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.”
TEN REASONS TO ADVERTISE WITH THE WAVE

1. **Market Penetration:**
   A total of 12,000 Wave newspapers reach 37,000 households in the Rockaways. That’s an extremely high “penetration” ratio.

2. **Paid Circulation:**
   Our newspapers aren’t free “throwaways,” They are invited, valued guests in the homes of our readers.

3. **Strong National Presence:**
   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.

4. **Competitive Rates:**
   Our “cost per thousand” compares favorably with other newspapers of our size and reach.

5. **Guaranteed Service:**
   Our goal is to be your partner. We pledge that we’ll do all we can to help your business prosper.

6. **Award-Winning Content:**
   The news in our papers is compiled and written by a professional staff. That’s why “everybody reads The Wave”.

7. **As a Weekly Publication, Your Ad Remains Fresh**
   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.

8. **No Fragmentation:**
   Since we’re the dominant media in the Rockaways, there’s no alternative paper or radio buys to worry about.

9. **Ad Design Is Always Free**
   No “Makeup” fees or the like. Professional composition is included in the price.

10. **Proven Success:**
    In any given week, we have 200+ businesses advertising in our newspaper, including the most prosperous.
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**

<table>
<thead>
<tr>
<th>Zip Code</th>
<th>Total Population</th>
<th>Median Age</th>
<th>Total Households</th>
<th>Average Household Income</th>
<th>Median Household Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>11691</td>
<td>60,035</td>
<td>32.1</td>
<td>19,518</td>
<td>$49,446</td>
<td>$36,181</td>
</tr>
<tr>
<td>11692</td>
<td>18,540</td>
<td>32.5</td>
<td>6,195</td>
<td>$49,263</td>
<td>$37,044</td>
</tr>
<tr>
<td>11693</td>
<td>11,916</td>
<td>38.4</td>
<td>4,703</td>
<td>$59,728</td>
<td>$44,945</td>
</tr>
<tr>
<td>11694</td>
<td>20,408</td>
<td>44.8</td>
<td>8,276</td>
<td>$89,773</td>
<td>$63,436</td>
</tr>
<tr>
<td>11697</td>
<td>4,079</td>
<td>49.4</td>
<td>1,736</td>
<td>$97,525</td>
<td>$76,210</td>
</tr>
</tbody>
</table>

**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.

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.

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>SPECIALTY ARTWORK</th>
<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>Posts Guaranteed To Reach 1,000 People</td>
<td>$100</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Full Page .................. 9 3/4" x 14"
Half Page (v) .............. 4 3/4" x 14"
Half Page (h) ............. 9 3/4" x 7"
Junior Full Page ............ 7 1/4" x 9"
Quarter Page ................ 4 3/4" x 7"
Quarter Page (h) ........... 9 3/4" x 3 3/8"
Eighth Page (h) ........... 4 3/4" x 3 3/8"
Eighth Page (v) ............ 2 1/4" x 7"
Sixteenth Page (h) ....... 4 3/4" x 1 3/4"
Sixteenth Page (v) ........ 2 1/4" x 3 3/8"

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
P.O. Box 930097, Rockaway Beach, NY 11693-0097
718-634-4000 • rockaway.com
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

Eat MUD's Dairy Free Ice Cream Available in chocolate, vanilla & coffee flavors

Kennedy’s Valentine’s Day Celebration
Romantic Candlelight Dinner
Dinner Menu Available As Well As Chef Specials For Two Live Music Performed By Pamela

Kennedy’s Restaurant
406 Bayside, Breezy Point, NY 11697 • Tel: 718-945-0202
www.kennedysbreezypoint.com

Kennedy’s will be closed for Maintenance from February 5 - 12

Deep Breathing & Brunch $300 00
Every Sunday at 12pm at Riis Park on grass field at Bay 9 with Cuisine by Claude and Hannes Bend

Eat MUD’s Dairy Free Ice Cream Available in chocolate, vanilla & coffee flavors

MUD

The Wave
P.O. Box 930097, Rockaway Beach, NY 11693-0097
718-634-4000 • rockawave.com
FULL PAGE COLOR
9.833”x14”
$700 per week

JUNIOR FULL 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

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!

