



**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 2.8 million homes across New York State & more  
 online via trusted local websites.**

[www.fcpny.com](http://www.fcpny.com) 877-275-2726 [info@fcpny.com](mailto:info@fcpny.com) [www.adnetworkny.com](http://www.adnetworkny.com)



Rates & coverage eff. July 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
<b>Statewide NY*</b>	Western, Central-Capital and Downstate Zones + <i>ONLINE thru member sites &amp; adnetworkny.com</i>	2,003,302 HH 2,651,000 readers	\$489* 25 words	\$15 each addl. word
<b>Upstate NY</b>	Western and Central-Capital zones + <i>ONLINE thru member sites &amp; adnetworkny.com</i>	1,219,021 HH 1,571,207 readers	\$349 25 words	\$15 each addl. Word
SINGLE ZONES	REACHES	CIRCULATION	RATE	MORE
<b>Western NY</b>	14 county area incl. Buffalo, Rochester, Corning & more + <i>ONLINE thru member sites &amp; adnetworkny.com</i>	654,995 HH 866,765 readers	\$249 25 words	\$10 each addl. word
<b>Central - Capital NY</b>	37 county area incl. Syracuse, Albany, North Country & more + <i>ONLINE thru member sites &amp; adnetworkny.com</i>	564,026 HH 746,384 readers	\$229 25 words	\$10 each addl. word
<b>Downstate NY</b>	11 county area incl. Westchester, Long Island, Bronx & more + <i>ONLINE thru member sites &amp; adnetworkny.com</i>	784,281 HH 1,037,851 readers	\$319 25 words	\$15 each addl. word

### NEW ADVERTISER SPECIAL:

Buy 3 weeks -  
Get the 4<sup>th</sup> 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 more than 2.6 million readers  
for as little as 18¢ 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 July 20, 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	82,500		
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		24,960	
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 Pennysaver	Norwich	2		26,475	
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	3		20,726	
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
<b>TOTALS</b> <i>No. of editions</i>			<b>Western Zone</b> <b>673,941</b> <b>57</b>	<b>Central/ Capital Zone</b> <b>613,410</b> <b>56</b>	<b>Downstate Zone</b> <b>1,492,412</b> <b>121</b>

**TOTAL CIRCULATION:**  
**2,779,763\***  
*in 234 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 2,003,302 in 176 local editions, papers marked with \*\* do not participate in classified program; *Circulation figures subject to change; contact FCPNY for most recent numbers.*