Forged from a wave of fire, this was the birth of Rockaway’s hometown newspaper. In September of 1892, a huge fire had swept through and destroyed a four city block area of Rockaway Beach. At the time, newspapers were delivered to the outer boroughs by trains. Now these same trains were being used as emergency vehicles to distribute supplies and man-power to the affected area. Without the newspapers, there was no other source of current information, until local print shop owner, James Keenan, decided to change all that. He began printing a one-page, weekly broadsheet containing information about what was happening with the fire. He received an overwhelming response as people all over were trying to get their hands on his flyer. It was at this point he realized Rockaway needed a paper of its own. He began publishing “The Wave”, which he named not after the ocean’s waves that lick Rockaway’s shores but from the wave of fire that had so affected his hometown and inspired his new business venture. The rest, as they say, is history. Since then, The Wave has been dedicated to providing the community of Rockaway a weekly resource of current events and as a vital tool in which to defend their first amendment rights. The Wave also provides all the small businesses in Rockaway an opportunity to reach their consumers, who so desperately need their services.

That is why they say ...

“Everybody reads The Wave.”
<table>
<thead>
<tr>
<th>Reason</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>MARKET PENETRATION:</strong> A total of 12,000 Wave newspapers reach 37,000 households in the Rockaways. That's an extremely high &quot;penetration&quot; ratio.</td>
</tr>
<tr>
<td>2</td>
<td><strong>PAID CIRCULATION:</strong> Our newspapers aren't free &quot;throwaways,&quot; They are invited, valued guests in the homes of our readers.</td>
</tr>
<tr>
<td>3</td>
<td><strong>STRONG NATIONAL PRESENCE:</strong> We send over 1,000 papers each week to readers across the U.S. Those readers have a great interest in Rockaway and will remember your business when they visit.</td>
</tr>
<tr>
<td>4</td>
<td><strong>COMPETITIVE RATES:</strong> Our &quot;cost per thousand&quot; compares favorably with other newspapers of our size and reach.</td>
</tr>
<tr>
<td>5</td>
<td><strong>GUARANTEED SERVICE:</strong> Our goal is to be your partner. We pledge that we'll do all we can to help your business prosper.</td>
</tr>
<tr>
<td>6</td>
<td><strong>AWARD-WINNING CONTENT:</strong> The news in our papers is compiled and written by a professional staff. That's why &quot;everybody reads The Wave&quot;.</td>
</tr>
<tr>
<td>7</td>
<td><strong>AS A WEEKLY PUBLICATION, YOUR AD REMAINS FRESH</strong> before our readership all week long, just long enough for a thorough read. With a daily, if the reader doesn't see the ad today, they probably never will.</td>
</tr>
<tr>
<td>8</td>
<td><strong>NO FRAGMENTATION:</strong> Since we're the dominant media in the Rockaways, there's no alternative paper or radio buys to worry about.</td>
</tr>
<tr>
<td>9</td>
<td><strong>AD DESIGN IS ALWAYS FREE</strong> No &quot;Makeup&quot; fees or the like. Professional composition is included in the price.</td>
</tr>
<tr>
<td>10</td>
<td><strong>PROVEN SUCCESS:</strong> In any given week, we have 200+ businesses advertising in our newspaper, including the most prosperous.</td>
</tr>
</tbody>
</table>
That’s the population of Rockaway, a group of south Queens beach communities that include some of the most affluent in the nation. Breezy Point, Neponsit, Belle Harbor, Bayswater and the Rockaways are home to families with high per capita income, professional backgrounds and growing children, who prefer to remain with the community in which they were raised.

Ongoing new construction throughout the Rockaways is attracting many new, young, and affluent families. Rockaway’s more than 40,000 and growing families offer enormous buying potential and an untapped market for retailers and professional businesses located only a short 15 minute car ride away in neighboring Brooklyn, Howard Beach, Ozone Park, and the Five Towns of Nassau County.

