

Long Island Press

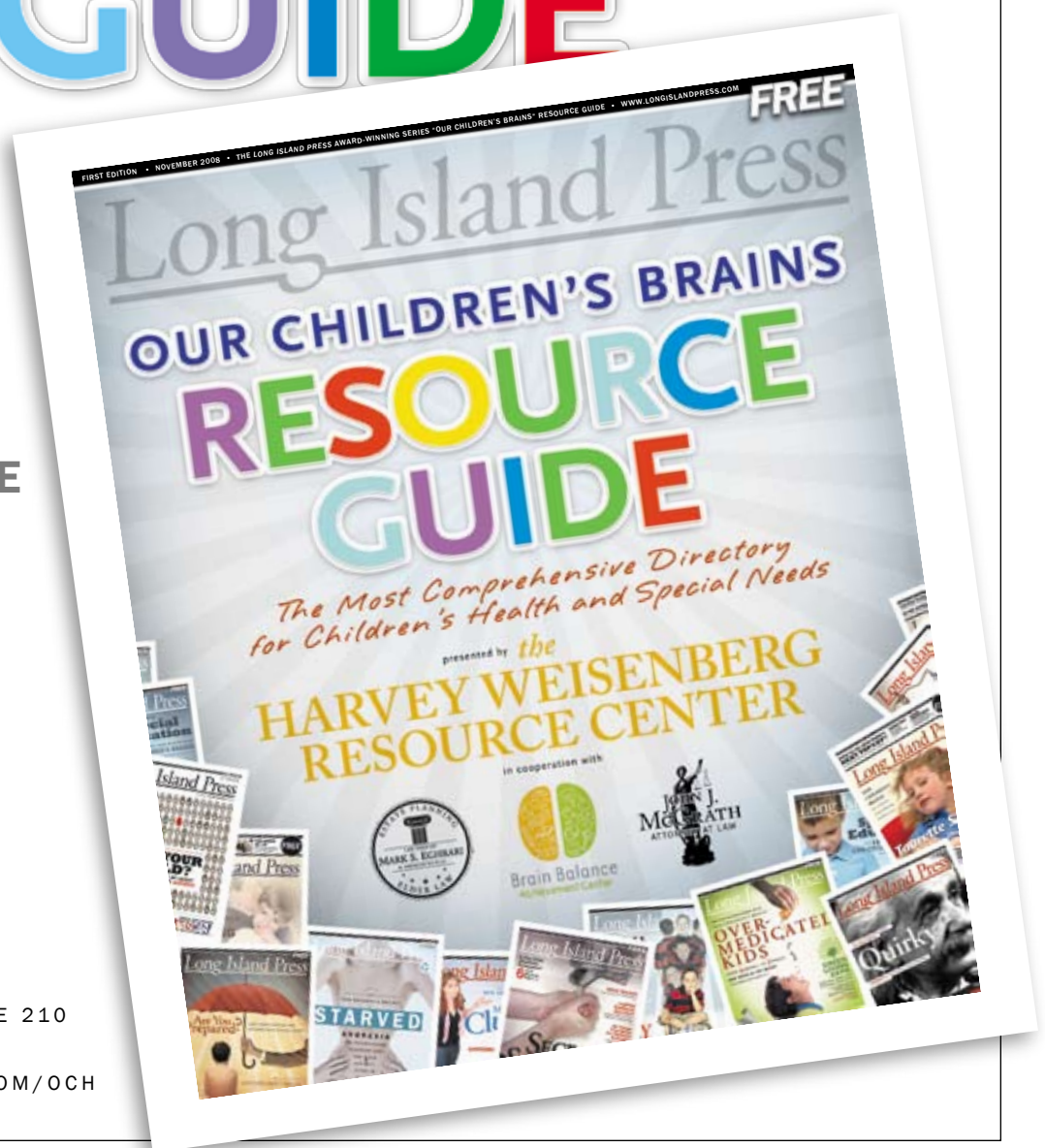
Our Children's Health RESOURCE GUIDE



**THE MOST
COMPREHENSIVE
DIRECTORY FOR
CHILDREN'S
HEALTH AND
SPECIAL NEEDS**

GUIDE DATE: November 2009
CIRCULATION: 25,000
COST TO PUBLIC: Free

PHONE | 516.284.3313
FAX | 516.284.3310
575 UNDERHILL BLVD. SUITE 210
SYOSSET, NY 11791
WWW.LONGISLANDPRESS.COM/OCH



Our Children's Health RESOURCE GUIDE

In 2005, the *Long Island Press* published the first installment of what would become our award-winning “Our Children’s Brains” series. “OCB” was more than an investigative journey for the *Press*. It came from a personal place, a deep and abiding interest in the developmental, neurobiological and psychological disorders of children—many of which went, and continue to go, misdiagnosed and undiagnosed, because doctors, teachers and parents don’t know what signs to look for, or what those signs mean, and the kids suffering often have no way of knowing how to communicate or understand what might make them different. We at the *Press* felt it was our job to connect people: children, parents, teachers, advocates... We knew that we had a responsibility to help those who could not effectively communicate or understand symptoms. And we embraced that responsibility.

And our readers responded.

“OCB” became a feverishly consumed series. At first, we published a new “OCB” feature once every six weeks, then, we increased that frequency, due to overwhelming reader demand, to once per month. And then, earlier this year, we expanded our focus: “Our Children’s Brains” became “Our Children’s Health.” Because, in so rigidly defining our initial terms, we were ignoring myriad diseases and disorders experienced by children. And we knew we could no longer close our eyes to this truth.

So, “OCB” became “OCH.” And in opening up our investigations, we found a new world of issues facing children: diabetes, Lyme disease, anxiety disorder, childhood obesity, seizures, vaccinations, fetal alcohol syndrome, stem-cell research, and the evils of education in a standardized-testing world.

And that I just the beginning.

In short, we found that children’s health issues know few bounds—at the same time, many parents’ insurance coverage is shrinking, or drying up entirely. We learned that more and more parents have come to rely on us to provide invaluable information about their own children.

Because, once again, we are here to help those who cannot effectively communicate or understand symptoms. That is our mission.

In the meantime, the “OCH” series has been the recipient of numerous awards, from media organizations that recognized

