

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



CPAN AD NETWORK

An association of local free community newspapers and publications



Here's why...



Large total reach

More than 3.5 million homes
across New York State
*97% of households regularly
receive their free community paper*



Large total audience

More than 4.7 million regular readers
*76.1% regularly read their free
community paper*



Millions of motivated consumers

*77.1% of readers frequently purchase
goods and services from ads in their
free community paper*



Desirable broad-range demographics

- 82% of our readers are aged 25-64
- 63% of our readers have household incomes of \$50K to \$150K
- 59% of our readers have college experience

Statistics courtesy of CVC Audit, September 30, 2012

ONE CALL. ONE ORDER. ONE INVOICE.

Independent circulation audits & readership surveys by:



Classified, Display & Insert Programs

Contact Tom Cuskey, Sales Director • tcuskey@fcpsy.com • 877-275-2726

Updated 11-1-2013

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*

UPSTATE

More than 1.5 million homes in the
Western, Central and Capital Districts

Only \$350

*25 words, \$10 each additional word
(per edition week)*

STATEWIDE

More than 2.5 million homes across
New York including the Metro NY
and Long Island regions

Only \$490

*25 words, \$10 each additional word
(per edition week)*

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

Call 877-275-2726 for an exact
quote, additional zone options
and frequency discounts

Deadline: Friday at 12:00pm

2

DISPLAY ADS

*Target your market with
zoned or custom coverage*

Western Region

More than 845,000 homes

Central Region

More than 788,000 homes

Downstate Region

More than 1.9 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.



Community Papers Ad Network

Dan Holmes, *Executive Director*
PO Box 11279
Syracuse, NY 13218
877-275-2726

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

Contact Tom Cuskey
Sales Director
tcuskey@fcpsy.com
877-275-2726



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

Western NY

- 14 county area
- Major cities include Buffalo and Rochester
- We reach 845,825 households (HH) & 1.1 million readers (783,424 HH in classified network)
- More than \$58 billion annual area consumer spending
- Average HH income \$66,688
- 34% of HH have annual incomes in excess of \$75K

Central NY

- 37 county area
- Major cities include Albany, Syracuse, Utica and Binghamton
- We reach 788,530 households (HH) and 1 million readers (717,586 HH in classified network)
- More than \$87 billion annual area consumer spending
- Average HH income \$71,498
- 36% 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 1,917,552 households (HH) & 2.5 million readers (1,009,421 HH in classified network)
- More than \$273 billion annual area consumer spending
- Average HH income \$116,134
- 46% of HH have annual incomes in excess of \$75K

Our readers, your customers... (statewide statistics)

- We reach more than **3.5 million** households and more than **4.7 million** readers
- More than **\$419 billion** in area consumer spending
- Average HH income: **\$83,495**
- **57%** of HH have annual income in excess of \$75K
- **97%** of homes receive a free community paper
- The free paper is read regularly in **76.1%** of households
- More than **77%** of the readers have bought products or services advertised in their free community paper



Member Circulation by Publisher

FCPNY MEMBER PUBLICATIONS	BASED IN	ZIP CODE	NO. OF EDITIONS	WESTERN	CENTRAL	DOWNSTATE
Lake Country Pennysaver	Albion	14411	1	20,441		
Angola Pennysaver	Angola	14006	1	10,000		
Drummer Pennysaver	Batavia	14020	1	15,125		
Steuben Courier	Bath	14810	1	11,200		
Moneysaver Advertising	Bolivar	14715	2	13,188		
Metro Group, Inc.	Buffalo	14225	23	296,002		
The Merchandiser	Clifton Springs	14432	1	14,899		
Fredonia Pennysaver	Fredonia	14063	2	24,205		
Southern Tier Shopper*	Hammondsport	14840	1	22,455		
PenneSaverPlus	Hornell	14843	1	32,030		
LeRoy Pennysaver	LeRoy	14482	1	7,554		
Mount Morris Shopper, Inc.*	Mount Morris	14510	1	7,000		
RW Publications	Orchard Park	14127	5	64,398		
Perry Shopper	Perry	14530	1	7,250		
Wayuga Community Papers*	Red Creek	13143	1	21,000		
Messenger Post Media	Rochester	14424	14	42,784		
Genesee Valley Publications	Rochester	14414	11	181,193		
Salamanca Pennysaver*	Salamanca	14779	1	11,946		
Westside News, Inc.	Spencerport	14559	4	33,875		
Warsaw Penny Saver	Warsaw	14569	1	9,280		
Tri-State Pennysaver News	Bennington, VT	05201	1		14,419	
Hi, Neighbor	Cazenovia	13035	1		11,500	
Capital Region Weekly Newspaper Group	Clifton Park	12065	10		165,266	
My Shopper/Mohawk Valley	Cobleskill	12043	2		27,650	
County Shopper	Delhi	13753	2		21,387	
Spotlight Newspapers	Delmar	12054	2		6,964	
North Country Shopper	Edwards	13635	1		11,000	
Denton Publications	Elizabethtown	12932	7		63,492	
Scotsman Patriot Advertiser*	Fulton	13069	1		8,230	
Manchester Newspapers	Granville	12832	2		43,174	
Horseheads Shopper	Horseheads	14845	1		21,300	
Napaul Publishers, Inc.*	Hudson Falls	12839	6		29,264	
Ithaca Tri-Village Pennysaver Advantage*	Ithaca	14847	1		14,030	
Catskill Shopper	Liberty	12754	3		40,706	
Norwich/Sidney/Wharton Valley Pennysavers	Norwich	13815	3		31,957	
Oneida-Madison Pennysaver	Oneida	13421	1		22,353	
Seneca County Area Shopper	Ovid	14521	1		8,400	
Owego Pennysaver*	Owego	13827	1		19,420	
Chronicle Ad-Viser	Penn Yan	14527	1		12,917	
North Country This Week	Potsdam	13676	1		11,000	
Turnpike/Oneonta-Cooperstown Pennysavers	Richfield Springs	13439	2		18,693	
Saugerties/Mountain Pennysavers	Saugerties	12477	2		31,000	
Eagle Newspapers	Syracuse	13206	4		19,527	
Syracuse New Times	Syracuse	13204	1		37,185	
Mid-York Weekly	Utica	13501	4		63,197	
Northern New York Pennysaver	Watertown	13601	1		25,499	
The Hi-Lites	Watkins Glen	14891	1		9,000	
All Island Media*	Bohemia	11717	65			908,131
Bronx Penny Pincher	Bronx	10465	5			78,400
Market Place Publications	Carle Place	11514	5			38,000
Neighbor Newspapers	Farmingdale	11735	22			188,600
PrimeTime Xpress	Garden City	11530	10			115,989
Marketplace Today	Chester	10918	4			49,007
Tri-State Pennysaver Group	Pelham	10803	25			278,550
Chase Media Group/Yorktown Pennysaver	Yorktown Heights	10598	15			260,875
Circulation:				845,825	788,530	1,917,552
No. of editions:				74	63	151

**TOTAL
CIRCULATION:
3,551,907
288 editions**

* Does not participate in classified ad programs.

Total classified circulations: 2,510,431 statewide; 1,501,010 Western & Central only

NOTE: Circulation numbers are subject to change; please contact FCPNY for the latest numbers.