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

The Wave
Rockaway’s Newspaper Since 1893

Sponsored Content

Content About YOUR Business
Articles published in Print & on Website
250,000 + visitors/month

Social Media Posts About YOUR Business
To our 10,000 + followers

$100 per post

We Are Full Service Marketing Company

✔ Social Media Management
✔ Public Relations
✔ Branding
✔ Photography/Videography
✔ Relationship Building

We Are Full Service Marketing Company

✔ Social Media Management
✔ Public Relations
✔ Branding
✔ Photography/Videography
✔ Relationship Building

$100 per post

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

Splash Ads
rotates within on-line article

$50 per month

Site Activity (Changes From Month To Month)

The data for January 2020

Visits To Site ..................30,000  Smart Phone Viewers......55%
Unique Visits..................44,407  Tablet Viewers ..............6%
Page Views....................54,017  Phablet Viewers ..........5%
Desktop Viewers .............32%  *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.
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 dessert lovers alike to grab a tasty bite.

Quinn, who grew up in Bergen Beach, said he “always found a way to Rockaway,” 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 food from 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 his 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 room 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...)

PHOTO BY KRISSY FREEMAN

**WHIT’S END**

40° 35.113’ N / 73° 49.134’ W

**$100**

For Four Spots
In The Newspaper
Splash Ads may appear randomly.

Call Your Accounts Representative For More Information
718.634.4000
THE WAVE

CELEBRATES

ST. PATRICK’S DAY

Hail, Rain, Or Snow!

By Ralph Mancini

Bid to con...en to oppose the pipeline.

including Sane Energy Project,

Surfrider and Food &

Environmental Conser...

vironmental action groups —

Williams pipeline antagonists and

Local residents and members of

repeated in a...

Williams NESE water...enied a "dangerous" and climate wrecking project.

See story, "Schumer Sends The Sand"

continued on page 10

Rockaway marches forward despite the snow during the 44th Annual Queens County St. Patrick’s Day Parade. We can absolutely get a...

"I'm talking to the residents in the room, the people here. We're the survivors of the presidential administration. "We've been to the moon in one...

"I'm talking to the residents in the room, the people here. We're the survivors of the...

We can absolutely get a...

"I'm talking to the residents in the room, the people here. We're the survivors of the presidential administration. "We've been to the moon in one...

"I'm talking to the residents in the room, the people here. We're the survivors of the...

"I'm talking to the residents in the room, the people here. We're the survivors of the presidential administration. "We've been to the moon in one...

"I'm talking to the residents in the room, the people here. We're the survivors of the...

"I'm talking to the residents in the room, the people here. We're the survivors of the presidential administration. "We've been to the moon in one...

"I'm talking to the residents in the room, the people here. We're the survivors of the...

"I'm talking to the residents in the room, the people here. We're the survivors of the presidential administration. "We've been to the moon in one...

"I'm talking to the residents in the room, the people here. We're the survivors of the...

"I'm talking to the residents in the room, the people here. We're the survivors of the presidential administration. "We've been to the moon in one...

"I'm talking to the residents in the room, the people here. We're the survivors of the...

"I'm talking to the residents in the room, the people here. We're the survivors of the presidential administration. "We've been to the moon in one...

"I'm talking to the residents in the room, the people here. We're the survivors of the...

"I'm talking to the residents in the room, the people here. We're the survivors of the presidential administration. "We've been to the moon in one...

"I'm talking to the residents in the room, the people here. We're the survivors of the...

"I'm talking to the residents in the room, the people here. We're the survivors of the presidential administration. "We've been to the moon in one...

