2023
MOHAWK and SCHOHARIE
VALLEY EDITIONS

EFFECTIVE JANUARY 1, 2023

• OPEN DISPLAY RATES
  per advertising unit

Mohawk Valley Edition.........................$9.80
Schoharie Valley Edition...................$10.75
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 My Shopper 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
MOHAWK VALLEY EDITION

Minimum Advertising Units Advertising Unit Rate
200…………………………………….$9.30
400…………………………………….$9.05
900…………………………………….$8.90
1500………………………………….$8.60
2500………………………………….$8.45
3000………………………………….$8.25
4000………………………………….$8.00
6000………………………………….$7.80
8000………………………………….$7.60

SCHOHARIE VALLEY EDITION

Minimum Advertising Units Advertising Unit Rate
200…………………………………….$10.25
400…………………………………….$9.90
900…………………………………….$9.70
1500………………………………….$9.50
2500………………………………….$9.30
3000………………………………….$9.00
4000………………………………….$8.80
6000………………………………….$8.60
8000………………………………….$8.30

• 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.
  Classified Ad Deadline Thursday at 2 pm

• 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 7 days prior to insertion.
  * 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
  Mohawk Valley Edition - Wednesday, 5:00 pm.
  Schoharie Valley Edition - Thursday, Noon

• DELIVERY
  Sunday (Mohawk Valley)
  Saturday & Sunday (Schoharie Valley)

• 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.
### CIRCULATION NUMBERS

#### SCHOHARIE VALLEY EDITION

<table>
<thead>
<tr>
<th>Zip</th>
<th>Location</th>
<th>Deliveries</th>
</tr>
</thead>
<tbody>
<tr>
<td>12031</td>
<td>Carlisle</td>
<td>75</td>
</tr>
<tr>
<td>12035</td>
<td>Central Bridge</td>
<td>300</td>
</tr>
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<td>12036</td>
<td>Charlotteville</td>
<td>75</td>
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<td>12043</td>
<td>Cobleskill</td>
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<td>12053</td>
<td>Delanson</td>
<td>425</td>
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<td>12056</td>
<td>Duanesburg</td>
<td>275</td>
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<td>12064</td>
<td>East Worcester</td>
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<td>12066</td>
<td>Esperance</td>
<td>550</td>
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<td>12071</td>
<td>Fultonham</td>
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<td>12076</td>
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<td>Jefferson</td>
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<td>Sloansville</td>
<td>200</td>
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<td>12175</td>
<td>Summit</td>
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<td>West Fulton</td>
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<td>Worcester</td>
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<td>Grand Gorge</td>
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<td>Prattsville</td>
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<td>13459</td>
<td>Sharon Springs</td>
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**TOTAL 11,225**

#### MOHAWK VALLEY EDITION

<table>
<thead>
<tr>
<th>Zip</th>
<th>Location</th>
<th>Deliveries</th>
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<tr>
<td>13317</td>
<td>Ames</td>
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<td>Sprakers</td>
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**TOTAL 7,675**

**TOTAL BOTH EDITIONS 18,900**

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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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**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 My Shopper. 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.