

Citywide Marketing Directory

2024 Application Document Requirements & Checklist

A media outlet's application will be considered incomplete until the media outlet submits ALL required documents to MOECM pursuant to these guidelines and timelines. Media outlets that do not submit the required documentation on time will not be considered for inclusion in the Citywide Marketing Directory.

The next page includes a checklist of the documents that **must** be submitted for each type of media that you are applying for.

OUTLETS MUST SUBMIT ALL REQUIRED DOCUMENTS FOR EACH TYPE OF MEDIA BY THE APPLICATION DEADLINE - **JANUARY 8TH, 2024.**

ALL REQUIRED DOCUMENTS MUST BE ATTACHED IN ONE EMAIL TO ETHNICMEDIA@CITYHALL.NYC.GOV AFTER SUBMITTING THE APPLICATION ONLINE.

Print outlets MUST submit the following information in addition to their application:

- 2023 print media kit
- 2023 print rate card
- Four printer invoices within the below time frames
Each invoice should be between the following time frames in 2023:
 - One invoice from January to March,
 - One invoice from April to June,
 - One invoice from July to September, and
 - One invoice from October to December.
- Explanation of how the print copies are distributed within the NYC five boroughs.
Should be submitted on your company's letterhead.
- List of zip codes where the print copies are distributed within the NYC five boroughs.
- Physical copies of your publication sent to our office as published:
Daily, weekly, monthly, etc. depending on your publishing frequency.

Mayor's Office of Ethnic & Community Media
253 Broadway 9th Floor, New York, NY, 10007

Digital outlets MUST submit the following information in addition to their application:

- 2023 digital media kit
- 2023 digital rate card
- Four analytics reports for the full month.
Each report should be between the following time frames in 2023:
 - One report from January to March,
 - One report from April to June,
 - One report from July to September, and
 - One report from October to December.

Radio outlets MUST submit the following information in addition to their application:

- 2023 radio media kit
- 2023 radio rate card
- Proof of listenership in NYC five boroughs*
Some examples of this are ratings reports, analytics reports, server logs, etc.

TV outlets MUST submit the following information in addition to their application:

- 2023 TV media kit
- 2023 TV rate card
- Proof of viewership in NYC five boroughs*
Some examples of this are ratings reports, analytics reports, server logs, etc.