

# PRINT/DIGITAL ADVERTISING RATES

## OPEN DISPLAY RATES

per advertising unit

Norwich Edition.....\$12.00	Oneonta-Coop. Edition....\$10.25
Sidney Edition.....\$10.00	Mohawk Valley Edition....\$10.25
Turnpike Edition.....\$9.40	Schoharie Valley Edition....\$11.25
Wharton Valley Gazette....\$5.50	

NOTE: Payment must be made when ads are placed until credit is established.  
All display ads will incur an additional \$8.00 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 \$6.25 per advertising unit per publication.

### Choose from:

- Norwich Pennysaver
- Sidney Pennysaver
- Turnpike Pennysaver
- Wharton Valley Gazette
- 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 newspaper;  
and the Wharton Valley Gazette, a weekly tabloid size newspaper.

## COMMERCIAL CLASSIFIED RATE

\* Appears in ALL 7 Editions \*

**\$20.00 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 over 3 million homes.  
Call for rates and other information, including National reach

## COLOR ADVERTISING

Process spot color is available at a cost of \$95 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.....	\$75 per 1000
up to 32 page tab.....	\$95 per 1000
up to 40 page tab.....	\$110 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 \$50 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, 3:00 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, Noon	Saturday & Sunday
Wharton Valley Gazette -	Friday, 5:00 pm	Thursday

Rates subject to change without notice

## CERTIFICATION STATEMENT OF CARRIER DELIVERY

available on request

## CONTACT US



**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

advertising@pennysaveronline.com • www.pennysaveronline.com



# RATES & DISTRIBUTION

## information

A family of national award-winning publications serving 42,988 homes in Central New York State.

Effective April 1, 2026



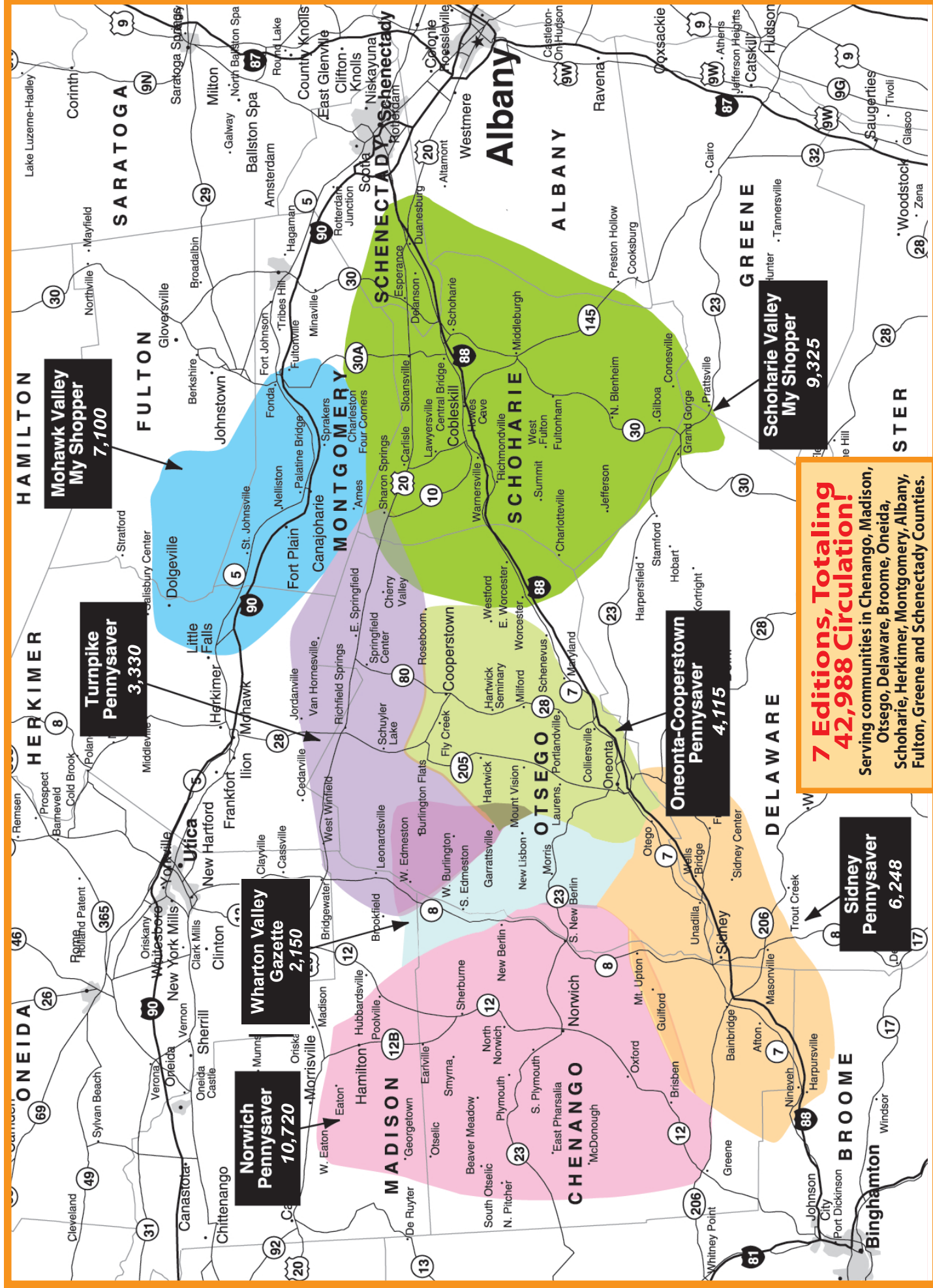
- Norwich • Sidney • Turnpike
- Oneonta-Cooperstown



