

If you do business in New York,  
then you should do business through

# AdNetworkNY.com

One Ad. One Invoice. Millions of readers.



A service of:



## Here's why...



### Large total reach

More than 3.4 million homes  
across New York State  
*97.2% of households regularly  
receive their free community paper*



### Large total audience

More than 4.5 million regular readers  
*75.8% regularly read their free  
community paper*



### Millions of motivated consumers

*76.3% of readers frequently purchase  
goods and services from ads in their  
free community paper*



### Desirable broad-range demographics

- 79% of our readers are aged 25-64
- 55% of our readers have household incomes of \$50K to \$150K
- 62% of our readers have college experience

*Statistics courtesy of CVC Audit, September 30, 2013*

# ONE CALL. ONE ORDER. ONE INVOICE.

*Independent circulation audits & readership surveys by:*



**Classified, Display & Insert Programs**

Contact Tom Cuskey, Sales Director • [tcuskey@fcpsy.com](mailto:tcuskey@fcpsy.com) • 877-275-2726

Updated August 15, 2014

# Three ways to reach all or parts of the Empire State

**Programs to fit every marketing goal ... every budget**

**1**

## CLASSIFIED ADS

*The most cost-effective way to reach the most readers*

### WESTERN NY

More than 796,000 homes in a 14 county area

**Only \$249**

25 words\*, \$10 each add'l word per week

### CENTRAL/CAPITAL NY

More than 707,000 homes in a 37 county area

**Only \$249**

25 words\*, \$10 each add'l word per week

Cover both **WESTERN** and **Central/Capital** for

**Only \$349**

25 word ad, \$15 each add'l word per week

### DOWNSTATE NY

More than 1.8 million homes in an 11 county area

**Only \$299**

25 words\*, \$10 each add'l word per week

*Our most cost effective package*

Cover all 3 zones  
**STATEWIDE COVERAGE** for

**Only \$489**

25 word ad, \$15 each add'l word per week

\*Telephone numbers, business name, entire address each count as *only one word*

Call 877-275-2726 for an exact quote, frequency discounts and any seasonal promotions

Deadline: Friday at 12:00pm

**2**

## DISPLAY ADS

*Target your market with zoned or custom coverage*

### Western Region

More than 835,000 homes

### Central/Capital Region

More than 770,000 homes

### Downstate Region

More than 1.8 million homes

Or choose custom coverages of 500,000 homes and larger

2 column x 2" ad programs start at

**only \$1,200**

2x2, 2x3 and 2x4 ads available; custom sizes on request.

Display rate:

60¢ per column inch per 1,000 circulation, black and white

Call 877-275-2726 for a custom quote

Deadline: Thursday at 12:00pm

**3**

## FREE-STANDING INSERTS

*The most specific targeting method we offer*

Inserts can be zoned by zip code, region or statewide. Rates depend on insert size and weight, as well as coverage area and mail vs. carrier delivery.

Call 877-275-2726 for a custom quote

Please allow at least 5 business days for custom quotes.



*We are always ready to assist you with your needs:*

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**AdNetworkNY**

Dan Holmes, Executive Director

109 Twin Oaks Drive, Suite D, Syracuse, NY 13206

877-275-2726

# AdNetworkNY offers superior reach in New York State among affluent, motivated consumers

## Western NY

- 14 county area
- Major cities include Buffalo and Rochester
- We reach 835,999 households (HH) & 1.12 million readers (796,053 HH in classified network)
- More than \$85 billion annual area consumer spending
- Average HH income \$59,969
- 37% of HH have annual incomes in excess of \$75K

## Central/Capital NY

- 37 county area
- Major cities include Albany, Syracuse, Utica and Binghamton
- We reach 770,716 households (HH) and 1.03 million readers (707,302 HH in classified network)
- More than \$58 billion annual area consumer spending
- Average HH income \$64,793
- 39% of HH have annual incomes in excess of \$75K

## Downstate NY

- 11 county area
- Major cities include Metro NY and Long Island area
- We reach 1,807,946 households (HH) & 2.4 million readers (1,807,946 HH in classified network)
- More than \$262 billion annual area consumer spending
- Average HH income \$91,377
- 48% of HH have annual incomes in excess of \$75K

## Our readers, your customers...

(statewide statistics)

- We reach more than **3.4 million** households and more than **4.6 million** readers. (More than **3.3 million** homes in classified network)
- More than **\$406 billion** in area consumer spending
- Average HH income: **\$83,495**
- **45%** of HH have annual income in excess of \$75K
- **97%** of homes in the market receive a free community paper
- The free paper is read regularly in **76%** of households
- Almost **77%** of the readers have bought products or services advertised in their free community paper



**AdNetworkNY.com**  
One Ad. One Invoice. Millions of readers.

Statistics courtesy of CVC Audit, September 30, 2013 and 2014 Census Bureau and 2014 Bureau of Labor Statistics Consumer Expenditure Survey compiled by EASI and AdMall.com.

