

# Tell Long Island Readers What Makes Your Business Special! - with a column in the Weekend or Mid-Week editions

## COMMUNITY PUBLISHING

The Hometown Shopper • Mid-Week • Column Size: ½H

### LI FOOD & DINING

**12 Hours & Dining**

**Bianca Luna Italian Restaurant**  
By: Maria Lopez



**H**aving a love of homemade food, Bianca Luna Italian Restaurant in Great Neck, Long Island, is the epitome of the "home style" of the restaurant. And the passion has remained over the years. Bianca Luna opened in 2003. By using fresh ingredients and quality meats, Bianca Luna has managed to get her name out there, as well as receive the love of her customers.

"We offer the best food you can expect to see in a restaurant. We use only the finest ingredients. We believe customers should be treated right and we want to make sure they are." Bianca Luna says.

The menu at Bianca Luna has a good amount of Italian classics for the restaurant to offer. To start the meal, you can enjoy appetizers, such as the Cold Appetizers and the Italian Chicken or the Italian Chicken. Bianca Luna also offers a variety of Italian dishes, such as the Italian Chicken, the Italian Chicken, the Italian Chicken, and the Italian Chicken.

**"We believe customers should be treated right and that is why we use only top-quality food made from daily."**

For more information on Bianca Luna Italian Restaurant, contact Maria Lopez at 476-1234. Bianca Luna Italian Restaurant is located at 1234 Main Street, Great Neck, NY 11021. Bianca Luna Italian Restaurant is a family-owned and operated business. Bianca Luna Italian Restaurant is a family-owned and operated business. Bianca Luna Italian Restaurant is a family-owned and operated business.

### MERCHANT of the week

**12 Hours & Dining**

**Shear Instincts**  
By: Maria Lopez



**S**hear Instincts is a professional writing service that offers a variety of services to its clients. Shear Instincts is a professional writing service that offers a variety of services to its clients. Shear Instincts is a professional writing service that offers a variety of services to its clients.

**"Our expert writers work with much enthusiasm to create a look that suits their preferences and best fits their needs."**

For more information on Shear Instincts, contact Maria Lopez at 476-1234. Shear Instincts is located at 1234 Main Street, Great Neck, NY 11021. Shear Instincts is a family-owned and operated business. Shear Instincts is a family-owned and operated business. Shear Instincts is a family-owned and operated business.

### Features and Benefits

**Feature:** A professionally written article that's an image-builder for your business/restaurant.

**Benefit:** A professional writer will put everything that makes your business special into an interesting and concise story — with readership value to attract customers.

This Week/This Week's Pennysaver • Weekend • Column Size: ½H

### Dining Out

**Dining Out**

**Mio Posto**  
By: Maria Lopez



**A**t Mio Posto, you can enjoy a variety of Italian dishes. Mio Posto is a family-owned and operated business. Mio Posto is a family-owned and operated business. Mio Posto is a family-owned and operated business.

**"Our motto is 'Where my place is your place. We do whatever we can to make our customers happy and make them feel at home.'"**

For more information on Mio Posto, contact Maria Lopez at 476-1234. Mio Posto is located at 1234 Main Street, Great Neck, NY 11021. Mio Posto is a family-owned and operated business. Mio Posto is a family-owned and operated business. Mio Posto is a family-owned and operated business.

### Spotlight on Business

**Spotlight on Business**

**Metrovision Family Eyecare**  
By: Maria Lopez



**I**n Metrovision Family Eyecare, you can enjoy a variety of eyeglasses. Metrovision Family Eyecare is a family-owned and operated business. Metrovision Family Eyecare is a family-owned and operated business. Metrovision Family Eyecare is a family-owned and operated business.

**"When you come for a visit at our office, members of our highly trained staff will make sure that your and your family receive top quality eyecare in a warm, caring and friendly environment."**

For more information on Metrovision Family Eyecare, contact Maria Lopez at 476-1234. Metrovision Family Eyecare is located at 1234 Main Street, Great Neck, NY 11021. Metrovision Family Eyecare is a family-owned and operated business. Metrovision Family Eyecare is a family-owned and operated business. Metrovision Family Eyecare is a family-owned and operated business.

**Feature:** Photo of your business

**Benefit:** A photograph is sure to catch the reader's eye and make your business/restaurant more known in the community.

