

Able News Advertising Sales Kit



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Specs and rates as of October 2024



Who We Are

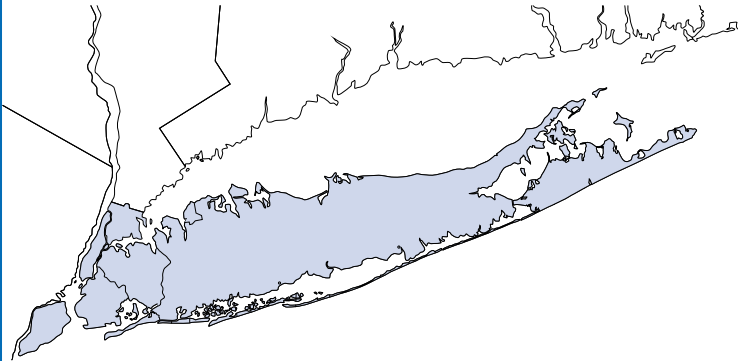
Founded in 1991, *Able News* has been a go-to resource for, by, and about people with disabilities for over 30 years. *Able News*, now under The Viscardi Center umbrella, is a monthly digital publication and news outlet that amplifies the perspectives of New York's diverse, vibrant disability community. Featuring national, state, and local news and updates through a disability lens, *Able News* reaches individuals with disabilities, caregivers, families, and professionals serving this population.


The Viscardi Center, which acquired *Able News* in October 2023, is a network of nonprofit organizations that serves children, adults, and veterans with disabilities on Long Island. Aligning with The Viscardi Center's 3 E's (Educate, Employ, Empower), *Able News* is proud to continue our decades-long commitment to providing vital information.


Our Readership

Our Audience

Our highly-engaged subscribers are active members of the disability community in New York and neighboring states.



 **65%**
identify as
female

 **58%**
have a
disability

 **34%**
work with
people with
disabilities



News, accessible
travel/entertainment,
health, sports, tech,
and the arts are
favorite reads



30%
are a **family member**
of someone with a
disability

Did you know? **1.463 million** people with disabilities live in New York City, Nassau and Suffolk counties.

Why Partner with *Able News*?



- ★ Reach a highly-engaged audience in the New York metro area and beyond with a vested interest in learning about, advocating for, and supporting people with disabilities.

- ★ Market your valuable products and services alongside a trusted community brand.

- ★ Recruit qualified talent with disabilities for your open positions to diversify your workforce.

- ★ Support an organization that is committed to advocating for the disability community and serving as a medium to amplify disability news lifestyle, culture, and resources.

Our Products

Fully Accessible Digital Publication (11 issues per year)

- ★ Our coveted monthly publication is delivered electronically to our subscribers.
- ★ Content will also be delivered through e-Newsletters.

State-of-the-Art Website

- ★ Our new, dynamic website is fully accessible and offers digital display and sponsored content advertising opportunities.

Expanded Reach

- ★ *Able News* also partners with community-based organizations and the events/expos, such as the Abilities Expo, Nassau County Games for the Physically Challenged and the ReelAbilities Film Festival.



Digital Edition Advertising Rates

Able News publishes 11 digital editions per year. All digital editions are posted to AbleNews.com and emailed to subscribers.

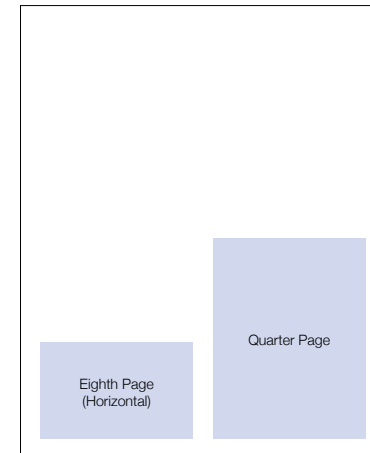
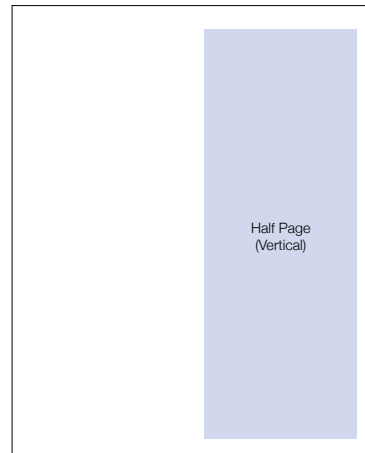
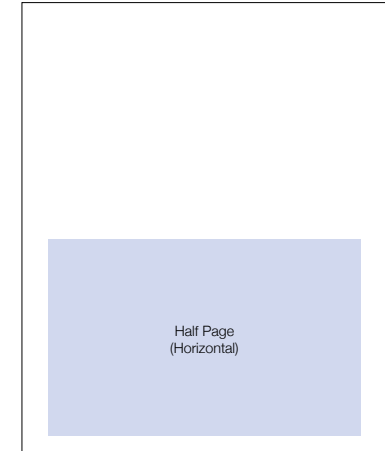
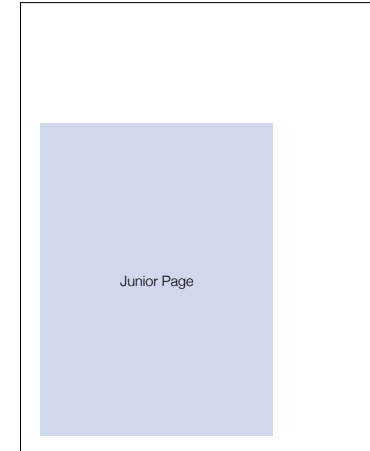
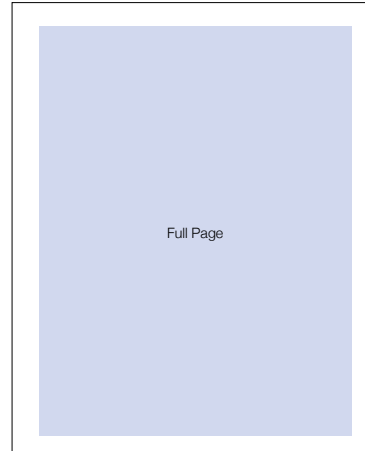
FREQUENCY	FULL PAGE	JR. PAGE	½ PAGE	¼ PAGE	⅛ PAGE	PREMIUM POSITIONS	
1x	1106	925	665	440	275	Back Cover	+20%
3x	1049	879	634	419	264	Insider Front Cover	+15%
6X	998	836	599	399	249	Inside Back Cover	+10%
11X	939	795	567	375	235		
PRICES FOR ALL AD UNITS NOW INCLUDE 4 COLOR!							

