

PRINT/DIGITAL ADVERTISING RATES - Effective January 1, 2020

• OPEN DISPLAY RATES

per advertising unit

Norwich Edition.....\$10.95	Oneonta-Coop. Edition.....\$9.35
Sidney Edition.....\$9.10	Mohawk Valley Edition.....\$9.35
Turnpike Edition.....\$8.55	Schoharie Valley Edition.....\$10.25
The Gazette.....\$4.95	

NOTE: Payment must be made when ads are placed until credit is established. All display ads will incur an additional \$2.00 on-line ad fee.

LOW-COST COMBINATION RATES

Buy one of our 7 editions at the open rate and add any other edition for only \$5.75 per advertising unit per publication.

Choose from:

- Norwich Pennysaver
- Sidney Pennysaver
- Turnpike Pennysaver
- The Gazette -only \$4.95
- Oneonta-Cooperstown Pennysaver
- My Shopper/ Mohawk Valley
- My Shopper/Schoharie Valley

*• Ads must appear in the same week with no changes
• You are not eligible for this discount in publishing areas where you have a retail outlet*

Ask about rates and information for our 2 paid newspapers: The Evening Sun, a Monday-Friday broadsheet; and The Gazette, a weekly tabloid size newspaper.

COMMERCIAL CLASSIFIED RATE

*** Appears in ALL 7 Editions ***

\$18.00 for first 20 words 25¢ each additional word
Every Commercial Classified runs FREE on the Internet.

NEW YORK STATEWIDE ADVERTISING NETWORK

Expand your reach to nearly 3 million homes.

Call for rates and other information, including National reach

COLOR ADVERTISING

Process spot color is available at a cost of \$75 per color, per page, per paper.

Full process color available at a cost of \$225 per page, per paper.

FCPNY CIRCULATION AUDIT BY



YEARLY BULK SPACE AGREEMENT RATES

We offer lower cost bulk space purchasing plans.
Contact your Retail Advertising Consultant for more details.

PRE-PRINTED CIRCULAR DELIVERY RATES

We can deliver your pre-printed newsprint circular in any or all of our circulation areas.

up to 24 page tab.....	\$65 per 1000
up to 32 page tab.....	\$85 per 1000
up to 40 page tab.....	\$100 per 1000

500 minimum amount necessary and can be zoned by zip code to only the areas you prefer. Yearly frequency rates available. These rates do not apply to groups or associations. Finished size to insert must be 8 1/2" x 11", must arrive 7 days prior to insertion. Folding charge \$25 per 1000.

Shipping address: 57-65 Borden Ave., Norwich, NY 13815

MECHANICAL INFORMATION

- Printed by photo-offset process
- Page size - 6 columns wide by 16" deep
- 96 advertising units per page
- Column width is 1 5/8" or 10 picas (for mechanical requirements)
- There will be an additional charge for E-mailing of finished ads to other publications.

See your Retail Advertising Consultant for details and pricing.

COPY DEADLINES

Below are for regular editions. Deadlines for legal holidays are one business day prior to regular deadline.

	<u>DEADLINE DAY</u>	<u>DELIVERY DAY</u>
Norwich Edition -	Monday, 5:00 pm	Tuesday, pm
Sidney Edition -	Monday, 5:00 pm	Tuesday
Turnpike Edition -	Monday, 5:00 pm	Thursday
Oneonta-Coop. Edition -	Monday, 5:00 pm	Thursday
Mohawk Valley Edition -	Wednesday, 5:00 pm	Sunday
Schoharie Valley Edition -	Thursday, 5:00 pm	Saturday & Sunday
The Gazette -	Friday, 5:00 pm	Thursday

Rates subject to change without notice

CERTIFICATION STATEMENT OF CARRIER DELIVERY

available on request

CONTACT US



The Norwich, Sidney

THE GAZETTE

A Continuation of the Wharton Valley Pennysaver

1-800-767-7862

Business, Sales & Accounting Office
P.O. Box 111, 18-20 Mechanic St., Norwich, NY 13815
(607) 334-4714 FAX (607) 336-7318
www.pennysaveronline.com • advertise@pennysaveronline.com



1-800-767-7862
www.myshopperonline.com



The Turnpike and Oneonta-Cooperstown

1-800-767-7862
www.pennysaveronline.com

Please call 1-800-767-7862 or email advertising@pennysaveronline.com with any questions



RATES & DISTRIBUTION

information

A family of national award-winning publications serving 56,619 homes in Central New York State.

