

PRESENTED BY THE UNITED WAR VETERANS COUNCIL

SHARE YOUR MESSAGE IN SUPPORT OF OUR VIETNAM VETERANS!

Our Vietnam Veterans Day commemoration (Saturday, March 25, 2017) salutes those who served and sacrificed in Vietnam and honors their legacy by connecting veterans of all eras with vital services and resources.

Our event attracts over 500 attendees; 25,000 copies of our Newspaper Insert are printed and distributed via Downtown Express.

Learn more at uwvc.org/vietnam, or contact Kelly Bryan at 646.233.0853 or kbryan@uwvc.org.



25,000 copies printed	Inserted into March 23 issue of DOWNTOWN EXPRESS	Distributed at Vietnam Veterans Day (March 25)
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DEADLINES: Your desired ad size must be confirmed and payment received by March 15. Final ads are due March 18.

FORMAT: Ads must be saved as PDF, JPG or TIFF (300dpi). Email files to tmorkan@uwvc.org. In the body of your email, please include your company or organization name and contact information

CONTENT: Ads should include acknowledgement of our veterans/military. They may also promote organizations that provide services to our veteran/military community. Companies may also promote special offers for our veterans/military. Veteran-owned business should indicate their status in their ad copy.

Full Page
\$1,200
8.75" w x 11.5" h

Half Page \$650 8.75" w x 5.6875" h	
Quarter Page \$375 4.313" w x 5.6875" h	1/8 Page \$200 4.313" w x 2.78125" h
	1/16 Pg \$125 2.1" w x 2.78125" h

DOWNTOWN EXPRESS

The Newspaper of Lower Manhattan: Tribeca, City Hall, Financial District, Chinatown, Battery Park, South Street Seaport and World Trade

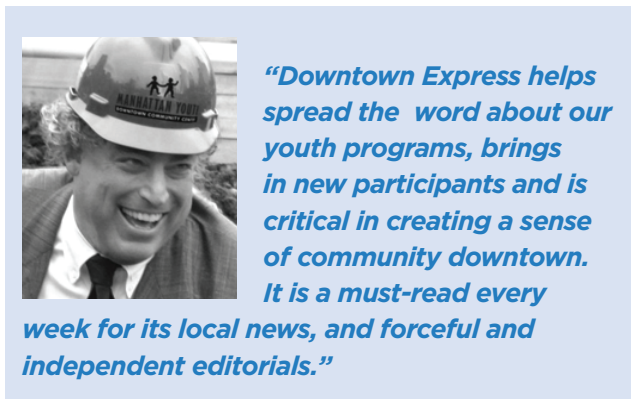
Downtown Express is a must-read in lower Manhattan, providing readers with crucial, ever-changing, in-depth information about quality-of-life, civic and political events, schools and business.

Downtown Express is proud to be the only publication focusing exclusively on all the neighborhoods below Canal Street: Tribeca, the Financial District, City Hall, the Seaport, Chinatown and Battery Park City.

We're proud recipients of the NYPA's first place award for Spot News Coverage and the second-place winner for editorials.

Downtown Express reaches an incredibly diverse mix of residents whose neighborhoods are bound together by their geography and their passion for being deeply connected to their community.

As lower New York continues its breathtaking pace of development with the addition of significant residential projects and the completion of the World Trade Center, the positive impact on the economy of these neighborhoods will be considerable. Downtown Express is a leading influence and resource to its residents and workforce.



“Downtown Express helps spread the word about our youth programs, brings in new participants and is critical in creating a sense of community downtown. It is a must-read every week for its local news, and forceful and independent editorials.”

Bob Townley
Executive Director
Manhattan Youth

DEMOGRAPHICS

Male 50%	College Educated 62%
Female 50%	Employed 87%
Median Age 37	Working Full Time 78%
Ages 25-34 18%	Professional 58%
Ages 35-54 66%	Married 26%
Median HHI \$68,500	Significant Other 42%
HHI \$50K+ 63%	With Kids 39%
HHI \$75K+ 47%	

SOURCE: Pulse Research

AUDIENCE

Print Edition

Reaching over 85,000 readers, Downtown Express is distributed every other Thursday with a residential focus in 350 street boxes, restaurants, bars, cafes, retail businesses, banks and many residential buildings. **Plus**, Downtown Express is inserted into every Sunday Daily News distributed below 34th Street bi-weekly. Includes all newsstand and home delivered copies! The print edition is also available online at www.downtownexpress.com.

Monthly Online Traffic

Over 42,000 Page Views
Over 24,000 Unique Visitors
Over 27,000 Visits

DAILY NEWS

Additional Distribution:
Inserted into the Sunday
Daily News from 34th
Street and Below



Courier Life Publications (Brooklyn) • The Brooklyn Paper (Brownstone Brooklyn)
NYC Community Media (Manhattan) • Gay City News • TimesLedger Newspapers (Queens)
Caribbean Life • Bronx Times & Bronx Times Reporter • Brooklyn Weekly, Queens Weekly, Bronx Weekly

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