

Able News Advertising Sales Kit



201 I.U. Willets Road
Albertson, NY 11507
Wendy Kates
wkates@viscardicenter.org
516.465.1587

Specs and rates as of July 2024



Who We Are

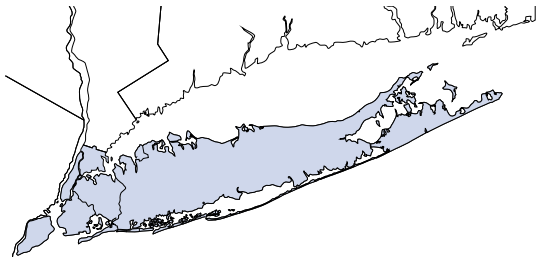
Founded in 1991, *Able News* has been a go-to resource for, by, and about people with disabilities for over 30 years. *Able News*, a publication of The Viscardi Center, is a monthly print periodical and digital news outlet that amplifies the perspectives of New York's diverse, vibrant disability community. Featuring national, state, 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.

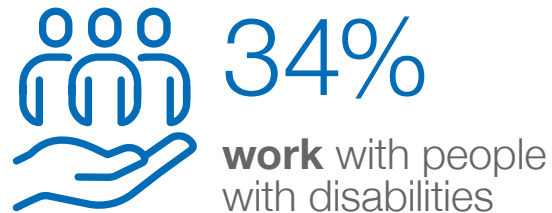
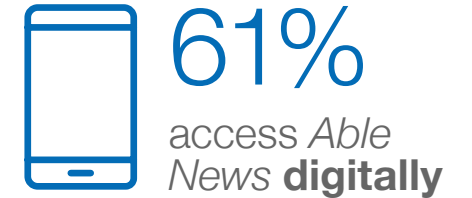
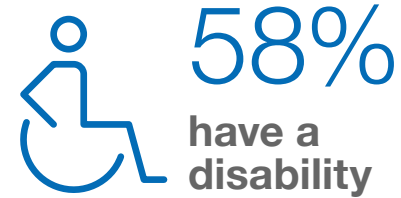
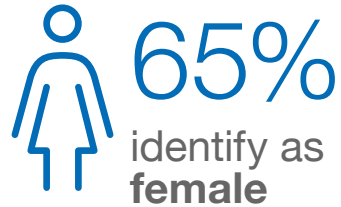
Our Readership

Our Audience

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



Readers can find us at locations that people with disabilities, their families, and caregivers gather, including service provider organizations, libraries, cultural institutions, and events/expos focusing on the disability community.



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 disabilities community and serving as a medium to amplify disability news lifestyle, culture, and resources.

Our Products

Monthly Print & Fully Accessible Digital Editions (11 issues per year)

- ★ Our coveted monthly publication is delivered in print and online to our subscribers and through our partners, and distributed at major events and expos for the disability community.
- ★ Readership: 11,560

State-of-the-Art Website

- ★ Watch for our new dynamic, and fully accessible, website coming soon.

Find *Able News* distributed at major community events such as:

- ★ Abilities Expo
- ★ Nassau County Games for the Physically Challenged
- ★ ReelAbilities Film Festival



