



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



Advertising opportunities including
Classifieds – Display Ads – Insert Delivery
One Call - One Order - One Invoice

**We are a network of long established, local
 community publications delivered in print free to
 nearly 3 million homes across New York State & more online
 via trusted local websites.**

www.fcpny.com 877-275-2726 info@fcpny.com www.adnetworkny.com



Rates & coverage eff. May 2017; All rates are net.



We help sellers reach buyers throughout New York State with convenience & value

CLASSIFIED ADVERTISING

...Our most cost effective way to reach buyers!

| COMBO ZONES | REACHES | CIRCULATION | RATE | MORE |
|-----------------------------|---|-----------------------------------|--------------------|-------------------------|
| Statewide NY* | Western, Central-Capital and Downstate Zones + <i>ONLINE thru member sites & adnetworkny.com</i> | 2,215,912 HH 3,021,013 readers | \$489* 25 words | \$15 each addl. word |
| Upstate NY | Western and Central-Capital zones + <i>ONLINE thru member sites & adnetworkny.com</i> | 1,153,081 HH 1,572,574 readers | \$349 25 words | \$15 each addl. Word |
| SINGLE ZONES | REACHES | CIRCULATION | RATE | MORE |
| Western NY | 14 county area incl. Buffalo, Rochester, Corning & more + <i>ONLINE thru member sites & adnetworkny.com</i> | 651,697 HH 782,401 readers | \$249 25 words | \$10 each addl. word |
| Central - Capital NY | 37 county area incl. Syracuse, Albany, North Country & more + <i>ONLINE thru member sites & adnetworkny.com</i> | 568,384 HH 752,151 readers | \$229 25 words | \$10 each addl. word |
| Downstate NY | 11 county area incl. Westchester, Long Island, Bronx & more + <i>ONLINE thru member sites & adnetworkny.com</i> | 1,062,831 HH 1,406,461 readers | \$319 25 words | \$15 each addl. word |

NEW ADVERTISER SPECIAL:

Buy 3 weeks -
Get the 4th week
FREE!

Ad runs consecutive weeks



*Statewide Ad Frequency Rates:

- 4 weeks save \$30 per week
- 13 weeks save \$60 per week
- 26 weeks save \$90 per week

**Reach nearly 3 million readers
for as little as 17¢ per 1000 people**

CLASSIFIED DEADLINE: Friday 4PM PUBLICATION: Week starting 10 days after deadline

DISPLAY ADVERTISING

...custom programs that are flexible, targeted & cost effective!

**You select the coverage and our members
supply the local market reach and readership**

Programs start at: 2 columns X 2 inches (business card size ad)

500,000 homes \$1200

Larger ad sizes are priced 60¢ per column inch per M circulation selected

DISPLAY DEADLINE: Thursday 4PM PUBLICATION: Week starting 11 days after deadline

INSERT DELIVERY

... targeted custom programs delivering your pre-printed insert!

**Local market penetration +
audited circulation = RESULTS**

*Rates depend on insert size & weight;
please allow 5 business days for quotation*

YOUR REACH EXTENDS WITH BONUS ONLINE EXPOSURE

Virtually all local member websites feature our classified ads in searchable database and/or digital edition formats. Plus, all network ads appear on AdNetworkNY.com. Network display ads are featured in most member online digital editions.

DEMOGRAPHICS & READERSHIP

Provided by Circulation Verification Council

For more information contact:



