



The Chief

Civil Service **LEADER**
THE CIVIL EMPLOYEES' WEEKLY

Established 1897

CONTACT:

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MEDIA KIT

277 Broadway
Suite 1506
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www.thechief-leader.com

Effective May 2008

PROFILE

The Chief-Leader is a New York City-based weekly civil service newspaper that focuses on municipal government and its labor unions while also covering issues affecting New York State and Federal employees.

Established in 1897 as an independent paper initially targeting city firefighters, The Chief's coverage has expanded to encompass all public workers, from police and correction officers to teachers and clerical employees.

Often referred to as the Civil Service Bible, The Chief-Leader is the only publication solely dedicated to New York's civil service employees. It is an ideal publication for advertisers who seek to target this specific market representing an annual payroll of billions of dollars and in a medium not saturated.

DISTRIBUTION

In addition to being distributed weekly to newsstands throughout the New York metropolitan area and surrounding counties, The Chief-Leader also has a paid print subscriber readership. Plus, our new online edition is building a strong following.

CIRCULATION

The Chief boasts a readership of more than 120,000 dedicated city, state and Federal service employees.

THE CHIEF-LEADER READER PROFILE

(New York City Public Sector Workforce)

Average income - \$51,000

Male = 45% Female = 55%

42% are between 25-44 years of age

52% are over 45 years of age

Median age = 44

(Source: Analysis of pooled American Community Survey data 2002-2004)

PUBLIC SECTOR EMPLOYMENT BY BOROUGH (2004)

Borough	% of Employed Residents Working in Public Sector	% of Public Sector Workers Living in Borough	% of City Population
Bronx	18%	17%	17%
Brooklyn	17%	34%	31%
Manhattan	10%	14%	19%
Queens	14%	27%	28%
Staten Island	21%	8%	6%

(Source: Census Bureau's American Community Survey)

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ADVERTISING

ON-LINE EDITION

A wonderful opportunity to deliver your message and strengthen your brand.

ONLINE RATES & AVAILABLE LOCATIONS

Effective May 2008

	Button	Banner Below Fold
News of the Week	\$600/mth	N/A
Editorial Page	\$500/mth	\$750/mth
Razzle Dazzle	\$500/mth	N/A
Letters to the Editor	\$500/mth	\$750/mth
Professionals Column	\$400/mth	N/A
Exam Results	\$400/mth	\$750/mth
News Archive	\$300/mth	\$650/mth

All prices are net - Locations are based on availability.

Ads will link to your website.

Average Monthly Page Views - 161,500

Average Monthly Visitor Sessions - 118,000

Select High Visibility Locations Available

Multiple Monthly Discounts

Ad locations are exclusive.

ARTWORK / MATERIALS

Standard file formats: GIF, JPG, HTML, PDF.

E-mail files to thechief.leader@rcn.com

Design assistance available for additional fee.

GENERAL CONDITIONS

The Publisher reserves the right to omit advertisements deemed unacceptable. All contracts include a clause guaranteeing short rates in event of non-fulfillment. Locations are based on availability. ALL PRICES ARE NET.

TERMS OF CREDIT

All accounts are due and payable within 30 days of invoice date. New accounts may be required to prepay. A charge of \$20.00 will be applied on all returned checks.



BANNER AD
468 px x 60 px, 12KB max)

BUTTON AD
120 px x 90 px, 12KB max)

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