Tell Long Island readers what makes your business special with a column in Newsday Hometown Shopper.

Features & 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.

**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.
THE PROCESS

1. Sales rep must submit a completed form. 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.

2. 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.

3. Return the completed form to Editorial: Newsday Hometown Shopper, attention Barbara Fisher, editor, or email bfisher1@newsday.com. Barbara Fisher can be reached at 631-843-2024.

4. Allow for a two-to-three-week turnaround time on the article, to be written and designed. It will be sent to the sales rep via email for revisions (if any), for any necessary details, for a photo if one wasn’t submitted at the onset and for the sales rep’s approval for it to be published.

5. It will then be scheduled to be published in the zone that the business/restaurant is located in — unless the account advertises in out-of-zone areas and the sales rep’s regional manager has approved additional zones or director and manager have approved it for a full run.

NASSAU & SUFFOLK ZONES

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 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

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
LJ 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
Name of Business ________________________________
Phone ________________________________
Fax Number ________________________________
Business Address ________________________________
Website www. ________________________________
Specialty ________________________________
Name of Owner/Title ________________________________
Hours ________________________________
When was restaurant 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 ________________________________

____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________

Yes ☐ No ☐
Yes ☐ No ☐
Yes ☐ No ☐
Yes ☐ No ☐
Yes ☐ No ☐
Name of Restaurant ____________________________
Phone ____________________________
Fax Number ____________________________
Restaurant Address ____________________________
Website www. ____________________________
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 ____________________________

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