# Member Circulation by Publisher

FCPNY MEMBER PUBLICATIONS	BASED IN	ZIP CODE	NO. OF EDITIONS	WESTERN	CENTRAL/CAPITAL	DOWNSTATE
Angola Pennysaver	Angola	14006	1	10,000		
Community Papers of Western NY (formerly Metro)	Buffalo	14225	24	247,834		
Fredonia Pennysaver	Fredonia	14063	2	24,298		
Genesee Valley Publications	Rochester	14414	11	180,396		
Lake Country Pennysaver	Albion	14411	1	20,401		
LeRoy Pennysaver	LeRoy	14482	1	7,497		
Merchandise (The)	Clifton Springs	14432	1	15,200		
Messenger Post Media (Gatehouse Media)	Canandaigua	14424	5	43,155		
Messenger Post Media (Gatehouse Media)	Rochester	14424	10	75,925		
Mount Morris Shopper, Inc.*	Mount Morris	14510	1	7,000		
PenneSaverPlus (Gatehouse Media)	Hornell	14843	1	23,235		
Perry Shopper	Perry	14530	1	7,895		
RW Publications	Orchard Park	14127	5	63,500		
Salamanca Pennysaver*	Salamanca	14779	1	11,946		
Southern Tier Shopper*	Hammondsport	14840	1	22,455		
Steuben Courier (Gatehouse Media)	Bath	14810	1	11,200		
Warsaw Penny Saver	Warsaw	14569	1	9,280		
Wayuga Community Papers*	Red Creek	13143	1	21,000		
Westside News, Inc.	Spencerport	14559	4	33,875		
Capital Region Weekly Newspaper Group	Clifton Park	12065	10		166,667	
Catskill Shopper (Gatehouse Media)	Liberty	12754	3		41,160	
Chronicle Ad-Viser (Gatehouse Media)	Penn Yan	14527	1		11,596	
County Shopper	Delhi	13753	2		20,444	
Denton Adirondack Journal	Elizabethtown	12932	1		10,790	
Denton Publications	Elizabethtown	12932	5		39,815	
Denton Times of Ti	Ticonderoga	12883	1		8,816	
Eagle Newspapers	Syracuse	13206	4		18,110	
Hi Lites (The)	Watkins Glen	14891	1		9,000	
Hi, Neighbor	Cazenovia	13035	1		11,500	
Horseheads Shopper (Gatehouse Media)	Horseheads	14845	1		18,467	
Ithaca Tri-Village Pennysaver Advantage* (Times Shamrock)	Ithaca	14847	1		14,030	
Manchester Newspapers	Granville	12832	2		43,174	
Mid-York Weekly	Utica	13501	3		62,958	
My Shopper/Mohawk Valley (Snyder Communications)	Cobleskill	12043	2		27,300	
Napaul Publishers, Inc.*	Hudson Falls	12839	6		29,264	
North Country Shopper	Edwards	13635	1		10,500	
North Country This Week	Potsdam	13676	1		21,000	
Northern New York Pennysaver	Watertown	13601	1		19,509	
Norwich/Sidney/Wharton Valley Pennysavers (Snyder Comm)	Norwich	13815	3		30,554	
Oneida-Madison Pennysaver	Oneida	13421	1		20,400	
Owego Pennysaver* (Times Shamrock)	Owego	13827	1		19,420	
Saugerties/Mountain Pennysavers (Gatehouse Media)	Saugerties	12477	2		31,602	
Seneca County Area Shopper	Ovid	14521	1		10,900	
Spotlight Newspapers	Delmar	12054	2		6,989	
Syracuse New Times	Syracuse	13204	1		33,156	
Tri-State Pennysaver News	Bennington, VT	05201	1		14,517	
Turnpike/Oneonta-Cooperstown Pennysavers (Snyder Comm)	Richfield Springs	13439	2		18,378	
All Island Media	Bohemia	11717	65			908,131
Bronx Penny Pincher	Bronx	10465	5			78,400
Chase Media Group/Yorktown Pennysaver	Yorktown Heights	10598	10			176,091
Market Place Publications	Carle Place	11514	5			38,000
Marketplace Today	Chester	10918	4			32,835
Neighbor Newspapers	Farmingdale	11735	22			179,950
PrimeTime Xpress (Richner Communications)	Garden City	11530	10			115,989
Tri-State Pennysaver Group	Pelham	10803	25			278,550
				<b>WESTERN</b>	<b>CENTRAL/CAPITAL</b>	<b>DOWNSTATE</b>
			<b>Circulation:</b>	<b>836,092</b>	<b>770,716</b>	<b>1,807,946</b>
			<b>No. of editions:</b>	<b>73</b>	<b>61</b>	<b>146</b>

**TOTAL CIRCULATION: 3,414,812 editions**

\* Paper does not participate in classified ad programs. Total classified circulation: 3,311,452 statewide, 269 editions.

NOTE: Circulation numbers are subject to change; please contact FCPNY for the latest numbers. Effective August 15, 2014.