

2023

# Spring CAR CARE

Two timely special sections offering our readers important information while providing you with an excellent opportunity to advertise your automotive related business.

- Auto Repair
- Collision • Tire Sales
- Spring Services
- Even New & Used Car Sales

## AD DEADLINE FOR CAR CARE #1 IS MARCH 22nd

Publication will be the week of March 26th

## AD DEADLINE FOR CAR CARE #2 IS APRIL 5th

Publication will be the week of April 9th

\* Over 60% of our readers have indicated they will be buying tires, brakes and automotive services while over 30% will be buying a new or used vehicle this year.

\* Data from CVC Audit



Norwich – 607-334-4714

Sidney – 800-767-7862

Richfield – 800-767-7862

Oneonta/Cooperstown – 800-767-7862

Cobleskill – 800-767-7862

Nelliston – 518-993-5626

## PICK FROM ONE TO THREE OF OUR MARKET AREAS

• Mohawk Valley and Schoharie My Shoppers  
(Sunday) In Paper

**18,900 Homes**

• Sidney & Norwich Pennysavers  
(Tuesday) In Paper

**20,170 Homes**

• Wharton Valley, Turnpike  
Oneonta-Cooperstown Pennysavers

(Thursday) In Paper **13,731 Homes**

## AFFORDABLE PRICING:

	3x4 (5 1/2" x 4")	3x8 (5 1/2" x 8")	3x16 (5 1/2" x 16") or 6x8 (10 1/2" x 8")	FULL (10 1/2" x 16")
Buying One Market Area:	<b>\$99</b>	<b>\$125</b>	<b>\$225</b>	<b>\$350</b>
Each Additional Market Area:	<b>\$29</b>	<b>\$39</b>	<b>\$69</b>	<b>\$99</b>

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- Over 52,800 potential home deliveries