"I'm talking to the residents in the room, the people here. We're the survivors of the...

"I'm talking to the residents in the room, the people here. We're the survivors of the presidential administration. "We've been to the moon in one...

"I'm talking to the residents in the room, the people here. We're the survivors of the...

"I'm talking to the residents in the room, the people here. We're the survivors of the presidential administration. "We've been to the moon in one...

"I'm talking to the residents in the room, the people here. We're the survivors of the...

"I'm talking to the residents in the room, the people here. We're the survivors of the presidential administration. "We've been to the moon in one...

"I'm talking to the residents in the room, the people here. We're the survivors of the...

"I'm talking to the residents in the room, the people here. We're the survivors of the presidential administration. "We've been to the moon in one...

"I'm talking to the residents in the room, the people here. We're the survivors of the...

"I'm talking to the residents in the room, the people here. We're the survivors of the presidential administration. "We've been to the moon in one...

"I'm talking to the residents in the room, the people here. We're the survivors of the...

"I'm talking to the residents in the room, the people here. We're the survivors of the presidential administration. "We've been to the moon in one...

"I'm talking to the residents in the room, the people here. We're the survivors of the...

"I'm talking to the residents in the room, the people here. We're the survivors of the presidential administration. "We've been to the moon in one...

"I'm talking to the residents in the room, the people here. We're the survivors of the...

"I'm talking to the residents in the room, the people here. We're the survivors of the presidential administration. "We've been to the moon in one...

"I'm talking to the residents in the room, the people here. We're the survivors of the...

"I'm talking to the residents in the room, the people here. We're the survivors of the presidential administration. "We've been to the moon in one...

"I'm talking to the residents in the room, the people here. We're the survivors of the...

"I'm talking to the residents in the room, the people here. We're the survivors of the presidential administration. "We've been to the moon in one...

"I'm talking to the residents in the room, the people here. We're the survivors of the...

"I'm talking to the residents in the room, the people here. We're the survivors of the presidential administration. "We've been to the moon in one...

"I'm talking to the residents in the room, the people here. We're the survivors of the...

Quotes from the Rockaway Civic Association:

"There's nowhere for us to go. We must all stay together...''

"Enormous need...enormous climate crisis...enormous obligation...enormous need...enormous climate crisis...enormous obligation...enormous need...enormous climate crisis...enormous obligation...enormous need...enormous climate crisis...enormous obligation...enormous need...enormous climate crisis...enormous obligation...enormous need...enormous climate crisis...enormous obligation...enormous need...enormous climate crisis...enormous obligation...enormous need...enormous climate crisis...enormous obligation...enormous need...enormous climate crisis...enormous obligation...enormous need...enormous climate crisis...enormous obligation...enormous need...enormous climate crisis...enormous obligation...enormous need...enormous climate crisis...enormous obligation...enormous need...enormous climate crisis...enormous obligation...enormous need...enormous climate crisis...enormous obligation...enormous need...enormous climate crisis...enormous obligation...enormous need...enormous climate crisis...enormous..."
Sign Up Now For SUMMER CAMP

Put your business in the spotlight for sign-up season with an ad in our Summer Camp Edition. This popular special section is the local go-to guide for parents looking to choose the right summer camp experience for their kids.

To learn more or to reserve your space, contact your friendly Sales Associate today.

Contact Your Wave Sales Associate To Reserve Your Space

P.O. Box 930097, Rockaway Beach, NY 11693-0097 | Tel: 718-634-4000 | Fax: 718-945-0913 | www.rockawave.com | ads@rockawave.com
The Award Winning WAVE Publishes 3 Summer Guides, one for each month. The glossy, epic wrap makes the guide jump off the newstands 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.

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 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

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 Medical Advisor

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

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

Dermatologist
Breezy Point Dermatology
(646) 421-6064

Urologist
Dr. Jason Grotas
(516) 239-8585

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

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
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**