You can reach these customers effectively and economically through an advertisement in The WAVE, a paid weekly publication serving the Rockaways since 1893. A loyal and responsive readership purchases over 12,000 WAVE newspapers every week at over 100 locations throughout the Rockaways and Broad Channel.
ROCKAWAY DEMOGRAPHICS

By Zip Code

11691
Total Population: 60,035
Median Age: 32.1
Total Households: 19,518
Average Household Income: $49,446
Median Household Income: $36,181

11692
Total Population: 18,540
Median Age: 32.5
Total Households: 6,195
Average Household Income: $49,263
Median Household Income: $37,044

11693
Total Population: 11,916
Median Age: 38.4
Total Households: 4,703
Average Household Income: $59,728
Median Household Income: $44,945

11694
Total Population: 20,408
Median Age: 44.8
Total Households: 8,276
Average Household Income: $89,773
Median Household Income: $63,436

11697
Total Population: 4,079
Median Age: 49.4
Total Households: 1,736
Average Household Income: $97,525
Median Household Income: $76,210

GRAND TOTAL
Population: 114,978 • Total Households: 40,428

Sources: US Census Bureau and clrsearch.com
Advertising Rates With

The Wave

Rockaway’s Newspaper Since 1893

PRICES EFFECTIVE AS OF 9/1/19

THE WAVE - Local newspaper, published weekly on Fridays. Established 1893, 50¢ per copy, circulation 12,300 U.S. Post Office audited, serving the areas of Breezy Point, Rockaway Point, Roxbury, Neponsit, Belle Harbor, Rockaway Park, Seaside, Broad Channel, Holland, Hammels, Arverne, Edgemere, Far Rockaway, Bayswater, and Five Towns.

POSITIONING OF ADS

Right hand position will be granted if space is available. No advertiser is guaranteed right side unless preferred position of 25% additional is paid.

DEADLINES

Deadline for Display Ads is 5:00 p.m. Tuesday for next edition. If proof is required the deadline is 5:00 p.m. Monday. Deadline for Classified Ads is Wednesday 5:00 p.m.

PAYMENT

For new accounts payment is required in advance for the first four ads. All accounts with past due balances over 30 days will be charged a fee of 18% (annual rate). In the event a cash payment is made to sales representatives you must receive a numbered receipt. Do not make cash payment without receiving a Wave numbered receipt.

SPECIALTY ARTWORK - Prices are full color. Black/white ads get 10% discount.

<table>
<thead>
<tr>
<th>BACK PAGE</th>
<th>1-3 TIMES</th>
<th>4-8 TIMES</th>
<th>9-25 TIMES</th>
<th>26 OR MORE</th>
<th>INTERNET</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$850.00</td>
<td></td>
<td></td>
<td></td>
<td>Posts</td>
</tr>
<tr>
<td></td>
<td>per week</td>
<td></td>
<td></td>
<td></td>
<td>Guaranteed</td>
</tr>
<tr>
<td>FULL</td>
<td>700.00</td>
<td>600.00</td>
<td>525.00</td>
<td>500.00</td>
<td>To Reach</td>
</tr>
<tr>
<td>JUNIOR FULL</td>
<td>470.00</td>
<td>400.00</td>
<td>380.00</td>
<td>350.00</td>
<td>1,000</td>
</tr>
<tr>
<td>HALF</td>
<td>370.00</td>
<td>325.00</td>
<td>310.00</td>
<td>300.00</td>
<td>People</td>
</tr>
<tr>
<td>QUARTER</td>
<td>185.00</td>
<td>175.00</td>
<td>165.00</td>
<td>150.00</td>
<td>$100</td>
</tr>
<tr>
<td>EIGHTH</td>
<td>100.00</td>
<td>95.00</td>
<td>85.00</td>
<td>80.00</td>
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</tr>
<tr>
<td>SIXTEENTH</td>
<td>60.00</td>
<td>50.00</td>
<td>45.00</td>
<td>40.00</td>
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</tr>
</tbody>
</table>

ALL PRICES ARE NET

CLASSIFIED

20 words or less $15.00. Each additional word 35¢. Repeat 50¢ deduction. Telephone number counts as one word. Refunds given only as credit.

