's a must-read for me – and with terrific photography to boot!

*Jeff Simmons, Anat Gerstein*

The Broadsheet and the BroadsheetDAILY are indispensable resources for keeping track of news and daily life in Lower Manhattan. The coverage of downtown culture is unparalleled — comprehensive and informative, with great background about cultural events and the people behind the events.

*Gary S. Fagin, Founder, Knickerbocker Chamber Orchestra*

I read The Broadsheet everyday, as I depend on the up-to-date, local information. With construction changes on every front and security alerts, not to mention transportation disruptions, the Broadsheet is a "must-read." News of commercial growth and free entertainment events, including all of the activity on our waterfront. The bonus is the weekly report on the stars, so poetic in bringing the skies more fully in view, offering a lovely perspective!

*Sarah Smedley*

There is such a breadth of information in each issue that it boggles the mind. I feel I could read every word. That is often true for The New York Times, but with The Broadsheet, it is actually conceivable and the relevance-to-me quotient is so much higher. It truly is a feat that you perform. It is exciting to see that Matthew Fenton continues to be a mainstay of explaining things clearly. I hope you know what a powerful service you have.

*Zabby Hovey*

