

NORWOOD NEWS

SERVING NORWOOD, BEDFORD PARK, KINGSBRIDGE HEIGHTS, FORDHAM, UNIVERSITY HEIGHTS

Norwood News Sales FAQ Page

What areas of the Bronx does the Norwood News Cover?

The *Norwood News* is an multi award-winning newspaper that covers the Bronx neighborhoods of Norwood, Bedford Park, Kingsbridge, Kingsbridge Heights, Fordham, Fordham Heights, University Heights, and the borough at large. It is one of the **only newspapers covering the Northwest Bronx!** The paper first began in 1988.

How many total copies are printed and distributed to?

The *Norwood News* has a loyal following of nearly 40,000 readers, with a total 15,000 copies sent to the following zip codes:

10467: 6,500, **10468:** 4,863, **10458:** 1,237, **10461:** 1,075, **10463:** 600, **10453:** 500, **10452:** 150 and **10462:** 75. We distribute to coffeeshops, police precincts, restaurants, pharmacies, banks, hospitals, schools and office complexes.

What are the demographics of your readers?

Using data from the U.S. Census, we've determined our readership base to be working to middle class with average incomes coming in at **\$37,098**. Average age of each reader is 33.2 ages, are populated more by women than men, and are predominantly Spanish with Spanish and English spoken at home. The *Norwood News*, because of its relationship with **Montefiore Medical Center**, distributes within the medical center's network of clinics, MMG sites and hospitals. Employees of Montefiore earn a median salary of \$55,000.

What are your rates?

We have attached an ad rate sheet to this email. Note: **Certain rates are negotiable. REPEAT: CERTAIN RATES ARE NEGOTIABLE.**

When do you go to print and when should ads be reserved?

We go to press every other Tuesday. A complete production schedule of 2016 and 2017 is attached. A contract is needed to be signed giving you the guarantee that your ad will be placed in the *Norwood News* or **YOUR MONEY BACK!**

What are your ad sizes? Do you have a specs sheet?

A specs sheet is attached to this email detailing the exact sizes to each of our ads that we run.

Who is in charge of designing an ad?

The *Norwood News* typically leaves it to the advertiser to design the ad. If they cannot do so then they can hire the services of our freelance graphic artist (*a separate fee is charged by the designer*).

How long will my ad run?

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Because we are a bi-weekly newspaper, each ad published in the *Norwood News* will be out to the public for 14 days, far longer than any other Bronx newspaper.

Do you barter?

Barter advertising is done on a case by case basis.

Who could I talk to to reserve ad space?

Call the paper's editor-in-chief, David Cruz, at [\(718\) 324-4998](tel:7183244998) or email at dcruz@norwoodnews.org.