

## NYC Citywide Marketing Directory Application Document Requirements & Checklist

**Your application will not be complete until ALL required documents are submitted. Incomplete applications cannot be uploaded for consideration.**

The next page includes a full checklist of all documents required for a complete Citywide Marketing Directory application.

- OUTLETS MUST UPLOAD ALL REQUIRED DOCUMENTS FOR EACH TYPE OF MEDIA AT THE TIME OF SUBMITTING THE APPLICATION.
- MAKE SURE TO GATHER ALL REQUIRED DOCUMENTS BEFORE STARTING THE ONLINE APPLICATION.
- YOU WILL NOT BE ABLE TO SAVE THE APPLICATION ONCE STARTED (SO PLEASE HAVE ALL DOCUMENTS READY TO BE UPLOADED).
- IF YOU HAVE ANY QUESTIONS REGARDING THE APPLICATION PROCESS OR THE REQUIRED DOCUMENTS YOU CAN EMAIL OUR OFFICE AT [ETHNICMEDIA@CITYHALL.NYC.GOV](mailto:ETHNICMEDIA@CITYHALL.NYC.GOV).

**PRINT OUTLETS MUST** submit the following documents (in addition to their application):

2023 INFORMATION

- 2023 Q4 Printer Invoice (*between October to December 2023*)

2024 INFORMATION

- 2024 print media kit
- 2024 print rate card
- 2024 Q1 Printer Invoice (*between January to March 2024*)
- 2024 Q2 Printer Invoice (*between April to June 2024*)
- 2024 Q3 Printer Invoice (*between July to September 2024*)
- Explanation of print distribution and zip codes  
*Should be submitted on your company's letterhead.*
- Current Physical copies of your publication as published:  
*Daily, weekly, monthly, etc. depending on your publishing frequency.*  
*Please send to:*

**Mayor's Office of Ethnic & Community Media**  
**253 Broadway 9<sup>th</sup> Floor, New York, NY, 10007**

**DIGITAL OUTLETS MUST** submit the following information (in addition to their application):

2023 INFORMATION

- 2023 Q4 Analytics Report (*between October to December 2023*)

2024 INFORMATION

- 2024 digital media kit
- 2024 digital rate card
- 2024 Q1 Analytics Report (*between January to March 2024*)
- 2024 Q2 Analytics Report (*between April to June 2024*)
- 2024 Q3 Analytics Report (*between July to September 2024*)

**RADIO OUTLETS** MUST submit the following information in addition to their application:

- 2024 radio media kit
- 2024 radio rate card
- Listenership STATISTICS for the NYC five boroughs  
*Examples: ratings reports, analytics reports, server logs, view counts, etc.*

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

- 2024 TV media kit
- 2024 TV rate card
- Viewership STATISTICS in NYC five boroughs  
*Examples: ratings reports, analytics reports, server logs, etc.*