the importance of what it is we do. Every one of those awards has significant meaning to us, and occupies a special place on our mantle, because it reminds us of the necessity of this work.

Last year, though, we received our most cherished award so far: Our 2008 “Our Children’s Brains Resource Guide” was awarded the first-place prize in the “Weekly Feature” category by the Press Club of Long Island. This had additional meaning because the “Resource Guide” is a celebration of our hard work, a compendium; it is by far our biggest issue, our most important issue, our most valuable issue.

This year, we return to the “Resource Guide” with a renewed vigor and sense of purpose. As we expand “Our Children’s Health,” we find new parents who need our help, new children who need our voice. On one hand, nothing has changed: This “Resource Guide” is still the ultimate sourcebook for Long Island families of children with special needs. Not only does this Guide compile every “OCH” article published since last year’s “Resource Guide,” it also includes extensive listings covering all aspects of children’s general health and special needs and comprehensive information on a wide array of services including advocacy groups, doctors, therapists, educational contacts and more.

To all parents, guardians, health professionals, teachers, advocates...to anyone who knows or interacts with children: Keep this guide. Keep it forever. It will be of constant benefit. We know its comprehensive list of local and national resources, from medical specialists and service providers to schools and child-friendly products, will be of help to you. This invaluable publication is being distributed to our readers and all other interested parties for *free*. It is also being distributed in doctors’ offices, businesses, hospitals, pharmacies, schools, libraries, health food and vitamin stores and our usual distribution points as well—also for free.

For parents, there is no more important job than getting our children the proper assistance to help them overcome their challenges and continue their road to healthy development and a successful, fulfilling life. And it is our most important job to continue bringing you the information you need to achieve this.

Good luck on your journey.

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For Mechanical Guidelines
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 at 516.284.3333 or e-mail J
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 Please send Print ready Ads to
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Full Page	1/2 Page	1/4 Page	1/8 Page
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		4.5 x 5.1825	Horizontal 9.25 x 2.475
			Horizontal 4.5 x 2.475

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