**Feature:** Get published in multiple editions

**Benefit:** Added visibility when your business appears in zoned editions

## How to process your column:

- Sales rep must submit a completed form, checking off the publication that they want their column published in. The sales rep can fill out the basic details (name, address, phone, etc.) and the business/restaurant owner can fill out the section with the questions about the biz/restaurant.
- Sales rep must supply a photo, which they can take and submit, or request one from the biz/restaurant owner and submit with a photo authorization form. Must be color.
- Return the completed form to Admin/Editorial-Long Island (Local Retail Sales), attention Barbara Fisher, editor, or email bfisher1@newsday.com. Barbara Fisher can be reached at 631-843-2024.
- Allow for a two-to-three-week turnaround time on your article, to be written and designed. It will be sent to you via email for revisions (if any), for any necessary details, for a photo if one wasn't submitted at the onset and for your approval for it to be published.
- It will then be scheduled to be published in the zone that the business/restaurant is located in — unless your account advertises in out-of-zone areas and your regional manager has approved additional zones or your director and manager have approved it for a full run.

### Nassau and Suffolk Zones

- Nassau West North
- Nassau West South
- Nassau East North
- Nassau East South
- Suffolk West North
- Suffolk West South
- Suffolk East North
- Suffolk East South
- East End —  
(The East End only appears in The Hometown Shopper)

# Spotlight/Merchant form

Please Choose Publication(s)  
 HS Merchant of the Week  **THE hometown SHOPPER**

TW Spotlight on Business  
 this week  this week's PENNYSAVER

Name of Business \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax Number \_\_\_\_\_  
 Business Address \_\_\_\_\_  
 Website \_\_\_\_\_  
 Specialty \_\_\_\_\_  
 Name of Owner/Title \_\_\_\_\_  
 Hours \_\_\_\_\_  
 When was the business established? \_\_\_\_\_

Are you celebrating a grand opening, anniversary, etc.? If yes, what? \_\_\_\_\_  
 \_\_\_\_\_

What products do you offer? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

What services do you offer? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

What drew you to start this business? Where did the idea come from? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

What is your personal philosophy on both product and customer service? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Are you involved with the community where your restaurant is located? (i.e., scout troop, little league, church, temple, civic organizations) \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Have you received any awards or honors? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

What have your customers said about your business? (i.e., "We enjoy dining at the Village Cafe because...") \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Are there any other branches, franchises, etc.? If so, give locations. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

If you have any additional material or information that can be of use for this article, please attach it to this form or write something below \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Sales Representative Information**  
 Sales Rep. Name/Ext: \_\_\_\_\_  
 \_\_\_\_\_  
 Sales Manager Name: \_\_\_\_\_  
 Date: \_\_\_\_\_

Photo Attached <i>Sales Representative is responsible for photo.</i>	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Menu Attached	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Ad Attached <i>if available</i>	Yes <input type="checkbox"/>	No <input type="checkbox"/>

Edit Use Only \_\_\_\_\_  
 \_\_\_\_\_

\*If needed please write on back

# Dining Form

Please Choose Publication(s)



Name of Restaurant \_\_\_\_\_

Phone \_\_\_\_\_ Fax Number \_\_\_\_\_

Restaurant Address \_\_\_\_\_

Website \_\_\_\_\_

Specialty \_\_\_\_\_

Name of Owner/Title \_\_\_\_\_

Hours \_\_\_\_\_

When was restaurant established? \_\_\_\_\_

Special dishes that you would like mentioned \_\_\_\_\_

\_\_\_\_\_

What drew you to start this business? Where did the idea come from? \_\_\_\_\_

\_\_\_\_\_

Have you received any awards or honors? \_\_\_\_\_

\_\_\_\_\_

Any comments or anecdotes you would like to share with our readers? \_\_\_\_\_

\_\_\_\_\_

What have your customers said about your restaurant? (i.e., "We enjoy dining at the Village Cafe because...") \_\_\_\_\_

\_\_\_\_\_

Are you involved with the community where your restaurant is located? (i.e., scout troop, little league, church, temple, civic organizations) \_\_\_\_\_

\_\_\_\_\_

Are there any other branches, franchises, etc.? If so, give locations. \_\_\_\_\_

\_\_\_\_\_

Would you like to provide information about the restaurant's decor? \_\_\_\_\_

\_\_\_\_\_

If you have any additional material or information that can be of use for this article, please attach it to this form or write something below \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Sales Representative Information

Sales Rep. Name/Ext: \_\_\_\_\_

Sales Manager Name: \_\_\_\_\_

Date: \_\_\_\_\_

Photo Attached **Yes** **No**  
*Sales Representative is responsible for photo.*

Menu Attached **Yes** **No**

Ad Attached **Yes** **No**  
*if available*

Edit Use Only \_\_\_\_\_



## NASSAU COUNTY

### Zone 1

#### Nassau West North

FB Bellerose/ Glen Oaks  
 FP Floral Park  
 FS Franklin Square  
 GC Garden City  
 GN Great Neck  
 HS Herricks/Searingtown  
 MH Manhasset  
 NH New Hyde Park  
 PW Port Washington  
 RL Roslyn