AD-ETTES

Ad-ettes (boxed advertisements in classified section) are $25.00 gross per column inch.

LEGAL NOTICES

Run of press, $1.00 per line, per insertion. Count approximately 5 words to a line. Notarized affidavits $15, sent after payment.

PREPRINTED INSERTS

$50 Net Per Thousand

4 - COLOR BUSINESS DIRECTORY

MUST BE PAID IN ADVANCE

6 weeks @ 34.00 .......... $204.00
9 weeks @ 32.00 .......... $288.00
12 weeks @ 30.00 .......... $360.00
20 weeks @ 28.00 .......... $560.00

TYPOGRAPHICAL ERRORS

The Wave assumes no financial obligation for typographical errors in advertisements, but when notified promptly will reprint that part of the advertisement in which the error occurs. We assume no responsibility if the advertiser required a proof. We reserve the right to reject any advertisement deemed objectionable to the publishers.

DISPLAY ADS MECHANICAL SPECS

Width of column - 14 picas - 2 1/4 inches
Depth of column - 14 inches
Four columns to a page
Halftone screen - 85 line Printed - Offset

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>9 3/4” x 14”</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Page (v)</td>
<td>4 3/4” x 14”</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Page (h)</td>
<td>9 3/4” x 7”</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Junior Full Page</td>
<td>7 1/4” x 9”</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quarter Page (v)</td>
<td>4 3/4” x 7”</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quarter Page (h)</td>
<td>9 3/4” x 3 3/8”</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eighth Page (h)</td>
<td>4 3/4” x 3 3/8”</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eighth Page (v)</td>
<td>2 1/4” x 7”</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sixteenth Page (h)</td>
<td>4 3/4” x 1 3/4”</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sixteenth Page (v)</td>
<td>2 1/4” x 3 3/8”</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

CLASSIFIEDS AND AD-ETTES:

Width of column - 11 picas - 1 13/16 inches
Depth of column - 12 1/2”
Five columns to a page
Business Directory: 2 inches x 2 inches
The Wave Creative Team Will Translate Your Ideas Into Increase Sales

From Newsprint Ads To Multi-Media
We Can Provide You With Marketing Tools To Better Target Your Market
**FULL PAGE COLOR**
9.833”x14”
$700 per week

**JUNIOR FULL PAGE COLOR**
7.333”x9”
$470 per week

**QUARTER PAGE COLOR**
4.833”x7”
$185 per week

**HALF PAGE COLOR**
9.833”x7”
$370 per week

**Social / Web Print Market Package**
A short video of your business with pictures posted on Instagram.
A short story about your business with pictures featured on Facebook.
An in-depth story about your business in the print and on-line editions of THE WAVE.
Listing description in our business directory.
A complimentary one-year subscription to THE WAVE.
Plus Quarter Page Print Ad $500.
When Your Ad Is In The Wave It’s On The Web!

@rockawave.com

AD EXPOSURE... MULTIPLIED!

Your print ad on The Wave’s website, rockawave.com, is a great way to reach more customers. Our website is viewed more than 150,000 times per month. The best part is that your ad is already sharing in these exposures.

Benefits of The Wave’s Integrated Print And Internet Ad System:

Your Ad On Every Page

Your ad appears next to news stories on every web page just like it appears in the print edition of the newspaper. Readers simply click a preview version of your ad to see the full size display ad. If your ad contains a website or email address, readers will be able to visit your website or send you an email with the click of a button. If you have a Business Profile on our site, the full size display ad will link to the profile as well.

