EFFECTIVE JANUARY 1, 2023

• OPEN DISPLAY RATES
  per advertising unit

Turnpike Edition........................................$8.95
Oneonta-Cooperstown Edition.............$9.80
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

TURNPIKE EDITION

Minimum                         Advertising Unit Rate
Advertising Units
200..................................$8.30
400..................................$8.00
900..................................$7.85
1500..................................$7.70
2500..................................$7.50
3000..................................$7.35
4000..................................$7.15
6000..................................$6.90
8000..................................$6.75

ONEONTA-COOPERSTOWN EDITION

Minimum                         Advertising Unit Rate
Advertising Units
200..................................$9.10
400..................................$8.80
900..................................$8.65
1500..................................$8.45
2500..................................$8.30
3000..................................$8.10
4000..................................$7.90
6000..................................$7.70
8000..................................$7.50

• 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
  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
  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.
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.

Serving Communities in Otsego, Schoharie, Herkimer and Oneida Counties

2023
The Turnpike and Oneonta-Cooperstown
Pennysaver

CIRCULATION NUMBERS

<table>
<thead>
<tr>
<th>Zip</th>
<th>Location</th>
<th>Deliveries</th>
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</thead>
<tbody>
<tr>
<td>13313</td>
<td>Bridgewater</td>
<td>125</td>
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<tr>
<td>13315</td>
<td>Burlington Flats</td>
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<td>13320</td>
<td>Cherry Valley</td>
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<td>13333</td>
<td>East Springfield</td>
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<td>13342</td>
<td>Garrattsville</td>
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<tr>
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<td>13407</td>
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TOTAL 4,838

ONEONTA-COOPERSTOWN

EDITION

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<td>13810</td>
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TOTAL 6,458

TOTAL BOTH EDITIONS 11,296

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.