

LeRoy Pennysaver & News

VISIT US AT: www.leroyny.com

PHONE: 585-768-2201 • FAX: 585-768-6334

PO BOX 190 • ONE CHURCH ST. • LE ROY, NY 14482

Le Roy's Best Advertising Medium

Delivered Weekly to over 7,770 Homes

Readership: Over 10,700

Delivered to Areas in:

Le Roy, Stafford, Pavilion, Byron, South Byron

Linwood, Caledonia, Mumford, Bergen, Wyoming & York

edition:
Over 1,000
Visitors
Per Week!



Free Community Papers of New York



ADVERTISING RATE SHEET

AD SIZE: 7 5/8" x 11" (MAGAZINE)

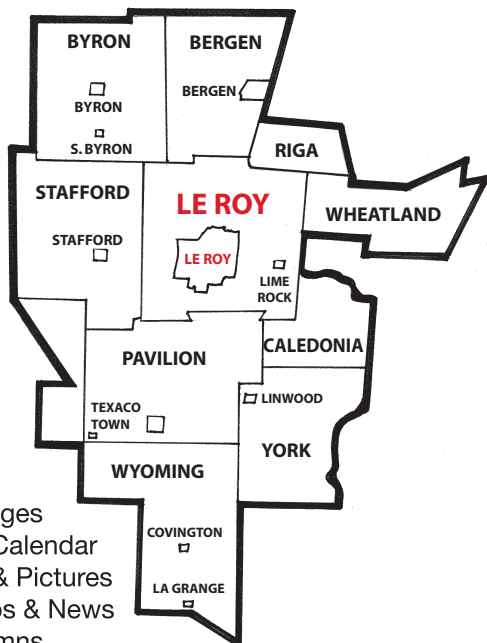
PAGE SIZE: 8 1/2" x 12" • COL. WIDTH: 1.75"

RATE: \$ 9.91 COL. INCH

1/4 PAGE \$ 69.44

1/2 PAGE \$138.86

FULL PAGE \$261.08



SPECIAL FEATURES

Classified Pages
Community Calendar
Local News & Pictures
Sports Photos & News
Weekly Columns

CLASSIFIEDS

\$7.00 for the first 20 words, \$0.10 for each additional word
(no discounts apply) (\$1.50 billing charge)

INSERTS AND EXTRAS

Inserts: (furnished by customer) \$55.00 per thousand.
Must be scheduled one week in advance.

Scans: 1 Free per ad, each additional - \$2.00

Process Color: \$1.50 per col. inch

Tear Sheets: \$2.50 per month

Front Page: (includes color) \$9.91/col. inch (no discounts apply)

Back Page: (includes color) \$7.43/col. inch

DEADLINES

Ad Deadline: Wednesday at 12:00 NOON

News Deadline: Tuesday at 12:00 NOON

Classifieds: Wednesday at 12:00 NOON

Inserts: Scheduled one week in advance

**Proof
Required
Deadline
Tues.
5:00 pm**

TERMS NET 10 DAYS - INVOICE

2 insertions per month: 5% earned discount

Frequency 3 insertions per month: 10% earned discount

Discounts: 4 insertions per month: 15% earned discount

Min. ad size 2 col. x 2" Discounts only on payments received by due date.

Agency Discount: 15% Camera-ready copy

(except front page). No other discounts apply.

	11"	10"	9"	8"	7"	6"	5"	4"	3"	2"	1"
1 Col.	69.44	66.91	60.22	53.53	46.84	40.15	33.45	26.76	21.05	14.03	9.91
2 Col.	138.86	126.24	113.62	101.00	88.37	75.75	66.91	53.53	40.15	26.76	14.03
3 Col.	204.41	185.84	167.25	148.67	132.56	113.62	94.68	75.75	60.22	40.15	21.05
4 Col.	261.08	247.78	223.01	198.23	173.45	148.67	126.24	101.00	75.75	53.53	26.76

In the event of a typographical error, Le Roy Pennysaver will not be liable to a greater extent than the cost of the space occupied by the error.

Effective: March 1st, 2010

Send Electronically - Photos can be sent in JPEG format.
Ads preferred in PDF, exact size; Illustrator EPS or InDesign.

Ads: pennysaver@leroyny.com • News: editor@leroyny.com