Print Advertising Rates

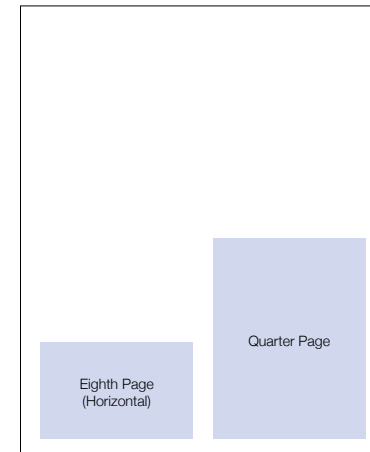
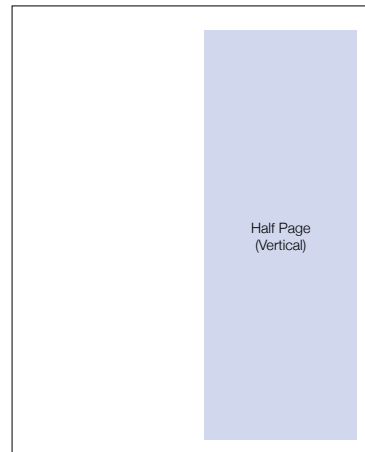
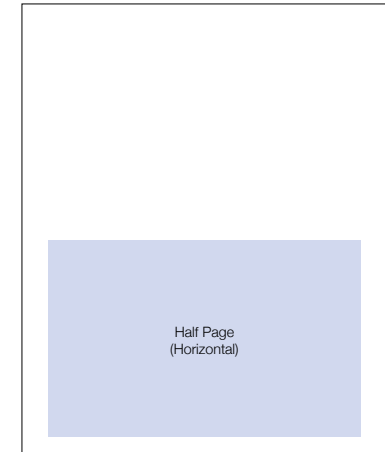
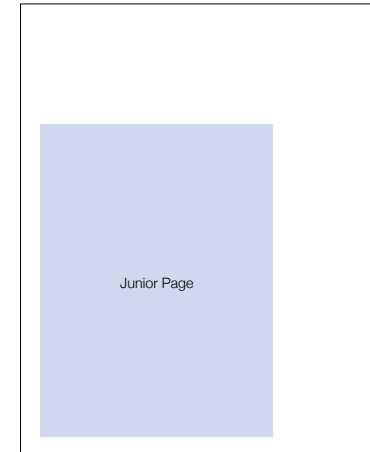
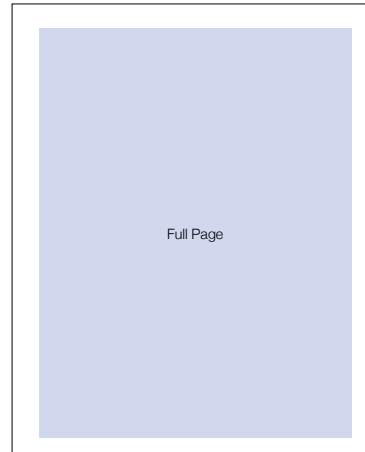
Able News publishes 11 editions per year, circulated in print to a readership of over 11,000, and available digitally to subscribers. All print media advertising will also appear in digital editions.

FREQUENCY	FULL PAGE	JR. PAGE	½ PAGE	¼ PAGE	1/8 PAGE	PREMIUM POSITIONS	
1x	1106	925	665	440	275	Back Cover	+20%
3x	1149	879	634	419	264	Insider Front Cover	+15%
6X	998	836	599	399	249	Inside Back Cover	+10%
11X	939	795	567	375	235		
4 COLOR ADS: +\$150 All rates are net. All rates listed are per insertion.							

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

Print 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"



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.

DIGITAL PLACEMENT

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 5 1/2" x 8 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" should take up no more than 1/4 of a full document page
\$650 (incl. color)	\$350 (incl. color)	\$260 (incl. color)

PRINT & DIGITAL

Able News offers bundle pricing to list your affordable housing/senior property listing online and in print. Print ads will appear in one monthly edition of *Able News* and will be listed online for 30 days. Same creative must be used in print and online. Ads include color. Refer to Page 7 for print specifications.

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

Sponsored Content

Align your 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 by our expert editorial staff and marked as sponsored.

Digital Sponsored Content Feature: \$1,200

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

(NOTE: Watch for our new *AbleNews.com*
website currently in development.)



Upgrade To Print + Digital: \$1,500

Bring your story to print! Reach
a wider audience across all our
content mediums by upgrading
to Print + Digital for a nominal
fee. Print stories will appear in the
upcoming edition of *Able News*
and will include a complimentary
half page ad near your sponsored
content.

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

Edition Monthly Announcement

Each month, *Able News* delivers an email to our membership announcing the debut of the latest digital edition. Become our “Powered By” partner and enjoy exclusive branding in every digital edition announcement email. Each announcement is sent to over 10,000 recipients.

Annual Commitment: \$3,500



Become Part Of The *Able News* Community Today

**Advertising Sales/Questions
About Print & Digital Creative**
Wendy Kates
wkates@viscardicenter.org
516.465.1587

**For Editorial Questions and
to Submit A News Tip**
AbleNews@viscardicenter.org