Classified Listings		Business Card Size
INDIVIDUAL: \$10 per 5 word line	BUSINESS: \$15 per 5 word line	\$175 (includes color)

Digital Edition Advertising Specs

PRINT AD SPECS	
	Width x Height
Full Page	9.75" x 12.75"
Junior Page	7.25" x 9.75"
Half Page (Horizontal)	9.75" x 6.125"
Half Page (Vertical)	4.75" x 12.75"
Quarter Page	4.75" x 6.125"
Eighth Page (Horizontal)	4.75" x 3"
Eighth Page (Vertical)	2.25" x 6.125"
Business Card	3.5" x 2"

Art deadline: 15th of the month prior.



Web Display Advertising Rates

Boost your web presence and build brand awareness within the disability community through web display advertising on AbleNews.com. Your ad will display in rotation across all pages of our website, including the homepage, articles landing page and more. Ads can also include a click through to a web page or PDF you provide.

All rates monthly in rotation across AbleNews.com

LEADERBOARD

\$500/month | \$1,125/quarter | \$3,900/annual

Among the most highly-coveted display ad positions on the web, found at the top of AbleNews.com pages.

TOWER/SKYSCRAPER

\$450/month | \$1,012/quarter | \$3,510/annual

An eye-catching vertical banner on the right rail of AbleNews.com. Best for interactive and visually-engaging content.

CUBE

\$400/month | \$900/quarter | \$3,120/annual

A staple of digital advertising. Appears on the right rail of AbleNews.com.

**QUARTERLY
COMMITMENT
25% OFF***

**ANNUAL
COMMITMENT
35% OFF***

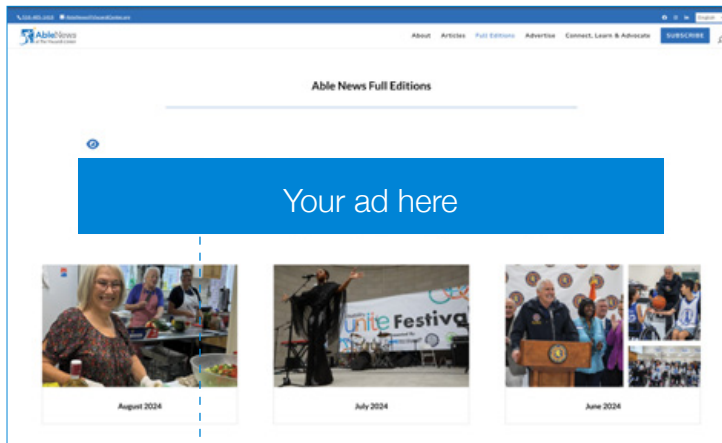
**Must be paid in full.*

Web Display Advertising Specs

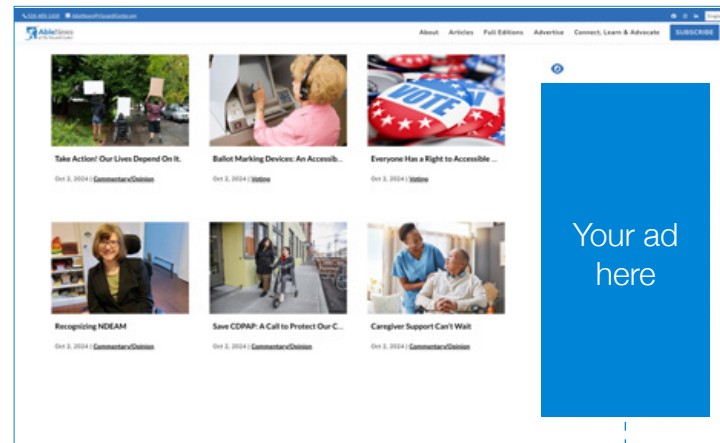
Ad Size	Ad Spec (pixels)
Leaderboard	1400x180