- Schoharie Valley
- Mohawk Valley



Serving the Unadilla and Butternut Valleys since 1871



### NORWICH EDITION

Zip	Location	Deliveries
13332	Earlville.....	400
13758	East Pharsalia.....	25
13334	Eaton and West Eaton.....	100
13072	Georgetown.....	20
13776	Gilbertsville.....	25
13778	Greene RD 1 & 3.....	300
13780	Guilford.....	225
13346	Hamilton.....	450
13801	McDonough.....	250
13411	New Berlin.....	700
13814	North Norwich.....	50
13124	North Pitcher.....	20
13815	Norwich.....	4945
13830	Oxford.....	1100
13136	Pitcher.....	20
13832	Plymouth.....	50
13460	Sherburne.....	1010
13464	Smyrna.....	200
13466	South Edmeston.....	30
13843	South New Berlin.....	700
13155	South Otselic.....	75
13844	South Plymouth.....	25

**TOTAL 10,720**

### WHARTON VALLEY GAZETTE

Zip	Location	Deliveries
13315	Burlington Flats.....	600
13482	West Burlington.....	30
13415	New Lisbon.....	35
13335	Edmeston.....	550
13808	Morris.....	710
13342	Garrattsville.....	25
	Individual.....	100
	Newsstand Sales.....	100

**TOTAL 2,150**

### TURNPIKE EDITION

Zip	Location	Deliveries
13313	Bridgewater.....	100
13320	Cherry Valley.....	615
13333	East Springfield.....	50
13361	Jordanville.....	25
13439	Richfield Springs.....	1375
13457	Schuyler Lake.....	115
13468	Springfield Center.....	125
13485	West Edmeston.....	50
13491	West Winfield.....	875

**TOTAL 3,330**

### SCHOHARIE VALLEY EDITION

Zip	Location	Deliveries
12031	Carlisle.....	75
12035	Central Bridge.....	225
12036	Charlottetville.....	75
12043	Cobleskill.....	2600
12053	Delanson.....	225
12056	Duanesburg.....	225
12064	East Worcester.....	50
12066	Esperance.....	325
12071	Fultonham.....	75
12076	Gilboa.....	175
12092	Howes Cave.....	300
12093	Jefferson.....	125
12122	Middleburgh.....	1175
12131	North Blenheim.....	75
12149	Richmondville.....	825
12157	Schoharie.....	1225
12160	Sloansville.....	200
12175	Summit.....	50
12187	Warnerville.....	175
12194	West Fulton.....	75
12197	Worcester.....	300
12434	Grand Gorge.....	125
12468	Prattsville.....	125
13459	Sharon Springs.....	500

**TOTAL 9,325**

### SIDNEY EDITION

Zip	Location	Deliveries
13730	Afton.....	900
13733	Bainbridge.....	1315
13775	Franklin.....	100
13787	Harpursville.....	215
13804	Masonville.....	100
13809	Mt. Upton.....	225
13825	Otego.....	175
13838	Sidney.....	1953
13839	Sidney Center.....	293
13849	Unadilla.....	940
13859	Wells Bridge.....	32

**TOTAL 6,248**

### ONEONTA-COOPERSTOWN EDITION

Zip	Location	Deliveries
13747	Colliersville.....	15
13326	Cooperstown.....	890
13337	Fly Creek.....	50
13348	Hartwick.....	340
13796	Laurens.....	200
12116	Maryland.....	195
13807	Milford.....	150
13810	Mount Vision.....	200
13820	Oneonta.....	1550
13834	Portlandville.....	60
13450	Roseboom Star Rte.....	65
12155	Schenevus.....	275
13488	Westford.....	125

**TOTAL 4,115**

### MOHAWK VALLEY EDITION

Zip	Location	Deliveries
13317	Ames.....	75
13317	Canajoharie.....	1625
13329	Dolgeville.....	700
12068	Fonda.....	225
13339	Fort Plain.....	1850
12072	Fultonville.....	225
13365	Little Falls, RD#1.....	100
13410	Nelliston.....	275
13428	Palatine Bridge.....	525
13452	St. Johnsville.....	1125
12166	Sprakers.....	375

**TOTAL 7,100**

**TOTAL EDITIONS 16,968**

**TOTAL EDITIONS 9,595**

**TOTAL EDITIONS 16,425**