AdNetworkNY

315-472-6007

or 877-275-2726

Fax: 877-790-1976

ads@fcpny.com



MEMBER/ZONE CIRCULATION

Effective May 1, 2017



| MEMBER PUBLICATIONS | Based in | No of editions | Western Zone | Central/ Capital Zone | Downstate Zone |
|---|-------------------|----------------|--|---|---|
| Angola Pennysaver | Angola | 1 | 10,000 | | |
| Chautauqua Star | Dunkirk | 1 | 13,500 | | |
| Fredonia Pennysaver | Fredonia | 2 | 24,298 | | |
| Genesee Valley Publications | Rochester | 11 | 154,970 | | |
| Lake Country Pennysaver | Albion | 1 | 20,335 | | |
| LeRoy Pennysaver | LeRoy | 1 | 7,263 | | |
| Merchandise (The) | Clifton Springs | 1 | 15,060 | | |
| Messenger Post Media | Canandaigua | 5 | 42,758 | | |
| Messenger Post Media | Rochester | 10 | 75,925 | | |
| Mount Morris Shopper, Inc.** | Mount Morris | 1 | 7,000 | | |
| PenneSaverPlus | Hornell | 1 | 23,235 | | |
| Perry Shopper | Perry | 1 | 7,182 | | |
| RW Publications | Orchard Park | 6 | 79,202 | | |
| Salamanca Pennysaver** | Salamanca | 1 | 11,946 | | |
| Southern Tier Shopper | Hammondsport | 1 | 22,260 | | |
| Steuben Courier | Bath | 1 | 11,200 | | |
| Warsaw Penny Saver | Warsaw | 1 | 9,087 | | |
| Wayuga Community Papers | Red Creek | 2 | 42,004 | | |
| Western New York Pennysaver & News | Buffalo | 5 | 60,000 | | |
| Westside News, Inc. | Spencerport | 4 | 33,598 | | |
| Capital Region Weekly Group | Clifton Park | 11 | | 181,872 | |
| Chronicle Ad-Viser | Penn Yan | 1 | | 10,998 | |
| County Shopper | Delhi | 2 | | 19,450 | |
| Denton Adirondack Journal | Elizabethtown | 1 | | 8,187 | |
| Denton Publications | Elizabethtown | 5 | | 35,863 | |
| Denton Times of Ti | Ticonderoga | 1 | | 7,432 | |
| Eagle Newspapers | Syracuse | 4 | | 17,839 | |
| Hi-Lites (The) | Watkins Glen | 1 | | 8,975 | |
| Hi, Neighbor | Cazenovia | 1 | | 11,500 | |
| Horseheads Shopper | Horseheads | 1 | | 18,467 | |
| Manchester Newspapers | Granville | 2 | | 49,480 | |
| My Shopper/Mohawk Valley | Cobleskill | 2 | | 26,747 | |
| Napaul Publishers, Inc.** | Hudson Falls | 6 | | 29,964 | |
| North Country Shopper | Edwards | 1 | | 10,500 | |
| North Country This Week | Potsdam | 2 | | 17,504 | |
| Northern NY Pennysaver | Watertown | 1 | | 6,546 | |
| Norwich/Sidney/Wharton Valley P'saver | Norwich | 3 | | 32,575 | |
| Oneida-Madison Pennysaver | Oneida | 1 | | 20,400 | |
| Owego Pennysaver** | Owego | 1 | | 19,420 | |
| Seneca County Area Shopper | Ovid | 1 | | 11,317 | |
| Spotlight Newspapers | Delmar | 2 | | 26,286 | |
| Syracuse New Times | Syracuse | 1 | | 32,249 | |
| Tompkins Weekly | Ithaca | 1 | | 7,000 | |
| Turnpike/Oneonta-Cooperstown P'saver | Richfield Springs | 2 | | 17197 | |
| All Island Media | Edgewood | 65 | | | 908,131 |
| Bronx Penny Pincher | Bronx | 5 | | | 78,375 |
| Chase Media/Yorktown | Yorktown Heights | 10 | | | 151,341 |
| Market Place Publications | Carle Place | 5 | | | 38,000 |
| Marketplace Today | Chester | 4 | | | 32,835 |
| Neighbor Newspapers | Farmingdale | 22 | | | 181,592 |
| PrimeTime Xpress | Garden City | 10 | | | 102,138 |
| Tri-State Pennysaver Group | Pelham | 25 | | | 278,550 |
| TOTALS <i>No. of editions</i> | | | Western Zone 670,643 57 | Central/ Capital Zone 617,768 56 | Downstate Zone 1,770,962 146 |

TOTAL CIRCULATION:
3,059,373*
in 259 local editions plus more online!

***Advertiser content is additionally delivered through participating member websites, digital editions, online classified ads and thru adnetworkny.com**

Total classified network circulation statewide is 2,282,912 in 201 local editions, papers marked with ** do not participate in classified program; Circulation figures subject to change; contact FCPNY for most recent numbers.