Ad Size	Ad Spec (pixels)
Tower/Skyscraper	360x800

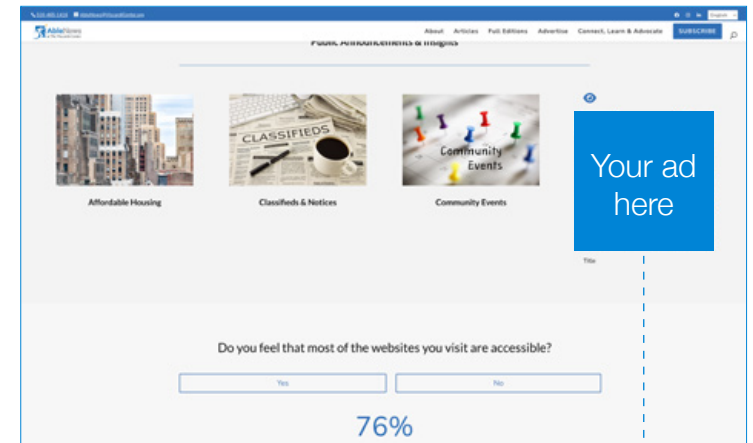
Ad Size	Ad Spec (pixels)
Cube	280x280



Leaderboard



Tower/Skyscraper



Cube

Art Deadline: 7 days prior to launch month. **File Type:** JPG or GIF

Affordable and Senior Housing Listings

Able News features a special area of our website showcasing affordable housing/senior property listings. Advertising properties with *Able News* meets the marketing requirements put forth by the NYC Department of Housing Preservation & Development. All ads are listed for 30 days and include color. In addition, all digital ads are made fully accessible for blind and low vision users utilizing screen readers.

WEBSITE PLACEMENT IN AFFORDABLE HOUSING SECTION OF SITE

FULL SIZE AD SPECS: Must be submitted as a PDF or Word Doc format sized 8 1/2" x 11" and cannot exceed 2 full pages	HALF SIZE AD SPECS: Must be submitted as a PDF or Word Doc format sized 8 1/2" x 5 1/2" and should take up no more than 1/2 of a full document page	QUARTER SIZE AD SPECS: Must be submitted as a PDF or Word Doc format sized 4 3/4" x 6 1/8" and should take up no more than 1/4 of a full document page
\$650 (incl. color)	\$350 (incl. color)	\$260 (incl. color)

DIGITAL EDITION & WEBSITE PLACEMENT

Able News offers bundle pricing to list your affordable housing/senior property in the digital edition and online at AbleNews.com. Web ads will be listed online for 30 days. Same creative must be used for the digital edition and website ad. Note the size differences which will need to be made to the submitted artwork. Refer to Page 7 for digital edition ad specifications.

FULL SIZE AD	HALF SIZE AD	QUARTER SIZE AD
\$1,298 (incl. color)	\$899 (incl. color)	\$650 (incl. color)

Sponsored Content

Align your 500-word story with our region’s trusted source for disability news and advocacy with sponsored content – a sure way to build brand awareness and emerge as a thought leader before our engaged readership. All content will be reviewed and edited by our expert editorial staff and marked as sponsored.

Digital Content Feature: \$1,200 per month

All sponsored content includes: a unique landing page on *AbleNews.com*, no article paywall, promotion across our website and digital channels.

Upgrade to Digital Edition & Website: \$1,500 per month

Reach a wider audience across all our content mediums by upgrading for a nominal fee. Stories will appear online and in the upcoming digital edition of *Able News*, and include a complimentary half page color ad near your sponsored content.

(NOTE: Ad must run in same digital edition as sponsored content.)

Monthly E-Edition Announcement



Each month *Able News* delivers a special email to our readers announcing the debut of the next digital edition. Become our “*Powered By*” partner and enjoy exclusive branding on every e-Edition email. Each announcement is sent to over 10,000 recipients.

Annual Commitment: \$3,500

Must be paid in full.

Advertise Everywhere and Save

A combination of digital edition and web display advertising ensures your brand reaches the entire *Able News* audience, everywhere they consume our products. Take advantage of our bonus savings for quarterly and annual contracts to make the most of your partnership with *Able News*.

Quarterly Package

- ★ 3 digital edition display ads of any size + 3 months of any web display ads on AbleNews.com, **get an additional 20% off entire package.**

Annual Package

- ★ 11 digital edition display ads of any size + 12 months of any web display ads on AbleNews.com, **get an additional 25% off entire package.**

Become Part Of
The *Able News*
Community Today

Advertising Sales/Questions

Wendy Kates
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516.465.1587

Editorial Questions and to Submit a News Tip

AbleNews@viscardicenter.org