Effective January 1, 2020

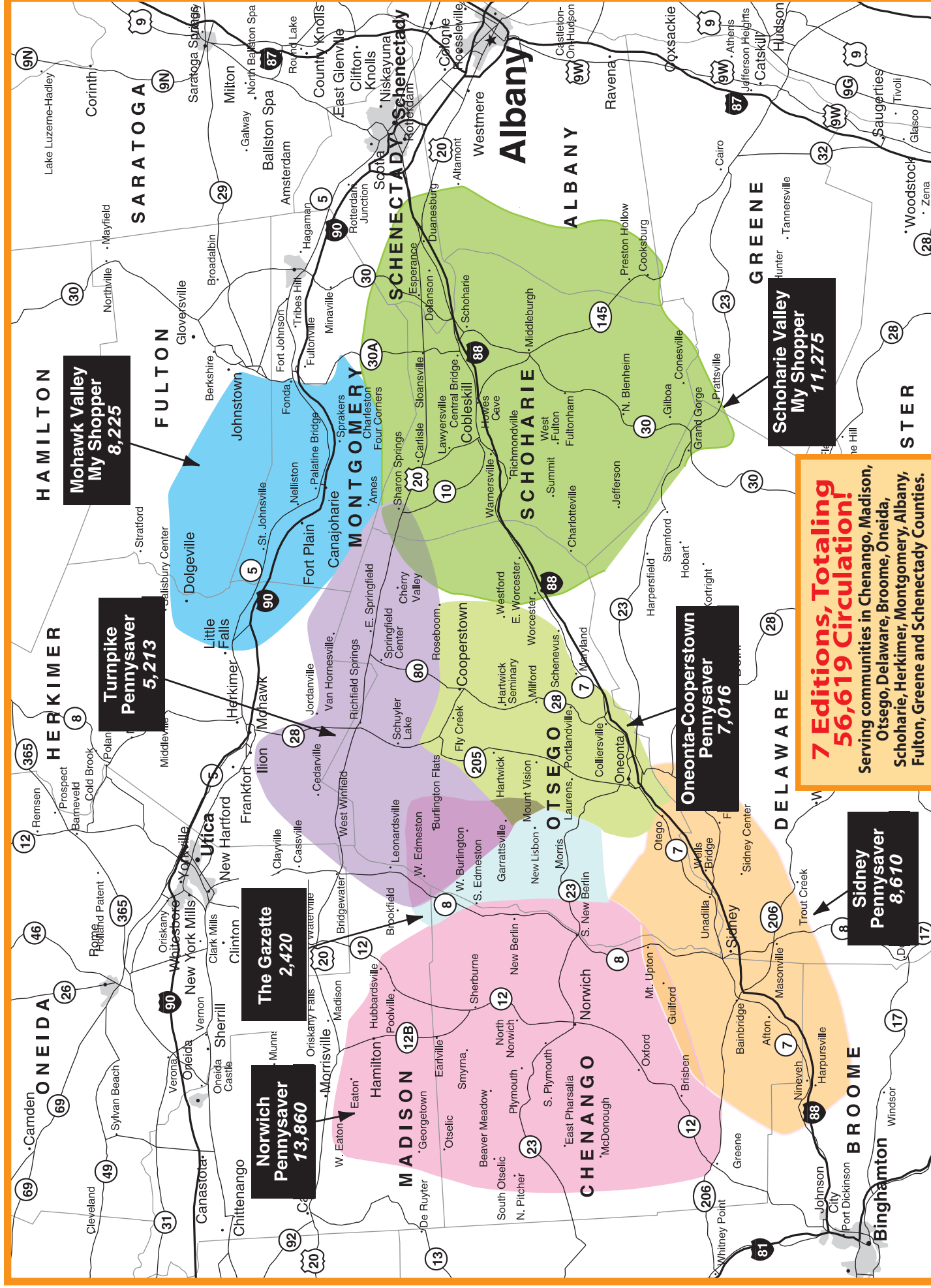


- Norwich • Sidney • Turnpike
- Oneonta-Cooperstown



- Schoharie Valley
- Mohawk Valley

THE GAZETTE



NORWICH EDITION

Zip	Location	Deliveries
13040	Cincinnati	40
13332	Earlville	575
13758	East Pharsalia	25
13334	Eaton and West Eaton	150
13072	Georgetown	175
13776	Gilbertsville	25
13778	Greene RD 1 & 3	460
13780	Guilford	290
13346	Hamilton	525
13355	Hubbardsville	20
13801	McDonough	300
13411	New Berlin	970
13814	North Norwich	100
13124	North Pitcher	20
13815	Norwich	5950
13830	Oxford	1465
13136	Pitcher	25
13832	Plymouth	50
13460	Sherburne	1450
13464	Smyrna	375
13466	South Edmeston	20
13843	South New Berlin	700
13155	South Otselic	125
13844	South Plymouth	25

TOTAL 13,860

SIDNEY EDITION

Zip	Location	Deliveries
13730	Afton	825
13733	Bainbridge	1665
13775	Franklin	275
13787	Harpursville	550
13804	Masonville	185
13809	Mt. Upton	310
13813	Nineveh	250
13820	Oneonta RD3	200
13825	Otego	675
13838	Sidney	2078
13839	Sidney Center	375
13849	Unadilla	1190
13859	Wells Bridge	32

TOTAL 8,610

THE GAZETTE

Zip	Location	Deliveries
13315	Burlington Flats	405
13482	West Burlington	30
13415	New Lisbon	35
13335	Edmeston	595
13485	West Edmeston	200
13808	Morris	795
13342	Garrattsville	50
	Individual	160
	Newsstand Sales	150

TOTAL 2,420

