2023
NORWICH and SIDNEY EDITIONS

EFFECTIVE JULY 15, 2023

• OPEN DISPLAY RATES
  per advertising unit

Norwich Edition .................................. $11.50
Sidney Edition .................................. $9.55

All display ads will incur an additional
$5.00 on-line ad fee.

NOTE: Payment must be made when ad is placed until
credit is established.

• STATEWIDE NETWORK

We can arrange to have your Pennysaver display ad
placed in neighboring publications or in publications
throughout New York State. Call us for rates and other
information.

YEARLY BULK SPACE AGREEMENT RATES
NORWICH EDITION

Minimum Advertising Units Advertising Unit Rate
200................................................ $10.55
400................................................ $10.30
900................................................ $10.00
1500............................................. $9.80
2500............................................. $9.55
3000............................................. $9.30
4000............................................. $9.00
6000............................................. $8.75
8000............................................. $8.55

SIDNEY EDITION

Minimum Advertising Units Advertising Unit Rate
200................................................ $8.80
400................................................ $8.60
900................................................ $8.40
1500............................................. $8.20
2500............................................. $8.00
3000............................................. $7.80
4000............................................. $7.60
6000............................................. $7.35
8000............................................. $7.15

• COMMERCIAL CLASSIFIED RATE

$8.50 for first 20 words
25¢ each additional word

Price includes BOTH editions and FREE
ON THE INTERNET!

All classified ads are restricted to their proper style
and classification.

• NEW YORK STATE CLASSIFIED NETWORK

Expand your reach to nearly 3 million homes.
Call for rates and other information, including National reach.

• 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..........................$70 per 1000
up to 32 page tab..........................$90 per 1000
up to 40 page tab..........................$105 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
* Folding charge $50 per 1000.

• COLOR ADVERTISING

Spot color is available in a variety of colors at a
cost of $75 per color, per page, per paper.
Process color available at a cost of $225 per page, per paper.

• COPY Deadlines

Monday at noon for regular editions.
Friday at noon prior to Monday legal holidays.

• DELIVERY DATES

Sidney Edition - Tuesday
Norwich Edition - Tuesday p.m.

• 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 sales representative for details and pricing.
## NORWICH EDITION

<table>
<thead>
<tr>
<th>Zip</th>
<th>Location</th>
<th>Deliveries</th>
</tr>
</thead>
<tbody>
<tr>
<td>1332</td>
<td>Earlville</td>
<td>500</td>
</tr>
<tr>
<td>1375</td>
<td>East Pharsalia</td>
<td>25</td>
</tr>
<tr>
<td>1334</td>
<td>Eaton and West Eaton</td>
<td>145</td>
</tr>
<tr>
<td>1307</td>
<td>Georgetown</td>
<td>125</td>
</tr>
<tr>
<td>1376</td>
<td>Gilbertsville</td>
<td>25</td>
</tr>
<tr>
<td>1378</td>
<td>Greene RD 1 &amp; 3</td>
<td>435</td>
</tr>
<tr>
<td>1380</td>
<td>Guilford</td>
<td>250</td>
</tr>
<tr>
<td>1346</td>
<td>Hamilton</td>
<td>450</td>
</tr>
<tr>
<td>1355</td>
<td>Hubbardsville</td>
<td>20</td>
</tr>
<tr>
<td>1381</td>
<td>McDonough</td>
<td>275</td>
</tr>
<tr>
<td>1341</td>
<td>New Berlin</td>
<td>850</td>
</tr>
<tr>
<td>13814</td>
<td>North Norwich</td>
<td>75</td>
</tr>
<tr>
<td>1312</td>
<td>North Pitcher</td>
<td>20</td>
</tr>
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<td>13815</td>
<td>Norwich</td>
<td>5420</td>
</tr>
<tr>
<td>13830</td>
<td>Oxford</td>
<td>1300</td>
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<tr>
<td>13136</td>
<td>Pitcher</td>
<td>25</td>
</tr>
<tr>
<td>13832</td>
<td>Plymouth</td>
<td>50</td>
</tr>
<tr>
<td>13460</td>
<td>Sherburne</td>
<td>1260</td>
</tr>
<tr>
<td>13464</td>
<td>Smyrna</td>
<td>350</td>
</tr>
<tr>
<td>13466</td>
<td>South Edmeston</td>
<td>30</td>
</tr>
<tr>
<td>13843</td>
<td>South New Berlin</td>
<td>650</td>
</tr>
<tr>
<td>13155</td>
<td>South Otselic</td>
<td>125</td>
</tr>
<tr>
<td>13844</td>
<td>South Plymouth</td>
<td>25</td>
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</tbody>
</table>

**TOTAL 12,430**

## SIDNEY EDITION

<table>
<thead>
<tr>
<th>Zip</th>
<th>Location</th>
<th>Deliveries</th>
</tr>
</thead>
<tbody>
<tr>
<td>13730</td>
<td>Afton</td>
<td>925</td>
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<tr>
<td>13733</td>
<td>Bainbridge</td>
<td>1415</td>
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<tr>
<td>13775</td>
<td>Franklin</td>
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<td>13787</td>
<td>Harpursville</td>
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<td>13804</td>
<td>Masonville</td>
<td>175</td>
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<td>13809</td>
<td>Mt. Upton</td>
<td>225</td>
</tr>
<tr>
<td>13813</td>
<td>Nineveh</td>
<td>100</td>
</tr>
<tr>
<td>13825</td>
<td>Otego</td>
<td>100</td>
</tr>
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<td>13838</td>
<td>Sidney</td>
<td>2003</td>
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<tr>
<td>13839</td>
<td>Sidney Center</td>
<td>193</td>
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<tr>
<td>13849</td>
<td>Unadilla</td>
<td>1065</td>
</tr>
<tr>
<td>13859</td>
<td>Wells Bridge</td>
<td>32</td>
</tr>
</tbody>
</table>

**TOTAL 6,383**

**TOTAL BOTH EDITIONS** 18,813

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**EXPAND YOUR MARKET AREA!**

**LOW-COST COMBINATION RATES:**
Add any edition in our family of publications for only $6.00 per advertising unit per publication.

**CHOOSE FROM:**
- Oneonta-Cooperstown Pennysaver
- Turnpike Pennysaver
- My Shopper/Schoharie Valley
- My Shopper/Mohawk Valley
- Norwich Pennysaver
- Sidney Pennysaver
- The Gazette $5.25

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

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**FCPNY CIRCULATION AUDIT BY**

**CIRCULATION VERIFICATION COUNCIL**

**CERTIFICATION STATEMENT OF CARRIER DELIVERY**

Audit Results available on request.

We reserve the right to edit or cancel any advertisement at any time. We do not guarantee the accuracy of any claims made in any advertisement appearing in the Pennysaver. We cannot be responsible for typographical errors. In the event of an error, we are only liable for the space occupied by the error, and only for one insertion.