

FALL 2024

CAR CARE



Two very special sections with important automotive based readership content.

PICK FROM ONE TO THREE OF OUR MARKET AREAS

- Mohawk Valley and Schoharie My Shoppers (Sunday)
- Sidney & Norwich Pennysavers (Tuesday)
- Gazette, Turnpike, Oneonta-Cooperstown Pennysavers (Thursday)

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")
<i>Buying One Market Area:</i>	\$99	\$125	\$225	\$350
<i>Each Additional Market Area:</i>	\$29	\$39	\$69	\$99

Limited spot & full color available. See your salesperson for more details.

- Helpful articles and features

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, 9/19.

This offers our readers excellent information while providing you the proper environment to tell your message.

- Auto Repair • Collision • Tire Sales • Fall Specials
- Fall Services • Everything to be ready for winter

AD DEADLINE FOR CAR CARE #1 IS OCT. 9th
Publication will be the week of Oct. 13th

AD DEADLINE FOR CAR CARE #2 IS OCT. 23rd
Publication will be the week of Oct. 27th

Cannot be combined with any other discounts. All display ads will incur an additional \$5 online advertising fee.



- 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