Online Marketplace

Your ad is also displayed in our websites Shopping Pages under a category such as Real Estate, Restaurants, Home Improvement, Retail, Medical, Legal Service, etc. Classifieds and Business Directory Ads are shown in their own categories. This makes it even easier for readers to find your ad with a click of a button. Advertisers are also automatically entered into our online Advertiser Index, which can be sorted alphabetically or by category with website links, email addresses, and phone numbers.

Business Profiles

Every display advertiser is also eligible to participate in our Business Profile System with a FREE online Business Profile. The initial profiles are created by us but are designed to be enhanced by your input through direct interaction with the site. You can modify and expand your profile within a host of informational sections to best promote your business to potential customers. You do it yourself, anytime, 24/7, and it’s easy! Your Profile is updated instantly, no need to call on your website host or a web designer you have to pay to revise your site. Visitors to The Wave’s website can easily view, shop, and sort through the profiles both alphabetically and by category to read all the important information about your business they need to make that all important “BUY” decision NOW.

Great Search Recognition

As a bonus, you will get great recognition in search engines! Our ads are listed on Google, making them available to readers seeking a specific product or service. With one click, your full size display ad appears.

The Wave, Page by Page

Some readers like to view the newspaper online exactly as it appears in print. The Wave, Page by Page, is a feature of our website that provides exactly that. Readers of The Wave in this format will see your ad just as it appears in the newspaper, providing additional exposure to your advertising message.

Value of Online Display Ads

Displaying your ads online can give you insight into your customer base and where your revenue comes from. We can provide you with statistics regarding the performance of your display ad. This will provide you with concrete data on the way you spend your marketing dollars.

Contact us to learn more about The Wave’s integrated print and internet advertising strategy designed to provide the best value in the media market today in promoting you and your business everyday.
From Rockaway To Paris

The Wave | on August 01, 2019

By John Sanchez

Share this:

Why leave Rockaway when there are dozens of amazingly delicious food options at your doorstep, right? Well, our friend Peter O’Connell invited us to visit the historic Paris Cafe at Manhattan’s South Street Seaport area, and we thought it would be a nice experience, so here’s the story of our journey from Rockaway to Paris.

PARIS CAFE • EST. 1873
119 South Street • NYC • 212.240.9797
pariscafenyc.com • info@pariscafenyc.com
Mon.-Sun.: 11 am-4pm

The Wave
Rockaway’s Newspaper Since 1893
Advertising Rates

On The Web!
@rockawave.com

150,000 People View Our Website Each Month

Top Of The Story Splash Ads
are larger and more prominent and appear with each article viewed
$140 per month
There will never be more than 3 of these ADS for an edition.

Front Page Splash Ads
appears on the top corner
$70 per week

Splash Ads
rotates within on-line article
$50 per month

---

Site Activity (Changes From Month To Month)
The data for March 2019

Visits To Site .......... 20,396
Unique Visits ............ 15,156
Page Views .............. 42,387
Desktop Viewers ......... 44%
Smart Phone Viewers .... 40%
Tablet Viewers ........... 9%
Phablet Viewers .......... 7%  
*There is a small number of unknowns.

The Media Kit and Rate Card are attached. The 4-8 times Rate is the Best Price for Color Ads.
By Fionnuala O’Leary

Earlier this week, The Wave had a great chat with Thomas Quinn, the co-owner of the Fat Cardinal Bakery on Beach 92nd Street, a popular spot for sandwich enthusiasts and avocado lovers alike to grab a tasty bite.

Quinn, who grew up in Bergen Beach, said he “always found a way which ultimately led him to set up shop here.”

“My family had a cabana at The Silver Gull, I went to The Scholar’s Academy, and, finally, I opened The Fat Cardinal here, as well,” Quinn said. “I attended City Tech for my formal education in Hospitality Management, but I’ve always gravitated to awards like making desserts with my mom, to making dinners for my friends. Food has always been a big part of my life. “I just knew that Rockaway was the right spot for the store. Both partners, James Otton and John Pagano, already lived here and encouraged me to start making desserts for the community.”

