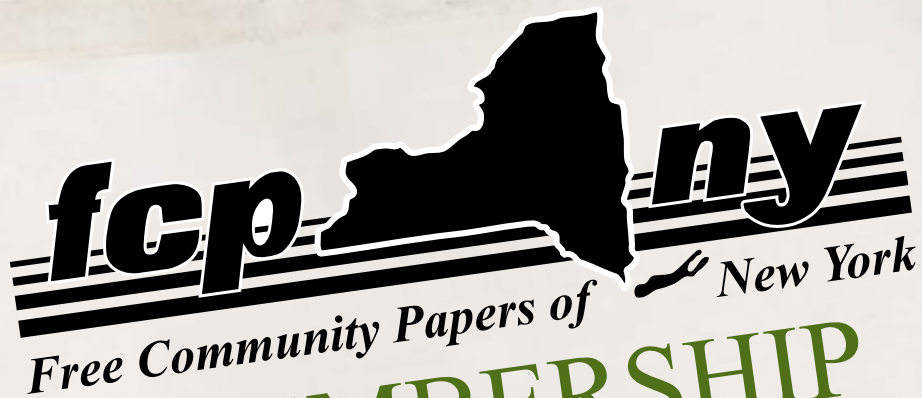


Being **FREE**  
has its benefits!



**MEMBERSHIP  
AND BENEFITS  
SUMMARY**

**The FCPNY mission is to unite and educate  
our members for THEIR strength and prosperity.**

109 Twin Oaks Drive, Suite C2, Syracuse, NY 13206  
315-472-6007 or toll free 877-275-2726  
ads@fcpny.com



**FCPNY is all about our members, providing them value and support in today's marketplace. The revenue derived from our membership dues and from the AdNetworkNY classified program provide us with tools to use in our quest to help every FCPNY member to be more successful. These tools, or MEMBER BENEFITS, help position our members as leaders in their respective markets...**

## CVC Audit and Readership Study

Each year, we make available a circulation audit conducted by Circulation Verification Council (CVC), one of the top independent auditing firms, that provides key readership and circulation information.



OUR DATA SPEAKS VOLUMES



## AdMall

The industry leader for local advertising and digital media sales intelligence, AdMall provides research, insights and sales tools you can rely on to help make the sale. That's why media companies of all sizes use AdMall's business intelligence and consultative sales tools to successfully:

- protect the business you have
- prospect and develop incremental sales
- gain the "competitive edge" needed to win new business
- separate yourself from all the other traditional and new media in your market

## FACT:

*FCPNY members reach more than 3 million homes in New York State weekly.*

## Training with Tom



Tom Cuskey is FCPNY's sales and training director and is the former publisher of the Scotsman Press publications in Syracuse. A faculty member of The Leadership Institute with 30 years of advertising sales and management experience, Tom is dedicated to the proper training of your sales team. Regularly scheduled conference calls and webinars are offered to members, as well as custom on-site training programs and more.

## Sales, Graphics & Leadership Summits



Our conferences provide something for everyone—publishers, general managers, sales managers, sales professionals and graphics personnel. We bring you top speakers and presenters for a very nominal attendance fee—a great value to your organization.

## AdNetworkNY

Our member ad network gives clients opportunity for statewide or zoned coverage with classified and display ads as well as insert delivery. Even better, it is a revenue opportunity for members and their sales pros.

## Human Resources Hotline

We retain a human resources specialist, and our members are at liberty to call with any questions they may have regarding labor relations, employment or discrimination law.



## Associate Members

We have a large, diverse group of individual vendors who offer industry related goods and services to our members. Their expertise keeps our members informed and engaged with the latest trends.

## imPRESSions Newsletter



Members receive our quarterly newsletter, bringing you a wealth of information about your FCPNY association, fellow members and the industry at large. Our newsletter is also available on our website.

## Sales Management Division

We maintain a sharing and support group for member sales managers who also play a role in our sales training opportunities

## MISSION:

*The FCPNY mission is to unite and educate our members for THEIR strength and prosperity.*

## PaperChain/SRDS

Through your membership in FCPNY and based on your audited circulation status, you are automatically recognized as a member of PaperChain, the consolidated promotional and marketing effort of all of the free paper associations in North America. PaperChain works closely with Standard Rate & Data Service (SRDS) to keep free papers in front of national and regional advertisers and ad agencies.



## FCPNY.com

For a more timely information source, your membership provides access to the public and "members only" portions of fcpny.com, the FCPNY website. The site includes a handy email tool that gives you networking access to fellow members which is great for finding answers to your questions.



## FCPNY Association Office

Lastly, your FCPNY membership affords the association office and staff who works tirelessly to help facilitate all of these member benefits.



**FCPNY membership and benefits  
are now open to more free publications  
in New York State than ever before!**

**For the first time ever, two tiers of publication membership are now available:**

## Regular Membership

FCPNY was founded by, and grew with, this class of membership. Applications are accepted from any company publishing free community publications with continuity of title and delivery schedule to their defined market at least 50 times per year. These publications are distributed locally to the general public and contain multiple advertisements from other retail, consumer and commercial sources.

## Specialty Membership

Applicants in this new class of membership publish free community publications with continuity of title and delivery schedule to their defined market at least six times but less than 50 times per year. These publications also are distributed locally to the general public and contain multiple advertisements from other retail, consumer and commercial sources.

Members are eligible for benefits based on their participation in our classified ad network, agreeing to publish ads sold into the network according to their regular schedule. Any investment made by FCPNY members for obtaining member benefits is assumed by member publications with the understanding that the level of benefits earned is calculated on a prorated basis according to their frequency of publication. of publication.



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

**fcp ny**  
Free Community Papers of New York

**For specific information on membership or to obtain an application, contact us at:  
315-472-6007 or toll free 877-275-2726  
ads@fcpny.com**

All membership applicants must conduct business within the State of New York, and these publications must be the main business interest of the publishers. Applicants must agree to conform to such standards of business practice, ethics and qualifications as the association may from time to time set forth in writing. All applications are subject to a majority vote by our existing members or as hereinafter provided by association bylaws.