### Zone 2

#### Nassau West South

BA Baldwin  
 CD Cedarhurst  
 EL Elmont  
 FR Freeport  
 HD Hempstead  
 HW Hewlett/Woodmere  
 LB Long Beach  
 LY Lynbrook  
 OS Oceanside/Island Park  
 RV Rockville Centre  
 UR Uniondale/Roosevelt  
 VS Valley Stream  
 WH West Hempstead

### Zone 3

#### Nassau East North

GL Glen Cove  
 GH Glen Head  
 HK Hicksville  
 MI Mineola  
 OY Oyster Bay  
 PL Plainview/Old Bethpage  
 SY Syosset  
 WB Westbury

### Zone 4

#### Nassau East South

BM Bellmore  
 EM East Meadow  
 FD Farmingdale  
 LV Levittown  
 MA Massapequa  
 MB Merrick/Bellmore South  
 WA Wantagh

## SUFFOLK COUNTY

### Zone 1

#### Suffolk West North

HC Central Huntington  
 CK Commack  
 DM Dix Hills/Huntington  
 EN East Northport  
 GR Greenlawn  
 HP Hauppauge  
 HU Huntington  
 KP Kings Park  
 NO Northport  
 SJ St. James/Nesconset  
 SM Smithtown

### Zone 2

#### Suffolk West South

AC Amityville/Copiague  
 BY Babylon  
 BB Bay Shore/Brightwaters  
 BR Brentwood  
 CI Central Islip  
 DP Deer Park  
 IS Islip  
 LI Lindenhurst  
 WY West Babylon  
 WI West Islip

### Zone 3

#### Suffolk East North

CE Centereach  
 CM Coram  
 MD Middle Island  
 MT Mt. Sinai  
 PJ Port Jefferson  
 RC Riverhead/Calverton  
 RO Rocky Point  
 SE Selden  
 SB Stony Brook

### Zone 4

#### Suffolk East South

EP E. Patchogue/Bellport  
 HO Holbrook  
 MR Manorville  
 MY Medford/Yaphank  
 NS North Shirley  
 OB Oakdale/Bohemia  
 PA Patchogue  
 RK Ronkonkoma  
 SA Sayville  
 SS S. Shirley/Mastic

### Zone 5

#### Suffolk East End

EE East End



## NASSAU COUNTY

### Zone 1

#### Nassau West North

FL Floral Park  
 FS Franklin Square  
 GM Garden City/Mineola  
 GN Great Neck  
 NH New Hyde Park  
 PM Pt. Washington/Manhasset  
 RA Roslyn/Albertson  
 WH West Hempstead

### Zone 2

#### Nassau West South

BD Baldwin  
 CD Cedarhurst/Lawrence  
 EL Elmont  
 FP Freeport  
 HE Hempstead  
 HW Hewlett/Woodmere  
 LB Long Beach/Island Park  
 LY Lynbrook  
 OC Oceanside  
 RC Rockville Centre  
 UN Uniondale/Roosevelt  
 VS Valley Stream

### Zone 3

#### Nassau East North

GC Glen Cove  
 HJ Hicksville/Jericho  
 OB Oyster Bay  
 PL Plainview  
 SY Syosset  
 WB Westbury/Carle Place

### Zone 4

#### Nassau East South

EM East Meadow  
 FA Farmingdale  
 HL Hicksville/Levittown  
 MN Massapequa North  
 MS Massapequa South  
 NB Bellmore/N. Merrick  
 SB Bellmore/S. Merrick  
 SL S. Levittown  
 WS Wantagh/Seaford

## SUFFOLK COUNTY

### Zone 1

#### Suffolk West North

HC Central Huntington  
 CO Commack  
 HU Huntington  
 NP Northport  
 SN Smithtown N./Kings Park  
 SS Smithtown S./Hauppauge  
 SH South Huntington

### Zone 2

#### Suffolk West South

AC Amityville/Copiague  
 BA Babylon  
 BS Bay Shore  
 DP Deer Park  
 IS Islip  
 LN Lindenhurst  
 NW N. Brentwood  
 SW S. Brentwood  
 BW West Babylon

### Zone 3

#### Suffolk East North

CE Centereach  
 PJ Port Jefferson  
 RH Riverhead  
 RY Rocky Point  
 SE Selden  
 ST Stony Brook

### Zone 4

#### Suffolk East South

HO Holbrook  
 ME Medford  
 MO Moriches  
 PA Patchogue  
 RO Ronkonkoma  
 SA Sayville  
 SM Shirley/Mastic