For Quinn, culinary success is a case of catering to the customers, which he said, are always his motivation to keep his business thriving on the peninsula: he’s “always trying to think of new ways to make my customers happy.”

“What motivates me is seeing my customers keep coming in and back,” Quinn said. “It’s not just my weekly motivation, but my major motivation.”

However, this local go-getter acknowledged that running your own business wasn’t always an easy task — in his own case, due to “the lack of experience in running, owning, and managing an entire store” — but thankfully, Quinn persevered.

“We luckily have found our way in the last year of being on our own and are always looking for ways to grow,” he told The Wave, before advising other potential entrepreneurs to “be patient.”

“We still have customers coming in and saying, ‘I didn’t know you were here!’ We are happy that we are becoming a part of everyone’s celebrations through our custom cakes, but it took a lot of work, and the generous recommendations of our customers to others in Rockaway to get the word out.

“This community is one of the most appreciative, generous, and kind group of people. We are so lucky to have made amazing connections with our neighbors here in Rockaway, that have turned into friends.”

Well, we’re certainly inspired (and continued from page 37)

“Celebrating culinary success on Beach 92nd Street”

Big Tasty At Fat Cardinal

“Your Splash Here!”

ELEGANTE

Restaurant & Pizzeria

92-01 Rockaway Beach Blvd.

Serving the Rockaways Since 1982

CALL AHEAD FOR FAST TAKE-OUT

718-634-3914
718-634-3215

FREE DELIVERY

$10.00 Minimum

BUY 1 DINNER GET 2nd AT 1/2 PRICE

This Week’s Special

Meat or Eggplant Lasagna

Includes: Salad & Hot Italian Bread

Offer Good Thu. 3/28/19

“Increase Your Business with Splash Ads in The Wave Newspaper and on The Wave Website”

$100

For Four Spots

In The Newspaper

Splash Ads may appear randomly.

Call Your Accounts Representative For More Information

718.634.4000

The Wave

Rockaway’s Newspaper Since 1893

P.O. Box 930097, Rockaway Beach, NY 11693-0097 | Tel: 718-634-4000 | Fax: 718-945-0913 | www.rockawave.com | ads@rockawave.com
The Wave Summer Guide

Events And Sales All Month Long To Highlight Your Business!

3 ISSUES IN 2020
RESERVE NOW!

ISSUE: Fri., May 22\textsuperscript{nd}
DEADLINE: Mon., May 18\textsuperscript{th} – 12 Noon

ISSUE: Fri., July 3\textsuperscript{rd}
DEADLINE: Mon., June 29\textsuperscript{th} – 12 Noon

ISSUE: Fri., August 7\textsuperscript{th}
DEADLINE: Mon., August 3\textsuperscript{rd} – 12 Noon

Bungalow Bar
Check Out “Who’s Playing” In The Weekender Section

Bungalowbarny.com
377 Beach 92nd Street
Rockaway Beach NY 11693
(718) 945-2100
Bungalowbarny.com

Come join us for some good food, spirits and musical entertainment.
Menu includes Lobster Bisque, Lobster Mac & Cheese, Stripped Bass and more! See our website for more information.

Your Business Spotlight
Includes: Logo with Contact Information
Brief Write-Up About Your Business in “BALLOON”
Social Media Exposure

$100 Per Glossy
The Award Winning WAVE Publishes 3 Summer Guides, one for each month. The glossy, epic wrap makes the guide jump off the newsstands for the “Day Trippers” who come to the beautiful Rockaway beach communities for the day or weekend and need to know all the month-long events, sales, where to eat, drink and retreat.