TURNPIKE EDITION

Zip	Location	Deliveries
13313	Bridgewater	125
13315	Burlington Flats	405
13320	Cherry Valley	670
13333	East Springfield	25
13342	Garrattsville	75
13357	Ilion	428
13361	Jordanville	25
13407	Mohawk	115
13439	Richfield Springs	1725
13450	Roseboom	75
13457	Schuyler Lake	115
13468	Springfield Center	155
13485	West Edmeston	200
13491	West Winfield	1075

TOTAL 5,213

SCHOHARIE VALLEY EDITION

Zip	Location	Deliveries
12031	Carlisle	75
12035	Central Bridge	300
12036	Charlottesville	75
12043	Cobleskill	2725
12053	Delanson	450
12056	Duanesburg	300
12064	East Worcester	50
12066	Esperance	575
12071	Fultonham	100
12076	Gilboa	450
12092	Howes Cave	425
12093	Jefferson	375
12122	Middleburgh	1500
12131	North Blenheim	100
12149	Richmondville	750
12157	Schoharie	1075
12160	Sloansville	250
12175	Summit	150
12187	Warnerville	175
12194	West Fulton	100
12197	Worcester	525
12434	Grand Gorge	125
12468	Prattsville	125
13459	Sharon Springs	500

TOTAL 11,275

MOHAWK VALLEY EDITION

Zip	Location	Deliveries
13317	Ames	75
13317	Canajoharie	1250
13329	Dolgeville	975
12068	Fonda	200
13339	Fort Plain	2325
12072	Fultonville	200
13365	Little Falls, RD#1	200
13410	Nelliston	300
13428	Palatine Bridge	575
13452	St. Johnsville	1675
12166	Sprakers	450

TOTAL 8,225

TOTAL EDITIONS 22,470

TOTAL EDITIONS 14,649

TOTAL EDITIONS 19,500