

# PRODUCTION MEDIA KIT 2024

# LarchmontLedger

[larchmontledger.com](http://larchmontledger.com)

Monthly newspaper mailed to 7,168 homes  
in Larchmont including the Orienta and  
Old White Plains Road areas of Mamaroneck with  
50 distributed around town.

Zip Code: 10538

Population: 16,972 Owner Occupied Housing: 95.1%

Bachelor degree+: 83.6% Med. Family Income: \$169,084

## NEWSPAPER PRINT AD SIZES



## DIGITAL AD SIZES IN PIXELS

Custom sizes are available, including homepage popup ads.



## PRINT AD SPECIFICATIONS

All ads must be print-ready, CMYK PDF files.  
All colors must be CMYK, not RGB or spot colors.  
Make sure that all black is set at 100% black, not CMYK.  
Be careful not to use very small reverse type.  
Newsprint may fill in white type that is small.

## SENDING PRINT OR DIGITAL ADS TO:

Your Advertising Sales Executive and the  
Art Department at: [shorelineproduction@gmail.com](mailto:shorelineproduction@gmail.com)

## PUBLICATION DATES

| Material Deadline | Publishing Date |
|-------------------|-----------------|
| December 18       | January 4       |
| January 15        | February 1      |
| February 19       | March 5         |
| March 18          | April 2         |
| April 15          | May 1           |
| May 20            | June 4          |
| June 17           | July 2          |
| July 15           | August 1        |
| August 19         | September 4     |
| September 16      | October 1       |
| October 21        | November 5      |
| November 18       | December 3      |
| December 16       | January 2, 2025 |



629 Fifth Avenue, Suite 213

Pelham, New York 10803

914-738-7869