We ensure the “coffee table” guide lasts all month. A dozen maps and stories guide people to businesses. 15,000 guides are placed at hundreds of locations throughout the month for FREE after the first week of the month at beach concessions and local hangouts. Ad deadlines are the 20th of the month preceeding publication.
The Wave Home Advisor
Advertise Your Business In The Wave’s Exclusive Service

Wave Home Advisor

12 Weeks* For $180
*Once A Month For A Year

- The Wave Home Advisor Profiles Your Company For 12 Weeks
- Business Spotlight: Each Week, The Wave Home Advisor’s Information Panel Highlights A New Company’s Story
- Two Facebook Posts One Every Six Weeks With Short Story About Your Business
- One Mobile Ad On The Wave’s Website, Every Other Day
- The Ad Appears Once Monthly

To Place Your Business In The Wave Home Advisor Call Your Wave Accounts Representative

The Wave
P.O. Box 930097, Rockaway Beach, NY 11693-0097
Tel: 718-634-4000 • Fax: 718-945-0913
www.rockawave.com • ads@rockawave.com
Advertise Your Business In The Wave

12 Weeks* For $180

*Once A Month For A Year

- The Wave Medical Advisor Profiles Your Company For 12 Weeks
- Business Spotlight: Each Week, The Wave Medical Advisor’s Information Panel Highlights A New Company’s Story
- Two Facebook Posts One Every Six Weeks With Short Story About Your Business
- One Mobile Ad On The Wave’s Website, Every Other Day
- The Ad Appears Once Monthly

To Place Your Business In The Wave Medical Advisor Call Your Wave Accounts Representative

Rehabilitation Associates of Far Rockaway

- Physical Therapy
- Occupational Therapy
- Aquatic Therapy
- We Have A Pool!

Orthodontist
John J. Roche, DMD MEd.
(718) 634-9700

Optomologist
Zwerling Optomology
(718) 634-5808

Dermatologist
Breezy Point Dermatology
(646) 421-6064

Urologist
Dr. Jason Grotas
(516) 239-8585

Podiatrist
John J. Schilling D.P.M.
(718) 474-6600

103-22 Rockaway Beach Blvd.
Rockaway Park, NY 11694
Tel: 718-318-8550
Fax: 347-246-7464

The Wave Medical Advisor Profiles Your Company For 12 Weeks

- Business Spotlight: Each Week, The Wave Medical Advisor’s Information Panel Highlights A New Company’s Story

- Two Facebook Posts One Every Six Weeks With Short Story About Your Business

- One Mobile Ad On The Wave’s Website, Every Other Day

- The Ad Appears Once Monthly

To Place Your Business In The Wave Medical Advisor Call Your Wave Accounts Representative

The Wave Medical Advisor

Rockaway Beach Blvd.
Rockaway Park, NY 11694
Tel: 718-318-8550
Fax: 347-246-7464

The Wave
Rockaway’s Newspaper Since 1893
P.O. Box 930097, Rockaway Beach, NY 11693-0097
Tel: 718-634-4000 • Fax: 718-945-0913
www.rockawave.com • ads@rockawave.com
TESTIMONIALS

Although I advertise in publications throughout the tri-state area, the most effective advertising I do is in The Wave. I’ve built the most successful Real Estate business in the Rockaway’s through my advertising in The Wave. That’s why I advertise at least two full pages every week in The Wave.

- Robin Shapiro, Broker, Robin Shapiro Realty

The Wave newspaper is essential to the business of St. John’s Episcopal Hospital. Our advertising, press releases and photo ops in The Wave are integral to getting the word out to the community on what’s going on at St. Johns.

- John Gupta, CEO, St. Johns Episcopal Hospital

There is no more effective an advertising medium than The Wave. I advertise, sell, and build new kitchens all over Brooklyn and Queens and advertise in dozens of weekly newspapers to promote my business. None of them work like The Wave. It seems like every time I run a back page ad I sell a new kitchen! You can’t beat that return on investment.

- Russ Giddle, Owner, Total Kitchen Outfitters

When your market is Rockaway your media is The Wave