

**2026  
TURNPIKE and  
ONEONTA-COOPERSTOWN  
EDITIONS**



The Turnpike and Oneonta-Cooperstown  
**PENNYSAVER**

**BUSINESS, SALES & ACCOUNTING OFFICES FOR ALL PUBLICATIONS**  
P.O. Box 111, 18-20 Mechanic St., Norwich, NY 13815  
**(800) 767-7862 FAX (607) 336-7318**  
*www.pennysaveronline.com • production@pennysaveronline.com*

**EFFECTIVE APRIL 1, 2026**

**• OPEN DISPLAY RATES**

per advertising unit

**Turnpike Edition.....\$9.40**  
**Oneonta-Cooperstown Edition.....\$10.25**

*All display ads will incur an additional  
\$8.00 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**

**TURNPIKE EDITION**

| Minimum Advertising Units | Advertising Unit Rate |
|---------------------------|-----------------------|
| 200.....                  | \$8.75                |
| 400.....                  | \$8.40                |
| 900.....                  | \$8.25                |
| 1500.....                 | \$8.10                |
| 2500.....                 | \$7.85                |
| 3000.....                 | \$7.75                |
| 4000.....                 | \$7.50                |
| 6000.....                 | \$7.25                |
| 8000.....                 | \$7.10                |

**ONEONTA-COOPERSTOWN EDITION**

| Minimum Advertising Units | Advertising Unit Rate |
|---------------------------|-----------------------|
| 200.....                  | \$9.55                |
| 400.....                  | \$9.25                |
| 900.....                  | \$9.00                |
| 1500.....                 | \$8.85                |
| 2500.....                 | \$8.75                |
| 3000.....                 | \$8.50                |
| 4000.....                 | \$8.30                |
| 6000.....                 | \$8.10                |
| 8000.....                 | \$7.90                |

**• COMMERCIAL CLASSIFIED RATE**

\$10.00 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 over 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.....\$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.*

**• COLOR ADVERTISING**

Spot color is available in a variety of colors at a cost of \$95 per color, per page, per paper.  
Process color available at a cost of \$225 per page, per paper.

**• COPY DEADLINES**

Monday at 5:00 for regular editions.

**• DELIVERY DATES**

Every Thursday

**• 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.*

**CIRCULATION NUMBERS**

**TURNPIKE EDITION**

| <u>Zip</u> | <u>Location</u>         | <u>Deliveries</u> |
|------------|-------------------------|-------------------|
| 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**

**ONEONTA-COOPERSTOWN  
 EDITION**

| <u>Zip</u> | <u>Location</u>        | <u>Deliveries</u> |
|------------|------------------------|-------------------|
| 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**

**TOTAL BOTH  
 EDITIONS**

**7,445**

***EXPAND  
 YOUR  
 MARKET  
 AREA!***

**LOW-COST COMBINATION RATES:**

Add any edition in our family of publications for only \$6.25 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 \$5.50

- 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.

**FCPNY CIRCULATION AUDIT BY**



**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.